

Call: COSME-TOUR-2015-3-04

Title of the project: FishTrail

Project duration and start date: Duration 18 months. Start date April 2016

Short description of the project:

- The project is about improving transnational angling tourism through the creation of a Fish Trail
- Main objectives:
- The objectives of the FishTrail project are to:
 - (1) boost the competitiveness and integration of transnational Angling tourism in Europe,
 - (2) support and develop a network of sustainable angling tourism in Europe,
 - (3) enhance, utilise and protect the natural and cultural angling environment, and
 - (4) provide a scalable, sustainable, network-based model that can last beyond the lifespan and grow to cover all EU locations.

The project will be focused on the Angling Tourist and will produce a FishTrail Network, including concrete deliverables of 4 promotional fishing festivals, a website containing the Angling Tourist Fish Planner, and 25 location-specific tourism 'how-to' videos. Angling tourists pay to undertake the activity of fishing and this gives the fish a cash value. Therefore the fish in our environment can be regarded as our natural capital, which generates income for SME micro-businesses (angling providers). Angling typically occurs in the tourism 'shoulder seasons', i.e. spring and autumn, and therefore plays a key role in keeping the local touristic economy alive when summer tourists are not available. Visiting anglers bring between €222 to €40/ day to the project areas they visit. The core regions covered by the project attract nearly 1 million angling tourists. Attracting 1,000 visiting anglers will bring in between €130,000 to €85,000 and provide an average **2.5 jobs**.

The project will ensure environmental sustainability by visibly showcasing, demonstrating and promoting angling opportunities that protect the natural environment. Specifically this will include:

- 1) Promotion of catch and release angling for wild fish,
- 2) Use of environmentally friendly fishing methods including using non-toxic materials and avoiding line and fishing tackle from entering the ecosystem,
- 3) Prompting eco-angling locations and SME's that re-invest some of their income to environmental improvements that also support the fish populations.

Lead partner/coordinator:

- Westcountry Rivers Trust (UK)

Partners

- **Tolmen Angling Association (SL)**
- **Devon and Severn Inshore Fisheries and Conservation Authority (UK)**
- **South Kerry Regional Development Partnership (IE)**

- **Sea Trout Fyn (DK)**
- **Figuerio dos Vinhos (PT)**

Contact: Bruce Stockley

(email:) **bruce@wrt.org.uk**

(website:) <http://wrt.org.uk/> and <http://westcountryangling.com/>