

## **Country Sports South West joint partner Exit Strategy**

### **Introduction**

The project partners have had constructive meeting in order to develop an exit strategy, which as a default, takes forward the project ethos and identity beyond the investment period. Additionally, both groups have discussed and are exploring ways to, jointly or independently, continue to grow and expand the project activities into the future.

### **BASC default exit strategy**

BASC have a commitment to the project and will actively seek to keep the brand of Country Sports SW promoted and maintain the website as long as financially viable. BASC understands there is a need to link and work with tourism to help ensure a sustainable country sports industry.

The cost of keeping the website and brand alive is £1800 per year for the website license (1200) and hosting (600). BASC could bring it into company and host with BASC main site. The addition of information and amendments to the site could be undertaken by existing IT staff at head office.

The ideal would be to keep the CSSW team members as they have the expertise to develop the brand and product further.

The project has several ideas for income generation and will explore these and other opportunities as they arise. It should be noted that some these are just ideas at the moment and may not be suitable to develop.

After team discussions it is thought that targeting several small income streams is going to be the most sustainable way forward.

### **WRT default exit Strategy**

WRT Also have a fundamental commitment to take forward the ethos and identity of the project. WRT commit to keep the angling scheme running with the country sports identity and with links to the parent CSSW website which will continue to 'umbrella' and offer the passport among other rural sporting opportunities.

Again, the ideal would be retain a full time officer in post to keep the scheme growing and thriving. Accordingly, with BASC and among our peers WRT has been investigating ideas to continue growing the scheme.

## **SPONSORSHIP**

BASC already has a small sponsor who was very keen to work with CSSW. [REDACTED] can see benefits for both parties, for them CSSW works with the industry businesses they are keen to target. It is about crisis targeting, most people only use a solicitor when they have a crisis, keeping their brand in front of the right audience showcasing what they do is what they wish to achieve from the partnership, rather than expecting huge volume of enquiries.

A small sponsorship would fund the continuation of the website and the income generated from the existing sponsor will ensure the website continues to 2015.

There are other opportunities for the project to target other businesses both on the industry and consumer side.

For the industry

- Accountants
- Specialist advisors
- Specialist Retail

For the consumer (as the consumer database increases)

- Clothing
- Equipment
- Accommodation Agencies
- Regional brands
- Food

## OTHER REGIONAL COUNTRY SPORTS PROJECTS

BASC are actively looking to encourage partnerships in other regions working with their national partners the Angling Trust and Angling Development Board. BASC are keen to take the brand nationally and the project already owns the domain name [www.countrysportsenland.co.uk](http://www.countrysportsenland.co.uk)

Welcome to Yorkshire is visiting the South West region to see the successes of the project and to assess whether the same project would work in Yorkshire if funding could be attracted. The CEO of Welcome to Yorkshire and one of Yorkshire's MP will be in attendance. If this was to happen the SW brand would continue alongside the new Yorkshire brand.

Other regions who have expressed an interest in the Country Sports brand

- Durham
- Cumbria
- Wales
- East Anglia

The partnership is looking to form in 2014 and will look for funding in the post 2013 funding streams possibly RDPE.

## AUCTION DAYS

BASC has seen an opportunity for the auction of syndicate days. Although some problems around tax and insurance need to be addressed, there could be an opportunity for CSSW to hold an auction of boundary and other days for shooting syndicates.

The project has realised syndicates are struggling to be viable and re-invest therefore keeping the quality up. Syndicates at the moment do not sell shooting days commercially due to be liable for tax and the syndicate insurance not covering any new guns. An income from selling one or two days a year would improve the quality and make syndicates more viable.

If the problems can be addressed CSSW/BASC would take an administration fee to generate an income. The first auction would take place in the last year of the project.

## COUNTRY SPORTS SUMMER BALL

CSSW have been approached by a rural hotel to see if they wish to hold a Summer Country Sports/Shooting Ball. A study will be undertaken to work out costings and viability. Any profits would be generate an income. If a ball was considered it would be held in the last year of the project.

## WEBSITE INCOME GENERATION

The website could generate an income, the project feels that charging for appearing on the website through a yearly fee is out of date and with competition in the tourism industry it is unlikely to be sustainable.

A charge per Click through from the CSSW site to the businesses website is the preferred choice; this would guarantee the business traffic to their websites. If CSSW does not drive business to their website they then do not pay. The CSSW website will have to prove itself and generate business, indications from businesses at the moment show that many businesses are getting enquiries and bookings through CSSW.

A booking system for the project has been ruled out as not viable and the wrong direction for the project to be going.

WRT is conscious that, for fishing, there already exist compendia of available fishing, which rely on a sponsorship and advertising business model and so WRT has steered away from offering this facility through the passport to avoid the accusation unfair competition. When the passport is outside of the investment period WRT will be able to offer sponsorship and advertising opportunities on the passport but we feel it will not make a substantial contribution to running costs and so will not be vigorously pursuing this objective. Additionally, other established fishing portals already signpost to the passport among other national fishing schemes and these tend to pick up the more lucrative national level sponsorship and as a regional scheme we cannot yet compete with these umbrella portals, although plans to aggregate the passport scheme outlined below may change this dynamic.

WRT will continue to offer Fishing for Business training and investments to accommodation providers and those who have undertaken the training will receive a certification which they can promote as a level of 'quality assurance' to anglers, which will link to the Country Sports identity and web site.

## SELLING SERVICES

The project is looking to start charging for expert advice at the moment this is part paid for by the investments and matched by the business. If a project officer is employed who has the skills and can deliver the expert advice then instead of £200 being charged (50% being paid by the project and 50% by the business) a fee of £100 is charged and that fee would then go to the project.

The project will also look at charging for have a go clay lines at events to cover costs if these costs are exceed any profit would go to the project

## INTERREG PROJECTS

BASC and WRT are actively looking for partners to bid for Interreg funding under thematic tourism and conservation streams. At present they have three countries who have committed to a partnership.

- Belgium
- Slovenia
- Romania
- France
- Spain
- Ireland

It is hoped a new call for projects will be announced in October when BASC intend to submit an application for Country Sports. The funding would run to June 2014. WRT would commit complementary project bids, which would hopefully support and continue the partnership through reciprocal actions. WRT have extensive experience with INTERREG and a substantial list of partners from previous projects. Both BASC and WRT will work together to maximise opportunities from the next phase of cooperation funding.

The project manager has been invited to attend a familiarisation trips to Finistere in France with the purpose to see if there are opportunities for bidding with Finistere for cross channel Interreg funding. WRT will also be attending Interreg match making events in the coming year and will be looking for opportunities for both partners to extend the Country Sports package.

## CO-OPERATIVE DEER MANAGEMENT IN CORNWALL

The project is keen to explore the possibility of forming a deer co-operative in Cornwall; the industry is very segmented with a number of one man stalking businesses unhappy with the opportunities to add value to their meat and the price they are receiving.

Small chillers for the storage of meat are scattered over Cornwall with no co-ordination or multi business use. There is a shortage of game dealers with appropriate facilities, a stalker is unlikely to travel more than 20 minutes with a carcass and there are large areas of Cornwall and West Devon when a stalker will have to travel further which reduces the quality of the meat and reduces viability.

Cornwall Food and Drink would partner the project to build a distinctive brand for game meat and products in Cornwall. Cornwall Deer Initiative is also keen to work with the project.

The project would be the administrator and therefore take an income.

The manager is currently talking to Agri BIP who has established a meat co-operative, to understand what is involved.

## RDPE FUNDING POST 2013

As the project has developed it has exposed opportunities to take forward areas which the project has not had the funding or other resources to undertake. These areas are around

- Overseas consumers
- Research
- Game Meat product development
- Branding of game meat.
- Deer management
- Biodiversity
- Angling development
- New entrant opportunities

BASC will bid for funding post 2103 to RDPE to take these elements and other opportunities which arise, forward, if the criteria is eligible.

WRT will also develop projects independently but both partners will ensure strong linkage and mutual support as well as a continued linkage to the Country Sports identity.

#### **SPORT ENGLAND AND LOTTERY**

BASC will explore funding opportunities to promote and increase the up take of the sports under other funding streams, such as Sport England as they announce new rounds and criteria. This could include more inclusive opportunities for the disabled.

#### **NEW MEMBERSHIP CATEGORY**

The project will explore the possibility of a new membership category for BASC. This is likely to be for Country Sports Tourism businesses, such as activity providers and hotels. The benefits to the businesses need to be explored and a membership fee. Inclusion on the CSSW website would be one of the benefits

The benefit of a membership would be a badge for a hotel or provider to show that they are linked with the professionals/experts in country sports indicating that they professionally cater for the Country Sports market.

The membership would then provide an income for the project/BASC.

WRT may investigate charging anglers for using the scheme at a fixed rate to cover costs. Additionally we may try to decrease costs by replacing the roving voucher with, weekly, monthly or annual 'season ticket'. Estimating how to distribute funds to beat owners based on proportional usage with a basic guaranteed amount for all beats.

Additionally WRT is liaising with other passport schemes across the country (of which there are seven of notable scale) to realise economies of scale though making one central booking, sales and marketing office. A booking fee would be passed to each regional scheme in order to fund a more local advice and troubleshooting service and local trusts would still add beats to grow the general scheme. WRT are also working with Angling Development Board who have expressed an interest in using the passport approach to extend angling development duties by offering the scheme as a repository for fishing of different types across the country providing a booking, sales and marketing service. Meetings are planned in March.


BASC are also liaising with the Angling Development Board to look at rolling out the Country Sports approach.

## CONTINUE TO WORK WITH PARTNERS

BASC regional and head office will continue to work with the partners providing expertise.

Strong partnerships have been built where CSSW has provided expertise to the partner to further their aims. Partners include

Rural Focus  
Cornwall Food and Drink  
SME Game Food Businesses  
Shooting Syndicates  
Commercial Shoots  
Deer Initiative



6<sup>th</sup> August 2012.