

# FISHING AROUND THE FORTH

## APPLICANT

Forth Rivers Trust  
[www.forthriverstrust.org](http://www.forthriverstrust.org)  
[www.fishforth.org](http://www.fishforth.org)

## TOTAL PROJECT COST

£54,860

£17,007  
(31%)

Tyne Esk LEADER

£37,853  
(69%)

Partner LAGs

## PROJECT AIMS

- To put the Forth catchment area on the map for Scottish fishing.
- To support the fisheries and associated businesses in the Forth region.
- To support the tourism and hospitality industries in the Forth region.

## PROJECT DETAIL

Forth Rivers Trust is a charity which aims to engage people with rivers and wildlife in the Forth catchment area, conserving rivers and river species for future generations. Fishing around the Forth was born with the need to encourage anglers to consider the Forth area, instead of the Rivers Tweed and Dee which attract huge numbers. This would increase visitor numbers to the Forth, supporting fisheries and affiliated businesses as well as the hospitality industry: eateries, hotels etc. It was also envisaged it would help the stewardship of the rivers: anglers tend to want to give back. To do this it was proposed to set up a Forth fishing hub, a website featuring the main Forth fisheries, providing promotion and an outlet for permit sales. This would address the haphazard nature of promotions/permit access until the project and place the Forth on the map. The project was a co-operation project of four LEADER areas: Tyne Esk, Forth Valley & Lomond, Kelvin Valley & Falkirk and West Lothian

## RESULTS

In January 2020, [www.fishforth.org](http://www.fishforth.org) was launched after set up and marketing work, generating the brand, identifying target audiences etc. From January to October 2020, when the LEADER project ended, 457,000 people had been reached with targeted advertising on Google/social media and this had generated c. £12,000 direct sales. Total sales were actually thought to be more than double this, c. £25,600, a significant increase on figures previously. The project experienced a set back with the first Covid lockdown, but came back stronger in May 2020 when fishing was one of the first activities to be eased with restrictions. The 'Stay Local' message played into the hands of Fishing Around the Forth, which maximised promotions on people within the Forth area at this time. The applicant believes Fishing Around the Forth, though it would always have been successful, would not have achieved such results were it not for Covid. He also believes many fisheries would have closed without the hub and that they have a solid platform to build from.

*"The Fish Forth Hub could not have come at a better time. The Covid 'Stay Local' message was perfect: people who wanted to fish had to do so locally, allowing those from the Forth area to fish here, often for the first time, and experience its beauty. I firmly believe many fisheries would have gone under had it not been for Fish Forth"*

