

Nenescape: Evaluation Report

PROJECT DETAILS

Title of your Project	Nenescape Building Bridges
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Nenescape reference	STF1
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Name of your organisation	Angling Trust
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Date Range of this Report	From:	Oct-2017	To:	Sep-2022
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Name of person responsible for writing the report	Kelvin Allen
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Role of person responsible for writing the report	Project Manager
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Contact details (phone and e-mail)	kelvinallen@btinternet.com 07850 709769
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SECTION A: BACKGROUND INFORMATION

Introduction to the project	5% of report
<p><i>Describe: why the project was created; what the project set out to achieve; when it started; which organisations have led, managed and delivered the project; what the project does; who the project targets and works with; how the project is funded and resourced; what contribution the project aims to make towards the Nenescape programme and the NLHF outcomes. <u>Assume that the reader has no prior knowledge of your project.</u></i></p>	
<p>East Anglia has a higher concentration of people from Eastern European countries than most other areas of the UK, in part due to high levels of employment in the agricultural sector which has relied heavily on 'migrant labour' often transient in its nature. In part, this has resulted in a large number of complaints by anglers and angling clubs about what have been termed 'Eastern Europeans' or 'migrant' anglers, particularly focused on perceived issues of illegal methods and the taking of fish.</p> <p>Evidence about the perceived problems, the actual problems experienced and potential solutions to better educate and integrate anglers from the UK and those from Eastern Europe has been gained from the outcomes of the angling survey being undertaken within the development phase of the LPS process, which received 1300 responses.</p> <p>Follow up calls with clubs showed that they believed 10% of these problems were actually from local migrant anglers. Statistics from the police show that there were almost zero prosecutions of illegal fishing or fish theft in East Anglia over recent years involving anglers from eastern Europe. However, anecdotal evidence from the Angling Trust suggest that British anglers in the area feel that there is a persistent problem of poor or illegal practices by those from Eastern Europe; and that from all communities that there is a lack of integration of anglers from different backgrounds.</p> <p>The project engages with both the migrant and English angling communities to address and progress these cultural differences and issues, set against an evolving Brexit agenda over the lifespan of the project, by using both education and engagement means whilst enhancing the enforcement of poor behaviours.</p> <p>Fishing in Eastern Europe is very popular and concerted effort is needed to consolidate this to ensure that it is being undertaken within the legal framework to potentially improve fishing club membership numbers and sustain the enjoyment derived from our rivers.</p>	

SECTION B: INFORMATION ABOUT THIS EVALUATION

How have you evaluated the project?	5% of report
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***Describe:** summarise your evaluation method to include - who you have gathered evidence from for your evaluation; what methods you have used to gather the evidence and how have these mapped against your project outcomes; where you have used other sources of data. This section is only about the methods you have used and not a summary of the data collected.*

We have undertaken the agreed set of measures to gain evidence and evaluate the outcomes and objectives of the project as below. Whilst we have exceeded the number of activities, despite the impact from COVID, which has led to an extension from 3 to 5 years on some of the program delivery elements.

EVALUATION METHOD	WHEN	QUESTIONS / OUTCOMES	STAKEHOLDERS	RESOURCES
Survey (Education)	On each specific school launch event (Annually)	See spreadsheet template	Polish Schools	FESS Officer
Survey (Clubs)	On each specific club support meeting (Annually)	See spreadsheet template	Angling Clubs Fisheries	FESS Officer
Survey (Anglers)	Scheduled for 2021	Use structured survey as implemented in 2016/17 development phase and 15,000 rod licence holders	Rod Licence holders within the Nene Valley	EA Rod Licence Data Substance for Survey
Activity Recording	On each school event	Recording activities and participation volumes	Polish Schools	Level II Coach FESS Officer
Activity Recording	On each visit to angling club/fishery	Recording activities and participation volumes	Angling Clubs/Fishery	FESS Officer
Case Study	Target 4 per year	Capture individual history and evidence of relationships with migrant communities	English anglers with a strong presence on social media	FESS Officer
Case Study	Target 4 per year	Capture individual history and evidence of relationships with migrant communities	Volunteer Bailiffs within the Nene Valley	FESS Officer
Focus Group	Quarterly	Review progress and outcomes with local angling consultative group	Angling Clubs/Fisheries	Project Officer / FESS Officer

In addition to these we have case studied our volunteers to gain an understanding of how they feel the project is benefitting both them and its followers. We also have created a video of the journey we have taken since 2017 and demonstrated the outcomes. Whilst as like most organisations the use and development of social media to reach and engage has shown some vital evidence in some of the key objective outcomes and changes in behaviours.

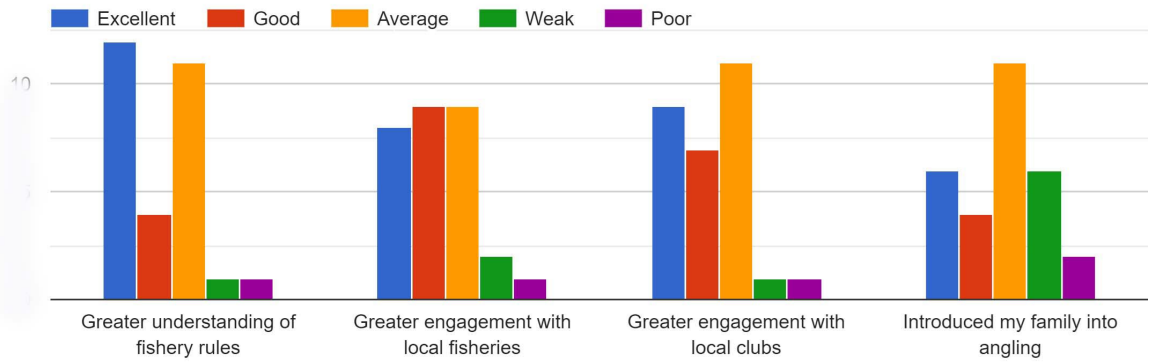
SECTION C: EVALUATION FINDINGS

Outcome 1 Better compliance awareness of English angling rules amongst migrant communities

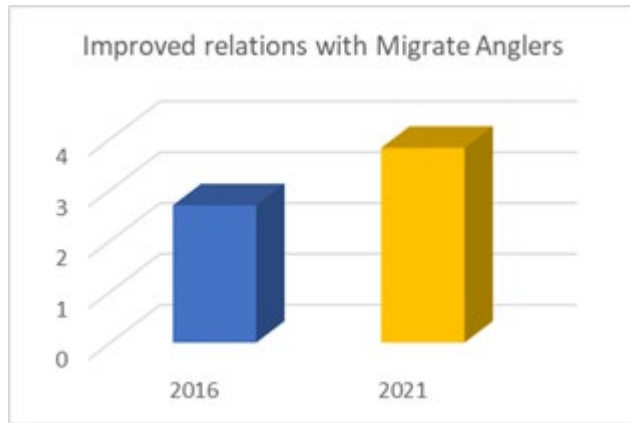
Outcome 2 Improved relationships and understanding between English and migrant anglers

What contribution has the project made to your project outcomes?		50% of report
<p><i>Describe what you have found out about the contribution the project has made to <u>each</u> of your project outcomes. NB: this is <u>not</u> a description of what you have done; the focus should be on the extent to which you have achieved your outcomes. Do also note which of the NLHF outcomes each project outcome relates to.</i></p>		
Your project outcome	The contribution the project has made to this outcome	
<p>1.</p> <p>Project outcome: Communities become engaged.</p> <p>NLHF outcome(s): More and a wider range of people will have engaged with heritage</p> <p>People will develop skills</p>	<p>Using our education program.</p> <p>We have approached the migrant communities via the attendance of the 4 Polish Saturday schools that exist across the Nene Valley, delivering a clear message about angling and the associated environmental activities associated with fishing. These are effectively private schools which lease secondary school facilities, in large urban towns and cities right across the UK and evokes the principle of schooling includes Saturday's back in Poland.</p> <p>One event held at the Peterborough Polish School attracted 500 children, in which the local angling club from Hampton attended along with the Environment Agency. The event and its outcomes are reflected in this video of the event and its participants. https://youtu.be/_1g_MsulM5A</p> <p>This element of the program was funded for 3 years and over that period we have had over 1600 polish children attend the 9 school events, but unfortunately COVID caused us to miss two of our planned school repeat visits in the spring of 2020. Overall we had planned 12 visits during the 3-year program, so we are only one off our target if you negate COVID from the equation.</p> <p>From these events some 222 children from the migrant community have attended some of the coaching events to become more engaged into angling. Many of these children have been accompanied by their parents or guardian with all becoming much more aware of English angling rules and the catch and release ethos.</p> <p>It's very evident from the material created and presented by the children that they understand their environment, with some great art visualisations of the Nene Valley, as part of a Nene Valley artwork competition for each school we ran as part of the school visits.</p> <p>Evidence from the 2021 survey evaluation for all across the Nene Valley for the school program activities is see below. Although the 2021 survey sample size didn't match that of the previous 2016 survey, it was much more focussed on the target audience using social media feeds.</p>	

How do you rate the Outcomes from the engagement with Polish Schools



The graph below compares the resultant scores on relationships with Migrate Anglers compared to the 2016.



Clearly a marked improvement of 42% since 2016 in the engagement and relationship with the migrant communities.

Further evidenced by the percentage of members joining local angling clubs from the migrate community.

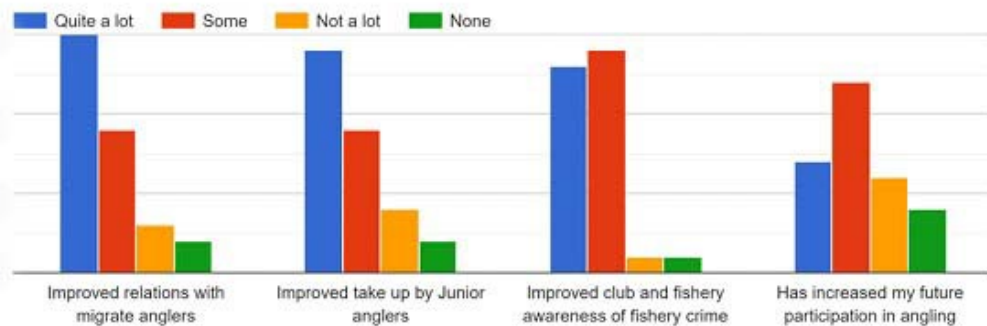
<p>2. Project outcome: Improved relationships and understanding between English and migrant communities</p> <p>NLHF Your local area/community will be a better place to live, work & visit</p> <p>People will learn about heritage</p> <p>More and a wider range of people will have engaged with heritage</p>	<p>Using our Club and Coaching Program</p> <p>If you read social media you could believe things have not progressed in terms of the relationship between the English and migrant angling communities. However, the evidence reveals something altogether different. We also have evidence of a significant behavioural change across clubs who have engaged with us in the program, with clubs like Wellingborough, Hampton and Northampton all seeing their membership increase through the active club coaching program delivered through the Let's Fish Nenescape scheme, with anglers across all communities involved.</p> <p>That said some clubs have taken a more insular stance towards migrant anglers and not welcomed them. We had hoped that this Brexit anti-migrant theme would have dissipated, but clearly the media furore, across both mainstream and social media hasn't helped, nor have months of COVID restrictions.</p> <p>We have worked with the migrant communities not only in Schools, but Religious Groups and held international fishing festivals all supporting the awareness of catch and release sport angling and the rich angling heritage within the Nene Valley all delivered using an approach of bringing together communities.</p> <p>Again the evidence from our 2021 survey shows a clear 42% improvement in relations with Migrate Anglers.</p> <p>A great example is the story of 10 year old Alex Lamont in the attached link. His mother Krista from Eastern Europe really supports him. Their story begins with the attendance of one of our coaching event at Foxton Locks. https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/related-articles/the-fisheries-and-angling-team/whats-it-like-to-take-part-in-a-junior-angling-competition</p> <p>Another family engaged from Wellingborough are the Wright's with 4 children, mum Jennifer saying Fishing has given her family a common interest, a calm place to go to, and most importantly the quality family time. They started through attending the coaching sessions and now are key providers of coffee and cake, to various events hosted by the Club.</p> <p>In terms of heritage of angling assets in the Nene Valley is both better managed and identified and we are pleased that one of the largest angling clubs at Wellingborough which celebrated its 150th anniversary in 2019 has been at the core of our activities and has secured its future with a 500% increase in its junior membership over the life of the program.</p> <p>In parallel to the school visits, the successful coaching under the Let's Fish Nenescape banner has been a true club led initiative built within a common framework, supporting coaches, development and enabling a sustainable path for many clubs to develop and secure their future, based around new junior member recruitment starting from initial 1:1 coaching through to development sessions and then club membership, regardless of background.</p> <p>It's very evident that where these events are held and delivered through the framework of local clubs, the clubs see the benefit of increased membership, not just from the children but from entire families. This is again best seen at Wellingborough with now over 300 junior members in 2022, seeing the club grow into one of the largest in Eastern England. With an estimated 17% of their membership now hailing from the Eastern European community.</p>
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Hampton, a newly formed angling club in Peterborough again demonstrates this ethos and has been well case studied with 35% of its junior membership now from the migrant community.

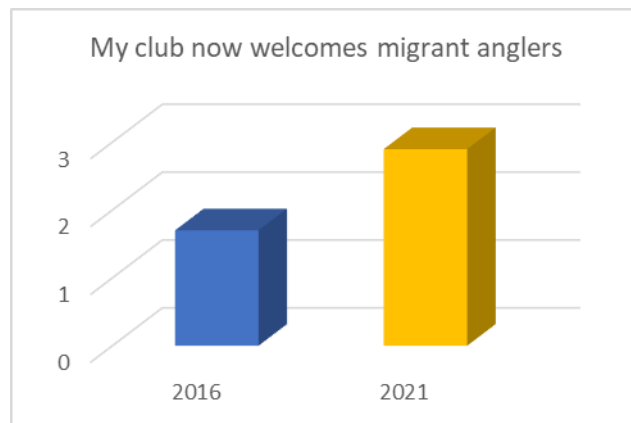
We have deployed over 300 multilingual signs across the Nene Valley to fishing venues, to raise awareness of club identity and riparian compliance.

Evidence from our 2021 survey show some positive trends on this

Overall how aware are you of the following outcomes from the Nenescape Programs run by the Angling Trust in the following areas.



The graph below compares the resultant scores on clubs and Migrate Anglers compared to the 2016.



Clearly a marked improvement of 70% since 2016 and the engagement with Clubs in migrate communities.

Further evidenced by the percentage of members joining local angling clubs from the migrate community.

3.
Project
outcome:
Better
compliance
awareness of
English angling
rules amongst
migrant
communities

NLHF
outcome(s):

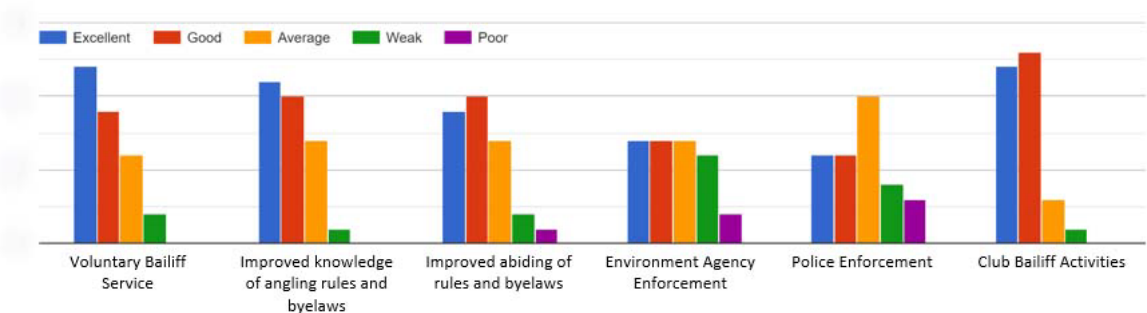
Your local
area/communit
y will be a
better place to
live, work &
visit

People will
develop skills

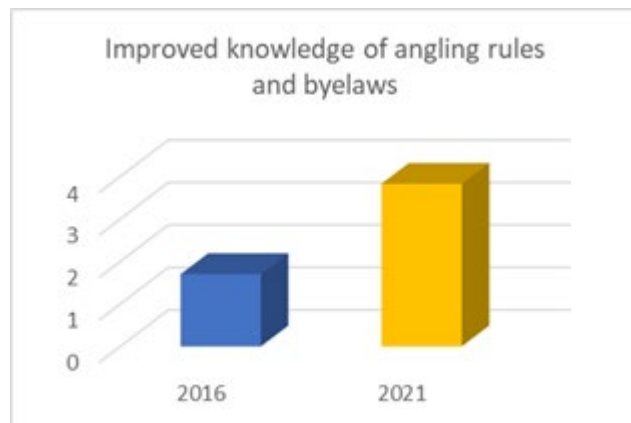
Enforcement and Awareness

Clearly the overall message has got across through feedback from parents, tackle shops and social media. It is shown clearly in the 2021 survey results.

How do you rate the Outcomes and Improvements from the engagement and support on Enforcement within the Nene Valley

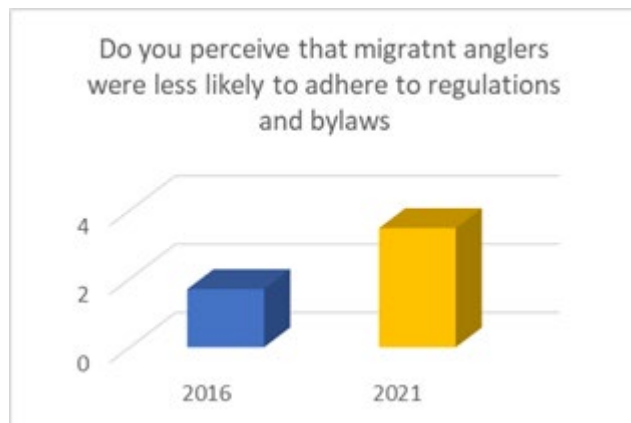


More substantive is the comparison back to the 2016 survey on this subject. Perception of understanding regulations (Rating average)



Clearly a marked improvement of 125% since 2016 in the knowledge of rules and byelaws.

This is a significant shift from that identified in 2016 and shows that the education and engagement has made some difference.



Clearly a marked improvement of 105% since 2016 in the likelihood of adhering to regulations.

This is a significant shift from that identified in 2016 and shows that the education, engagement and publicity has made some difference.

We have evidence gained from insights into specific angling related social media when mentioning the migrant community angling activities. This led to having to manually remove many posts in which racist comments would be made on blogs around illegal angling.

Between 2018-20 these comments averaged just under a post per day, in more recent times 2020-22 this has become once every 14 days. So a huge change in behaviours on a site that has a reach of 3.2million and receiving 50 comments per month. The reach as it's known, although national can be statically tracked by area and the Peterborough area is

	<p>only 2nd to that of London. So by population this is quite significant Whether this is directly influenced by our work is still conjecture, but our own survey shows a marked change in culture.</p> <p>But despite this their remains a small element of unlawfulness amongst the migrant community of anglers, who have become very adapt of avoiding bailiffs and club officials. This is not helped that this crime is deemed low priority by the statutory appointed Environment Agency and has led to some seemingly poorly resourced outcomes and almost zero criminal prosecutions in recent years. This is reflected in the scores in the 2021 survey on this question.</p> <p>We have through the Angling Trust engaged with sound police work involving the Wildlife Crime Units across Cambridgeshire, Northants and Lincs which has prosecuted some of these cases and made an example for others to see. Despite the Environment Agency's stance at Area level not engaging in either Voluntary Bailiff Scheme (VBS). this program despite national agreement and funding for Building Bridges and VBS.</p> <p>That said the evidence from the volunteer program from our voluntary bailiff's patrol experiences reveal minimal issues experienced involving migrant anglers, with only 4% of patrols and an equivalent of 72 hours effort needed for each report to the statutory authorities. This is based on over 6000 hours of effort. So a substantial evidenced outcome in itself.</p> <p>It should also be noted that 20% of these volunteers are now from the migrant community.</p> <p>Evidence can be deduced from above that the actual evidenced incidents of illegality involving the migrant angler communities across the region are in the minority and, that simply because migrant angler's fish in a different style to native English anglers, they are not actually in contravention of the law.</p>

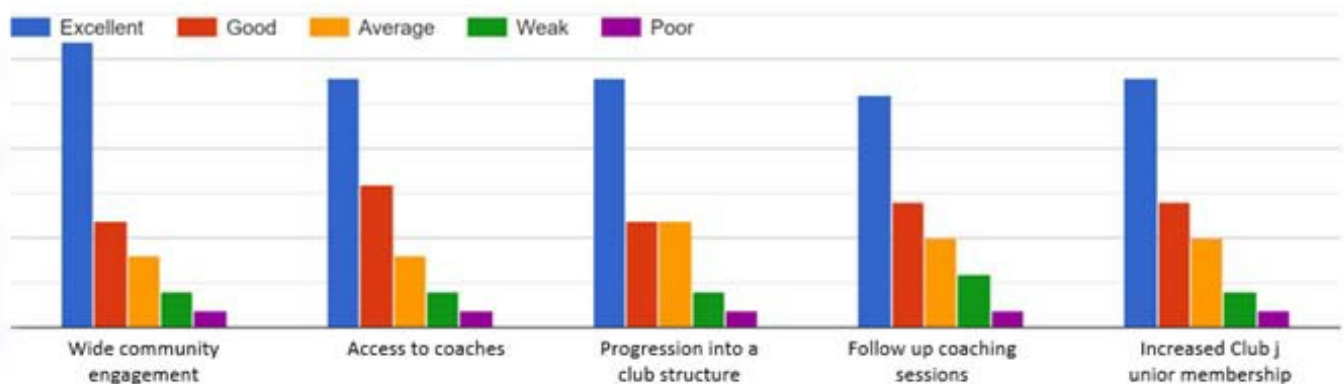
How successful has the project been in reaching its target beneficiaries?	10% of report
<i>Describe: outline the extent to which the project has reached the target groups that it aimed to reach; reflect on your levels of success, what has helped and what the challenges have been.</i>	
<p>We have reached out to the migrant communities well, the school program with some 1600 families, right across the Nene Valley from Wisbech to Northampton, indeed all the Polish Schools.</p> <p>We have undertaken case studies and received positive feedback indicating that this program of activity has made some tangible difference within the target communities showing just how the message from these events has positively influenced whole families within the migrant community.</p> <p>In terms of coaching events and numbers we have run 70 events with 2644 participants receiving one to one coaching.</p> <p>However, the migrant community has been a changing landscape set against Brexit with an ever changing</p>	

set of communities, from Polish families returning to Poland often replaced in the community by lower skilled Romanian migrant families. The Angling Trust has addressed this with the recruitment of its first Romanian Building Bridges officer outside the funding from Nenescape and engagement with developing Romanian community groups in both Peterborough and Northampton.

The key beneficiaries really being the residing clubs that own and lease the fishing across the Nene Valley. Whilst initially getting to meet and engage with these clubs was a challenge, things have improved as many now realise that their future survival as a club relies heavily upon the recruitment of new membership to sustain their future.

Evidence of this is clearly shown within the 3 clubs based in Peterborough, Wellingborough and Northampton, all of whom have seen a marked increase in their junior membership following interaction with the migrant community and our coaching Lets Fish Nenescape program. The case study from Hampton AC in Peterborough is a great example, with 35% of their membership from the migrate community. In terms of coaching this has been one of our great success stories as evidenced below, in peoples general assessment of coaching and being part of a Club.

How do you rate the Outcomes from the engagement in Coaching Activities



That said, some clubs have folded over the life of the program. These clubs consisted of officers in their older years and had little access to modern day communications tools and without new committee members had little room for manoeuvre. We have seen some of their venues on the River Nene taken on by newly formed clubs with a forward looking agenda and places like Wadenhoe are now well managed and free of illegal activities with an strong club membership and bailiff structure.

We looked at the challenges facing one of the Nene Valleys premiere fisheries, Ferry Meadows in Peterborough. We engaged with the Environment Agency and an external consultant to understand and evidence the issues and report the science back to the landowner. This has led to a wider Nene Valley wide survey on predation populations, to report back to Natural England.

At a recent consultancy meeting with these clubs, a positive realisation was really welcome that they needed the migrant community as in order to secure their financial survival moving forward.

Local anglers have clearly reached out to support this project, in terms of volunteering effort and we have exceeded all expectations with the levels of engagement in challenging circumstances of COVID.

One of the long-standing issues was the closure to fishing on the multitude of drains to the north of Peterborough owned by the Welland and Deeping Internal Drainage Board. These drains covering some 25kms have been affectively poached by both English and migrant anglers for some time and seemingly nobody was interested. We considered that this represented a good project during COVID to investigate

whether the IDB would lease the fishing, as they previously had done to the betterment of the local angling communities until approximately 10 years ago when this agreement was ended by the IDB. After discussions with the IDB we invited clubs via an EOI and then into a formal Tender process to lease the riparian fishing rights. The response from clubs was very poor to say the least, which demonstrates the position angling finds itself today. Sadly, the financial gap between the IDB rental requirements and the bidding club's financial availability was just too large, along with issues identified around the work needed to create safe angler access to the drains, especially those with steep banks.

It is with regret that, in the current climate of economic uncertainty, this seems an unsolvable issue currently, but reflects the evolving state of angling in the 21st century. Making any enforceable management and ownership beyond the reach of what anglers are prepared to resource.

What has been learnt about the methods used to deliver the project?	10% of report
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Describe which methods have been particularly successful in helping to achieve the desired outcomes; which methods have been particularly successful in helping to reach the target beneficiaries; why were the methods successful; the challenges or barriers that have been encountered and how have they been overcome. Think about this being a handover note to a colleague or someone in another organisation who is planning a similar project.

In terms of resources the program funded 2 part time engagement officers, each working 8 hours per week. This became highly reliant on the full time building bridges officer to arrange and oversee most activities for the part time staff to deliver mainly at weekends. This effort was all unbudgeted within the program and is something we wouldn't duplicate again, but employ one full time officer to own and deliver the activities end to end.

Sadly in 2020 COVID took the lives of two of our leading coaches, but such is the resilience of the clubs supporting the program, within 12 months other coaches came up to speed and filled what was a huge gap. Today these clubs run significant more coaching and development sessions than funded by Nenescape, including mental health and wider school engagements right across the Nene Valley.

The wider Brexit agenda continues to highlight how fragile these communities are to change. We were addressing what is an individual leisure activity, which clearly is influenced by wider national events.

How well has the project been managed?	5% of report
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Describe: whether the process of managing the project has been effective and why; what challenges or difficulties have been encountered and how these have been overcome; if the project had the necessary skills, capacity and resources to deliver its aspirations. Think about this being a handover note to a colleague or someone in another organisation who is planning a similar project.

In 2019 the founder of the Building Bridges program Rado Papiewski resigned from the Angling Trust and returned back to Poland with his family. This did have an initial impact on the project, but Rado's

replacement quickly picked up where Rado left and provided much support to the project.

As the original survey in 2016/17 and feedback confirmed, many of the issues with migrant anglers are not based on fact but anecdotal in nature and not supported with clear evidence.

What is clear is that angling in natural rivers is in decline for various reasons by English anglers and the work undertaken in 2020 with the IDB north of Peterborough confirmed this.

Some of this is market forces led by commercial fisheries opening lakes with excellent access and the instant ability to catch fish easily. Clubs who offer a mix of natural river and managed lakes seem to be doing fine but in stark contrast, to those who don't offer these services are struggling and unless they change, risk not surviving into the future. It wasn't in the projects scope to change this market, but we have exposed this.

We have had some success both in Peterborough and Northampton in accessing this community via religion-based community groups. This was an area planned for further engagement and development during the summer of 2020, but COVID restricted this somewhat. But needed resources who could speak both native Romanian and English.

The migrant community has a long history of natural fishing in rivers and don't want the instant virtues available from the commercial fishery sector, now so prevalent in the UK. COVID clearly has set us all back and whilst our funding for staff ended after year 3, much was still gained by extending the coaching element of the program into 2021 and 2022, supported through a mixture of FCR, project management and matched officer time.

We took the decision to not use a consultancy company to run the 2021 survey like in 2016 at a cost of £13,000, but use available free software to run the survey ourselves. This we did but didn't reach the responses as achieved in 2016 as GDPR regulations prevented us from gaining access to the National Rod Licence data as we did in 2016 from the Environment Agency. However the sample size still gave a valid return.

What effect have internal or external changes had on the management and delivery of the project?	5% of report
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Describe whether there have been any significant changes, internally or externally, that have affected the project; how these changes have been responded to and their impact on the project overall.

Our original Building Bridges officer Rado's move back to Poland does reflect the wider trend of Poles returning home and being replaced, in the main, by Romanian migrants. Whilst the Polish community has some strong structures in the UK like the provision of private Saturday schools and community groups, Romanian migrants are more transient in nature and therefore more complex to engage.

Another change following Rado's departure, was to outsource the delivery of our coaching and align it to existing deliveries linked strongly into the existing coaching scheme running within England. The Canal and Rivers Trust "Let Fish" scheme was an existing scheme in the East Midlands and brought some sound structure and evolution to our coaching delivery and outcomes. I feel this has benefitted both CRT and Nene Valley clubs, as it became an integrated delivery.

Our Volunteer bailiffs continue to spend many hours out on patrols across the Nene Valley under the Voluntary Bailiff Service, indeed since the scheme commenced we have recorded some 6100 hrs, without a

single fisheries crime outcome from the 60 reports into the EA and Police. With 20% of these volunteers are now from the migrant community.

SECTION D: CONCLUSIONS AND FUTURE ACTIONS

What are the key messages emerging from the evaluation and what actions are required of the project/partners?	5% of report
<p><i>Describe: any key messages emerging from the evaluation of your project outlining the main areas of learning for your type of project and your organisation; the actions that could be taken in response to the evaluation findings. Think about this being a handover note to a colleague or someone in another organisation who is planning a similar project.</i></p>	
<p>The project set out to resolve and evidence what was potentially a significant issue, set against BREXIT and some near racist commentary across social media.</p> <p>The evidence is now very clear that this isn't a significant issue and born more around the poor use of social media by a few very narrow minded people.</p> <p>We have however narrowed and built many bridges between communities through our programs and placed Nene Valley Angling Clubs on a sound footing bringing communities together. Something now adopted as part of the national angling strategy by the governing body for angling and being delivered now right across England funded by Rod Licence income.</p> <p>So, it remains very difficult to accurately judge just how well our voluntary enforcement support is viewed by the angling community, or indeed, if they perceive that anything is improving at all and given everything detailed above, perhaps we shouldn't be at all surprised if the inaccurate perception is that nothing has changed for the better.</p> <p>Finally, some of the clubs are realising that their entire future will depend upon them welcoming the migrant community into their membership. Whilst the overwhelming evidence is that most issues are anecdotal in terms of the migrant angler.</p> <p>We find that many of the initiatives we started have now been adopted and become part of the mainstream club activities, which is really a great achievement of the project and future of angling in the Nene Valley.</p>	

What is the project legacy?	5% of report
<p><i>Describe: the medium to long term lasting impact that the project will have on the people, landscape, nature and heritage of the Nene Valley; if there will be any on-going work related to the project, how that reflects the learning from the Nenescape programme; and who is taking that forward.</i></p>	
<p>In 2022 the team who remain employed directly by the Angling Trust, such was their delivery outcomes, were again asked to repeat the Nene Valley school visits once again. Clear evidence of the impact these visits had on the targeted community. So successful is this scheme, that it's been delivered to many migrant schools now across the UK with great success.</p> <p>Our coaching schemes have grown beyond expectations and now actively supporting many health and</p>	

wellbeing and community funded initiatives right across the Nene Valley, from Peterborough to Northampton.

In 2021 and 2022 this structure was extended East into Whittlesea Cambridgeshire with angling becoming a key theme of its big bash community event, with teams from Building Bridges and Nenescape Coaches delivering a mixture of education and fun for all communities.

There are many families who have shared their virtues of what angling has brought to their families sense of being, regardless of race or community.

A true project legacy.