

# **Appendix 1: Catchwise Communications and Marketing**

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# 1. Catchwise online communication and marketing

Online platforms were used to raise awareness of Catchwise, including job advertisements, project updates and general presence in the angling community.

1. Website: <https://www.catchwise.org/> Figure 1.
2. Linktree: <https://linktr.ee/catchwise> Figure 2.
3. Facebook: <https://www.facebook.com/AnglingResearch/> Figure 3.
4. Instagram: <https://www.instagram.com/catchwise23/> Figure 4.

On average, the social media accounts published one post per week. Additional paid for promoted posts were also sent out through META business manager. All Catchwise accounts were managed by Substance. Additional content was distributed through partners such as The Angling Trust.

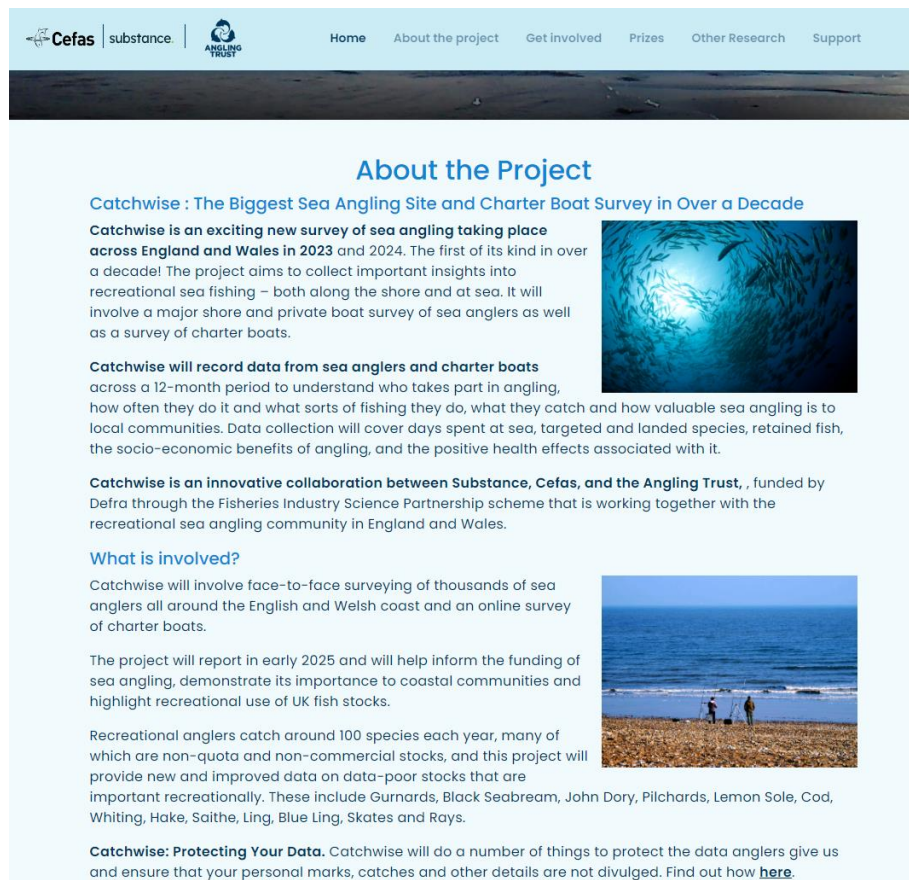
In addition to Catchwise direct communication, partner organisations used their platforms to share project information. Examples include:

1. Substance website: <https://www.substance.net/project-items/catchwise/>
2. The Angling Trust website section: <https://anglingtrust.net/sea/sea-angling-science/catchwise/> Figure 5.
3. Cefas website: <https://data.cefas.co.uk/view/21676>
4. Welsh Government: <https://www.gov.wales/sites/default/files/pdf-versions/2024/4/1/1713798422/welsh-sea-bass-advisory-group-meeting-27-february-2024.pdf>
5. Angling Trades Association (ATA) <https://anglingtradesassociation.com/progress-continues-on-catchwise/>
6. Inshore Fisheries Management (IFM) website section: <https://ifm.org.uk/volunteers-wanted-for-new-catchwise-survey/>
7. Association of IFCAs <https://association-ifca.org.uk/please-support-the-catchwise-sea-angling-survey/>
8. Southern IFCA: <https://www.southern-ifca.gov.uk/news>
9. Northern IFCA: <https://nifca.gov.uk/recreational-fishing/sea-angling/>

# 2. Catchwise in-person communication and marketing

Other communication and marketing was carried out at in-person events. These were carried out by The Angling Trust and Substance and included but were not limited to: conferences (i.e. Working Group for Recreational Fisheries

Surveys), community club events (i.e. Blackpool club meetings), and Catchwise organised events (i.e. the Weymouth charter boat Catchwise event).



The screenshot shows the 'About the Project' section of the Catchwise website. At the top is a navigation bar with logos for Cefas, Substance, and the Angling Trust, followed by links: Home, About the project, Get involved, Prizes, Other Research, and Support. Below the navigation bar is a large blue banner with the title 'About the Project' in white. The main content area has a light blue background. It starts with a sub-header 'Catchwise : The Biggest Sea Angling Site and Charter Boat Survey in Over a Decade'. The first paragraph describes the survey as an exciting new project across England and Wales in 2023 and 2024, aiming to collect insights into recreational sea fishing. A square image of a school of fish is to the right. The second paragraph states that the project will record data from sea anglers and charter boats across a 12-month period. The third paragraph mentions the innovative collaboration between Substance, Cefas, and the Angling Trust, funded by Defra. A section titled 'What is involved?' describes face-to-face and online surveys. To the right is a rectangular image of two people on a beach. The final paragraph lists recreational species caught and mentions data protection measures, with a link to 'here'.

**Cefas** | **substance** | **ANGLING TRUST**

[Home](#) [About the project](#) [Get involved](#) [Prizes](#) [Other Research](#) [Support](#)

## About the Project

**Catchwise : The Biggest Sea Angling Site and Charter Boat Survey in Over a Decade**

**Catchwise is an exciting new survey of sea angling taking place across England and Wales in 2023 and 2024.** The first of its kind in over a decade! The project aims to collect important insights into recreational sea fishing – both along the shore and at sea. It will involve a major shore and private boat survey of sea anglers as well as a survey of charter boats.

**Catchwise will record data from sea anglers and charter boats** across a 12-month period to understand who takes part in angling, how often they do it and what sorts of fishing they do, what they catch and how valuable sea angling is to local communities. Data collection will cover days spent at sea, targeted and landed species, retained fish, the socio-economic benefits of angling, and the positive health effects associated with it.

**Catchwise is an innovative collaboration between Substance, Cefas, and the Angling Trust,** funded by Defra through the Fisheries Industry Science Partnership scheme that is working together with the recreational sea angling community in England and Wales.

### What is involved?

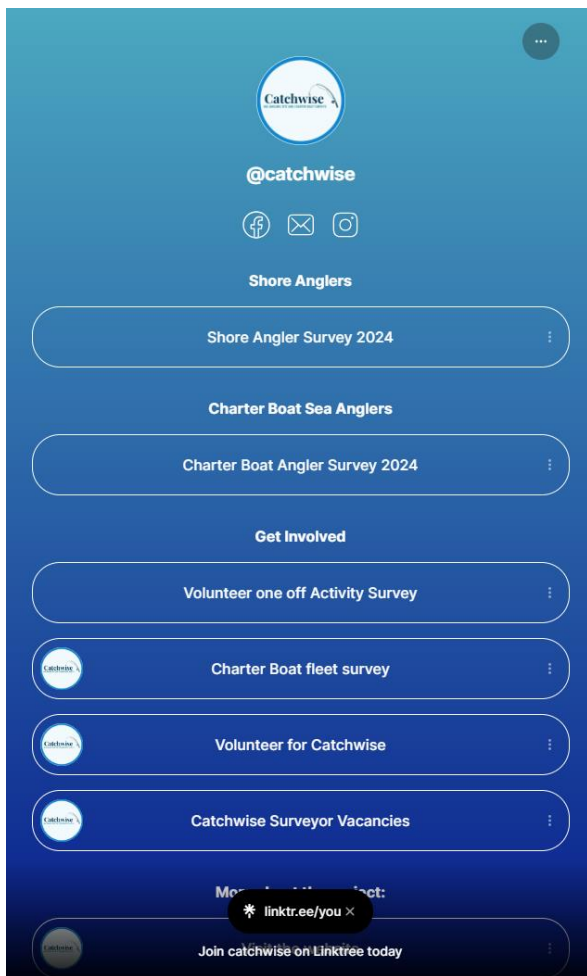
Catchwise will involve face-to-face surveying of thousands of sea anglers all around the English and Welsh coast and an online survey of charter boats.

The project will report in early 2025 and will help inform the funding of sea angling, demonstrate its importance to coastal communities and highlight recreational use of UK fish stocks.

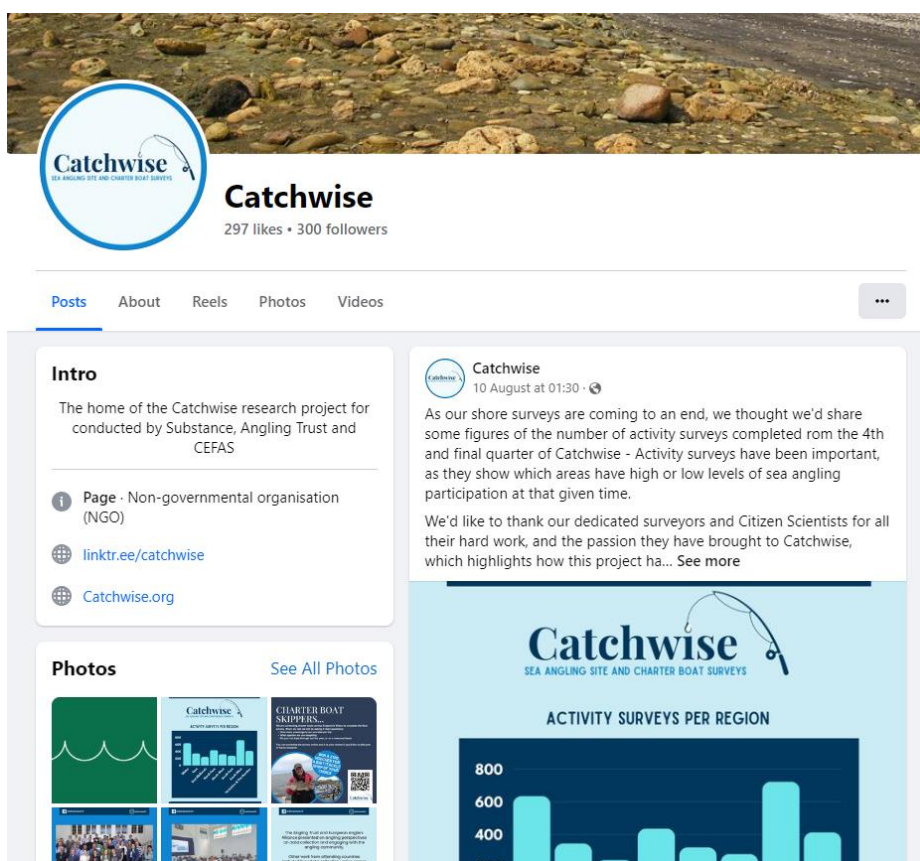
Recreational anglers catch around 100 species each year, many of which are non-quota and non-commercial stocks, and this project will provide new and improved data on data-poor stocks that are important recreationally. These include Gurnards, Black Seabream, John Dory, Pilchards, Lemon Sole, Cod, Whiting, Hake, Saithe, Ling, Blue Ling, Skates and Rays.

**Catchwise: Protecting Your Data.** Catchwise will do a number of things to protect the data anglers give us and ensure that your personal marks, catches and other details are not divulged. Find out how [here](#).

**Figure 1. “About the Project” section of the Catchwise website as of the 15<sup>th</sup> of August 2024. Source: <https://www.catchwise.org/>**



**Figure 2. Linktree account as of the 15<sup>th</sup> of August 2024. Source: <https://linktr.ee/catchwise>**



**Figure 3. Facebook social media account screenshot as of the 15<sup>th</sup> of August 2024. Source: <https://www.facebook.com/AnglingResearch/>**



**Figure 4. Catchwise Instagram screenshot from the 15<sup>th</sup> of August 2024. Source: <https://www.instagram.com/catchwise23/>**

# Catchwise

**Catchwise** is a new survey of sea angling taking place across England and Wales in 2023 and 2024. The project has been co-developed with sea anglers and aims to significantly improve the recognition of the sport's value to coastal communities and inform relevant fisheries management decisions accurately.

It will be the biggest single study of sea angling undertaken for over a decade and will involve a major shore and private boat survey of sea anglers as well as an online survey of charter boats. **Catchwise** will involve face-to-face surveys with thousands of sea anglers around the English and Welsh coasts. [Recruitment for volunteer surveyors is now open.](#)

**Catchwise** is the first project of its kind to feature collaboration with the sea-angling community on this scale. Representatives across the angling community from organisations like the Angling Trades Association, Angling Cymru and the Institute of Fisheries Management, will join an Advisory Group comprised of individual anglers, charter skippers, scientists, fisheries managers, and government agencies to provide input throughout the project's duration.

The Angling Trust has partnered with Substance and Cefas on the *Catchwise* project over concerns regarding previous surveys focused on sea angling and their increasing contribution to fisheries management and policy. It is funded through the UK Seafood Scheme: Fisheries Industry Science Partnership scheme provided by the UK government.

The project will report in early 2025 and will help inform the funding of sea angling, demonstrate its importance to coastal communities and highlight recreationally valuable species.

Recreational anglers catch around 100 species each year, many of which are non-quota and non-commercial stocks, and this project will provide new and improved data on data-poor stocks that are important recreationally. These include gurnards, black seabream, John Dory, pilchards, lemon sole, cod, whiting, hake, saithe, ling, and skates and rays.

[Visit the Catchwise Project Website](#)

## GET INVOLVED

### BECOME A CITIZEN SCIENTIST: VOLUNTEER RECRUITMENT NOW OPEN

We want an army of volunteer Angling Citizen Scientists across England and Wales to help our professional surveyors to survey anglers and increase the reach of the project.

**Figure 5. A screenshot of The Angling Trust website section on its involvement in Catchwise as of the 15<sup>th</sup> of August 2024. Source: <https://anglingtrust.net/sea/sea-angling-science/catchwise/>**

## **Tackling global challenges through innovative science solutions**

Cefas, the Centre for Environment, Fisheries and Aquaculture Science, is an Executive Agency of Defra (the UK Government's Department for Environment, Food and Rural Affairs).

Through innovative solutions and world-leading applied science we work to ensure a sustainable future for our rivers, seas and the ocean, supporting healthy and productive marine and freshwater ecosystems.



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