



Fishery Reports



Now with the help of **Fishery** Reports, fisheries will have the tools to get in-depth stock and management reports, targeted customer marketing campaigns, increase sales and repeat revenue and encourage new and younger anglers to try a day fishing at your water by widening your target market.

You will be able to provide your anglers with an immediate online booking facility, visual catch return data input and display and enhanced information and customer service.

*“ **Fishery** Reports is going to be a very useful development for Lechlade and Bushyleaze to get involved in. The management advantages for bookings and stock control are exciting and plainly obvious for us in this “electronic” age but the interaction it will afford anglers are immeasurable and will bring instant fishery reports to our anglers on flies, hotspots and likely prospects. We believe that our anglers will wonder how they ever managed without it in the past ”*

- Tim Small - Owner of Lechlade & Bushyleaze Trout Fisheries & Chairman of Stillwater Trout Fisheries Association (STFA)

www.fisheryreports.com

Introduction

Fishery Reports provides fisheries across the UK with a ground breaking, bespoke, multi platform IT application which serves the needs of the owners of angling venues and the anglers that use those venues. **Fishery Reports** is available via touch screens, PC, laptop, mobile & tablet.

For fishery owners, the application provides a booking and sales module, stock management module, sophisticated and targeted marketing campaigns and a host of management reports, all of which are easy to manage and use.

And for the anglers? In addition to modern 2016 levels of customer service, **Fishery Reports** provides anglers with an unrivalled level of information that is vastly superior to current standards. Giving anglers access to accurate, up-to-date information about the water they plan to fish, will dramatically improve the odds that they will have an enjoyable, successful and memorable day's fishing.

Anglers can easily add photos and videos to their catches, and they will have the ability to share their impressive catches with other anglers via Angling Buddies, our social media platform. We will encourage anglers to use Angling Buddies as a way of organising group fishing trips, meet other anglers, arrange informal fishing introduction days, give or get advice and share stories and photos of fishing days out.

The informative, visual and modern features of **Fishery Reports** will be especially attractive to new and younger anglers, and it makes it easy for them to share their new angling experiences with their peers. The younger generation are the future of fishing, and it is essential we make this sport as attractive as possible. By reducing the hurdles to entry and incorporating the modern hardware we all use daily into the sport of angling may make new or younger anglers less intimidated by the perhaps 'musty' atmosphere of the fisheries.



The **Fishery** Reports interactive map allows anglers to review catches by date, location and even by individual angler. Each marker on the map represents a fish caught and, by clicking on a marker, the details of that catch are shown. These details include size, species, line and the fly used. The largest 10 fish are highlighted

Launching Spring 2016, **Fishery** Reports will be available at each fishery club house via the high-tech touch screen interface, as well as online.

Each club house installation will include 4G internet access, 27" HD Touch screens and chip and pin card payment facilities.

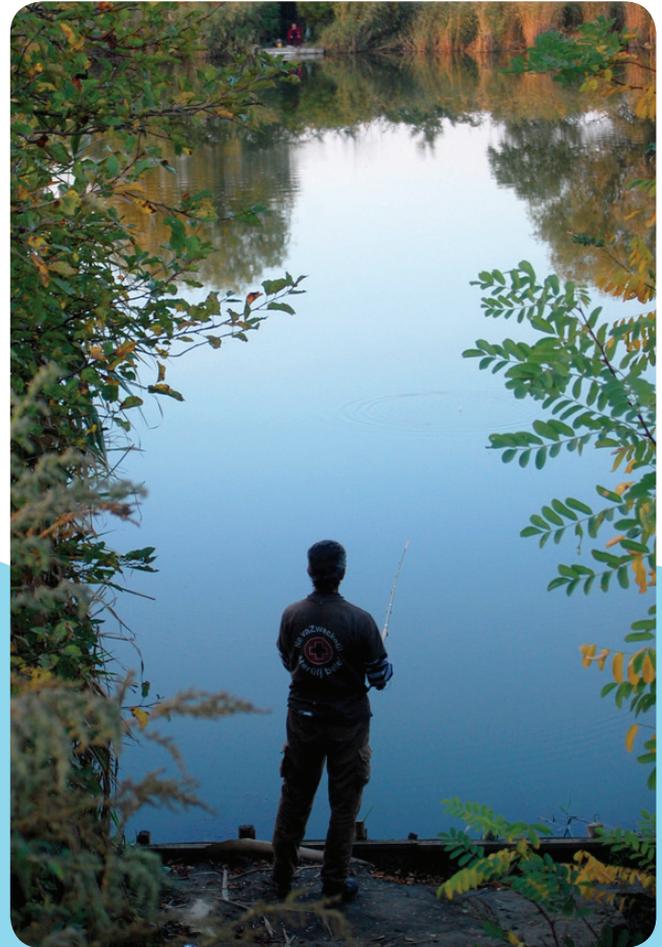


Benefits to Fisheries

- Advanced ticket sales and reservations
- Online booking diary and payments facility
- Payments secured in advance
- Increased sales, reduced lost sales
- No lost revenue from no shows or cancellations
- Paperless ticket system
- Online and touch screen facility for anglers to record catch returns
- Intuitive design, easy to use
- Angler incentives
- Personal angler online and interactive diary
- Angling Buddies
- Management tools and reports
- Easy to use interface to manage and amend your information
- Greatly improved stock control
- Better planning and lower costs
- More time to spend with your customers, the anglers
- More time to spend maintaining the fishery
- Reduced daily administration, time and costs
- Targeted marketing campaigns to customers
- Better customer service
- Better fishery information
- Improved reputation, promotion and awareness
- Improved anglers chances of success
- More repeat visits
- Wider target market
- Many opportunities to increase revenue
- Low cost licence
- Simple integration with existing web sites
- Low cost transactions
- Ongoing, free **Fishery** Reports development and upgrades

Benefits to Anglers

- Up to date tech services
- Online ticket sales
- Club house touch screen service
- Catch return entry and display
- Free to use
- Intuitive, easy to use and user friendly
- High level of information
- High level of service and satisfaction
- Personal & interactive fishing diary
- Real angler incentives
- Angling Buddies – our exciting social media platform



Tickets

Anglers are able to book tickets and all extras in advance, online, as well as via the touch screen installed in the fishery clubhouse. By having ticket availability, booking and payment services online and in advance, phone enquiries will reduce dramatically, freeing up staff for other duties and sales will not be lost because the phone line is busy or the call is not answered. Cancellations and no shows can be managed easily, resulting in reduced lost revenue.

Our paperless ticket system means that all tickets will be sent to the angler via text message and/or email. The bailiff will also receive a 'real time' report showing who should be on site, at what time and exactly what they paid for (i.e. 2 fish half day ticket & boat)



Targeted Marketing Campaigns

Using client generated data, we can create, hand in hand with you, targeted marketing campaigns for your existing customers as well as promotions designed to attract new anglers. All the campaigns will be designed and created by us in accordance to the brief you provide. Our comprehensive management reports allow you to focus in and define your varying customer base.

For example, if you find that your quiet day is every Tuesday, you can ask us to create a professional and quality marketing campaign which offers discounted tickets for Tuesdays.

Another example would be to target the anglers who visited your water in the past 8 weeks and who did not catch anything. Perhaps letting them know about your one to one tuition classes, or even offering them a discount for their next visit would entice them back to your fishery.

Catch Returns

The **Fishery** Reports touch screen application will allow anglers in the club house to review the up to date catch returns which will include vital information on where, when and how fish have been caught. The large scale maps showing the locations of recent catches will be very useful to visiting anglers, all displayed in a clear, easy to use and understandable format.

At the end of the fishing day, anglers will input their catch returns using the touch screen, or online at home. Once entered and saved, catch return data will be immediately available to any anglers searching for information. When using the touch screen, the angler will simply tap on the area of the lake he/she caught a fish and complete, in a matter of seconds, the catch variables e.g. fish species, size, bait etc (all touch screen values).

The angler will also be able to enter this information at home using their phone or laptop. Anglers fishing at waters that use **Fishery** Reports can view past catch data, displayed on an exciting visual of the

map, which shows them the best areas to fish, the best tactics used etc. and all this can be drilled down by date or time of day. Again, this is all available both via the touch screen and online.

Anglers planning a fishing trip will be able to review in advance, online, the latest catch return information in advance of their visit and benefit from this by learning about the best tactics to use, the most successful areas to fish, and thus significantly improving their chances of success.





Fishery Reports

*" I think **Fishery** Reports will be hugely beneficial to modernising the sport and fisheries as a whole. I will look forward to working with you in the future with installing your product to Amport Trout Fishery. The ability for fishermen to be able to book online and pay for their fishing tickets in advance will be one of the many benefits to both fisheries and fishermen. As far as fishery management is concerned the opportunity for stock levels to be easily calculated will make life so much easier for the fishery manager. The concern of people not filling in there catch returns will aid us so much and will be a thing of the past. "*

- Will Hawkings-Byass - Owner of Amport Trout Fishery

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Images courtesy of Wilderness TV