

Our Vision.

Get Hooked on Fishing



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Get Hooked on Fishing
Together we can.

Message from our Chair of Trustees

Get Hooked on Fishing (GHOF), conceived within Durham Constabulary, was translated into a charity in 2003, with the generous support of the Environment Agency, and became incorporated in 2010. It is registered as a charity in both England and Scotland. Since then the organisation has exceeded all expectations and its name has become synonymous with successful and high quality engagement with young people.

The project, which is based on activities designed to strengthen personal and social skills, has had a profound and long-term effect on both participants and their communities across the UK. GHOF can demonstrate that if a structured and supportive initiative is created around a fun and accessible activity, then key personal skills and attributes can be developed successfully and, more importantly, sustained. GHOF is able to cite many instances where young people from a broad range of backgrounds have become GHOF Peer Mentors, gained qualifications, apprenticeships and employment and then seized opportunities to contribute to their local communities.

GHOF and its Board of Trustees are extremely proud of the partnerships it has developed and embraces opportunities to forge new ones. These continue to include the Environment Agency, Angling Trust, Positive Futures and numerous schools and colleges, angling trade representatives and angling clubs, funding agencies and fundraisers, not to mention the army of staff, coaches and volunteers who work tirelessly for all the young people. The list seems truly endless!

And so, to the future; what does that hold? On behalf of the Board of Trustees for Get Hooked on Fishing, I would like to share with you how we plan to continue to achieve our overall Get Hooked on Fishing Mission.

A handwritten signature in black ink that reads "John Milford". The signature is written in a cursive style with a horizontal line underneath the name.

John Milford

His Honour Judge Milford QC
Chair of the Board of Trustees

Angling

Participation

Young people

Personal development

Social development

Achieve

Participate

Contribute

Enjoyment

Sustain

Implement

Country-wide

Get Hooked on Fishing

Our Mission

The provision, or assistance in the provision, of facilities for all aspects of Angling to create opportunities for participation as a means of engaging young people who by reason of their youth, poverty, social or economic circumstances lack such opportunities. In particular Get Hooked on Fishing will seek to provide, through their participation, gateways and pathways to development for young people at risk from crime, drug use, educational exclusion, poor health and other forms of social exclusion.

Our Vision

- To raise awareness amongst young people that there are viable alternatives to the commission of crime and anti-social behaviour.
- To promote the sport of angling to young people who at present do not have opportunities to participate.
- To use the activity of angling to create alternative activities and gateways for those young people at risk from crime, drug use, educational exclusion, poor health and other forms of social exclusion.
- To convince all stakeholders, through evidence based monitoring and research, that the creation of Get Hooked on Fishing projects is a very effective way of engaging young people and to promote the sport of angling long term.
- To achieve the above through the ongoing development of the Get Hooked on Fishing Charity.

Our Objectives

- To reduce offending and re-offending.
- To reduce incidences of anti-social behaviour.
- To improve educational standards by:
 1. Reducing truancy and other educational exclusions;
 2. Complementing the school curriculum;
 3. Assisting educational development (i.e. in literacy, and numeracy).
- Identify and develop peer coaches in angling and provide pathways to other skills and employment opportunities.
- To increase awareness of environmental issues and the need to protect our countryside.
- To encourage the long term participation in the sport of angling.
- To develop partnerships with other agencies to create sustainable local projects, including the creation of centres for angling and conservation.

Our Values

- We will keep our promise to deliver quality programmes.
- We will welcome positive input from the experience of others.
- We will be inclusive in all aspects of our work and, whilst maintaining our priority targets, will not discriminate on grounds of gender, race or ethnicity, ability or economic or social background.
- We will always provide for local projects to develop to meet local needs, ensuring always that the core business of the Charity is delivered.
- We will always consult with our licensed projects when seeking to develop the Charity.
- We will never control but seek to inspire and encourage our projects to do likewise.
- We will strive to make the sport of angling entertaining and as the most effective way to engage young people.

Our Unique Selling Point (USP) and Our Priorities

The use of angling for transformative personal and social development (PSD) for 5 to 25 year olds.

Our Priorities for the Future:

1. Angling and Health and Well-Being;
2. Angling and Communities;
3. Angling and Young People;
4. Angling and Participation.

The research carried out by SUBSTANCE, 'Fishing for Answers' (2012) focused on the social and community benefits of angling and Get Hooked on Fishing was proud to be a major contributor to this.



Get Hooked on Fishing
Helping hands

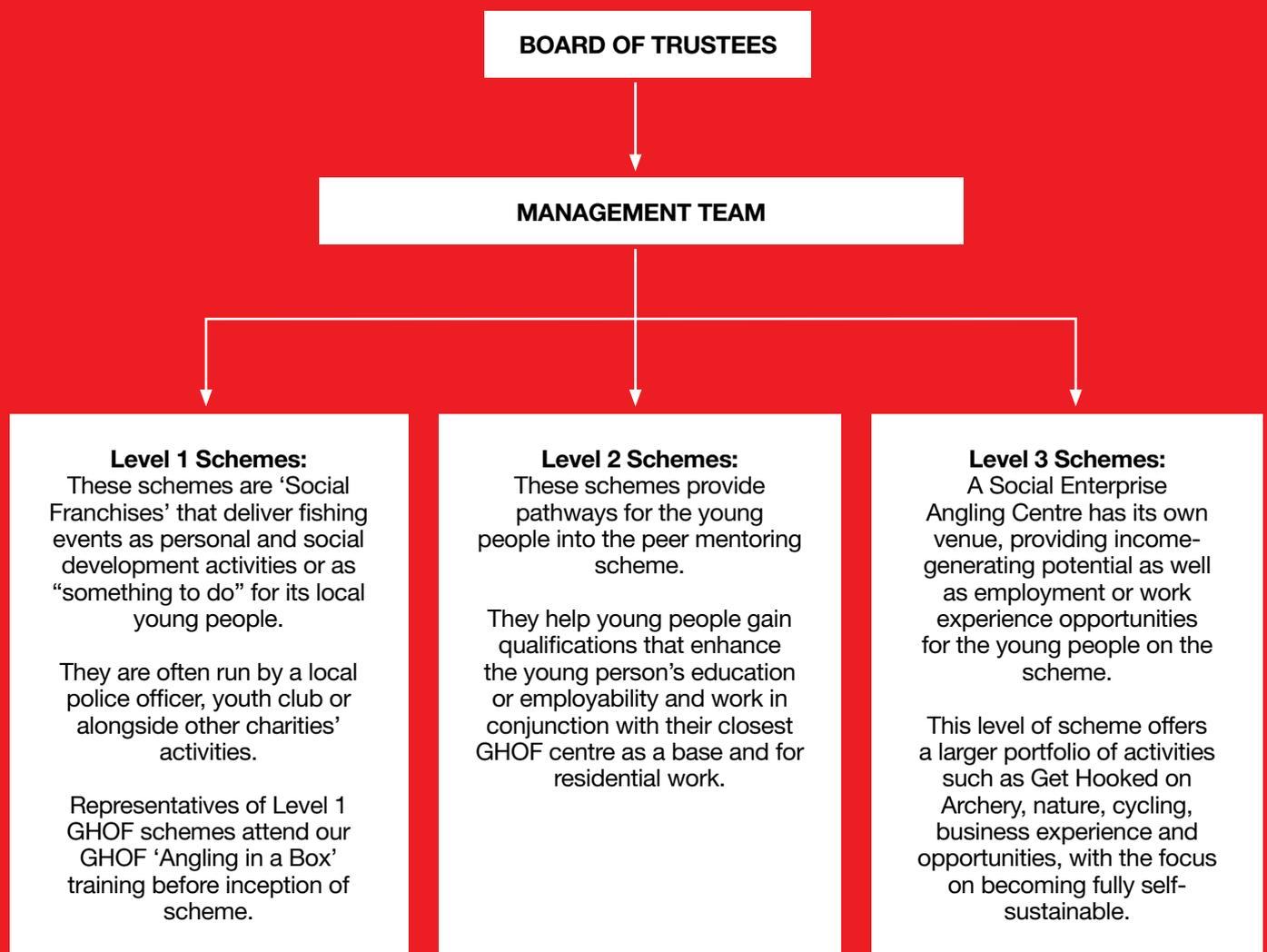
Our Organisation

Get Hooked on Fishing (GHOF) is an umbrella body, supporting the development of local and regional schemes, providing them with services and ensuring the quality of provision. It works with more children and young people with social needs using angling as a tool of engagement than any other organisation in the UK.

Get Hooked on Fishing is a limited company, and is registered with the Charity Commission for England and Wales and with the Office of the Scottish Charity Regulator (OSCR).

The local GHOF schemes are either directly run by the umbrella body or by organisations registered as not-for-profits (responsible for their own governance and funding). **All GHOF schemes sign up to the GHOF 'Quality Assurance Charter'.**

Get Hooked on Fishing, the umbrella body, is currently organised as below



Our Ambition

Having the funds needed to deliver on our ambition is the key challenge for GHOF.

We will gain the funds that we need to achieve our plans and have the structures and systems to maintain financial stability so that in turn, we can invest in improving delivery to young people.

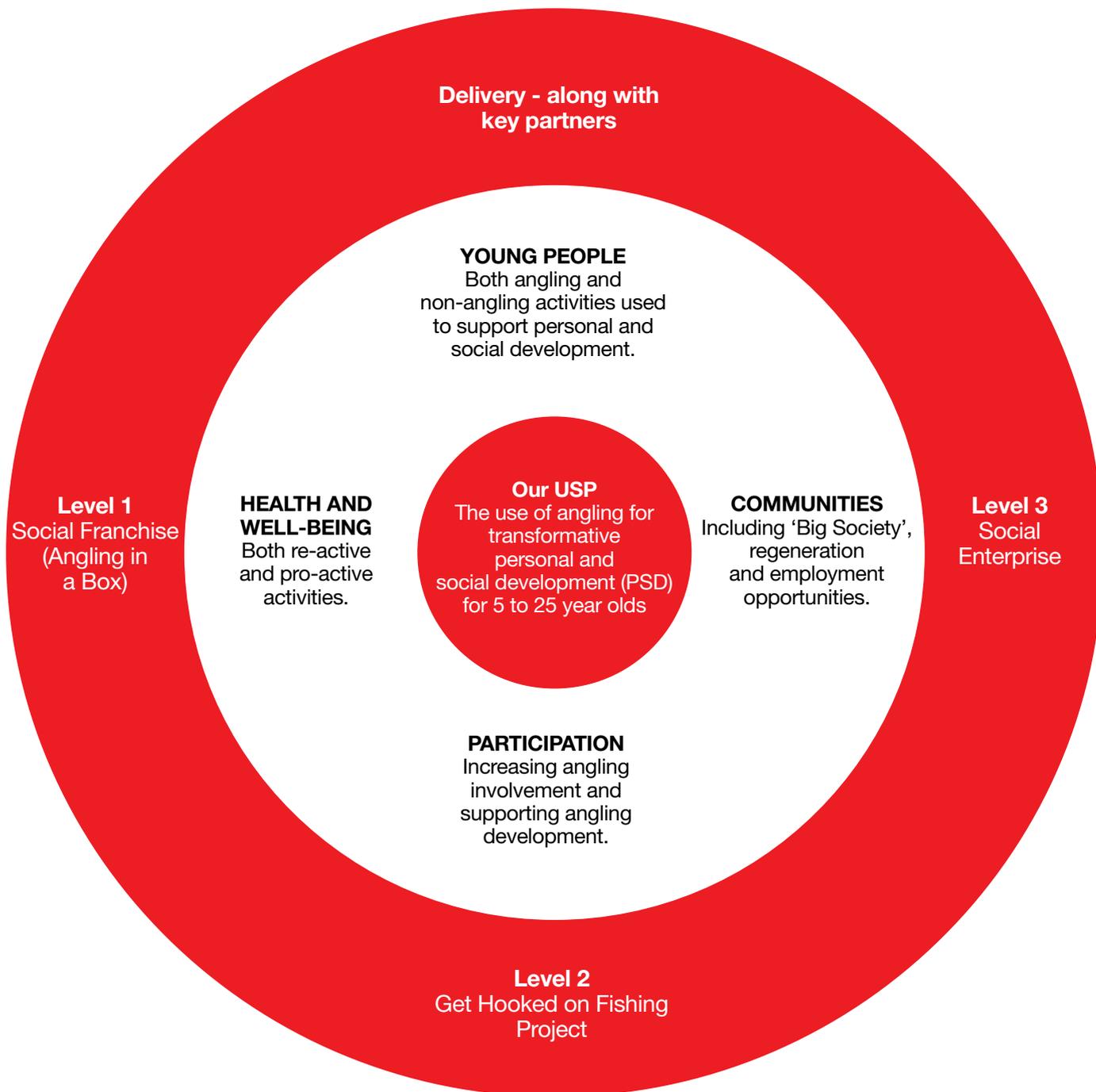
GHOF will:

- Develop a broad funding strategy in order to better support schemes;
- Identify the benefits to schemes of the umbrella charity and investigate with them the potential for the charging of a membership/affiliation fee in return for services;
- Identify the full management costs by GHOF and local schemes in funding applications;
- Identify commonality of ambition and objectives with current and potential providers of funds;
- Use VIEWS reporting and monitoring system so that funders have evidence of the outputs and outcomes they require to invest in the organisation;
- Consider new models for provision of GHOF services, such as out-reach from existing GHOF schemes to a wider geographical area and products for use by other youth agencies.



Get Hooked on Fishing
Healthy eating –
catch 'n' cook

Our Priorities for the Future



Our Quality Assurance Charter

Get Hooked on Fishing, the national Charity, seeks your agreement to implement its core business. In signing up to this Quality Assurance Charter, you agree to:

1. Uphold and implement our mission, objectives, ethos and values.
2. Achieve this by working within the requirements of the AIB operations manual, with particular regard to nomination, selection, engagement, training, evaluation, standards and accountability.
3. Advise us of any new activities that you undertake beyond GHOF's core business.
4. Share best practice with other Get Hooked on Fishing schemes, including the support of lower level schemes where required.
5. Promote Get Hooked on Fishing and its brand and protect our intellectual property. This includes the regulated use of the GHOF brand as detailed in the Get Hooked on Fishing Brand Protocol.
6. Comply with the Charity's requirements relating to data collection, Monitoring and Evaluation and reporting, so that accurate and timely information can be collated and shared with partners and stakeholders. This will be in the form of monthly VIEWS updates and quarterly case studies.
7. Provide an Annual Report to the Charity covering overall performance of the scheme to include management and staffing (including volunteers), finances, monitoring and evaluation, partnerships and engagement, training and development.
8. Report any issues that may adversely impact the delivery of Get Hooked on Fishing's mission, objectives and brand.
9. Work with the Charity and participate in national and regional activities for GHOF participants, trustees, staff and volunteers.

On behalf of GHOF Project:

SIGNED	DATE
NAME	

On behalf of GHOF:

SIGNED	DATE
NAME	



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ON
FISHING™**

www.ghof.org.uk