

Property Industry Flyfishers Annual Report 2021 – Committee Version

Membership increase steady compared to the previous meteoric rises of the past 2 years. Noticeable reduction in average age of applicants with word spreading among students on “freebies”.

Historic metrics:

| | Members | Total Available | Fishing Sold | Wasted |
|----------|---------|-----------------|--------------|--------|
| 2022 est | 430 | £70,000 | £65,000 | £5,000 |
| 2021 | 430 | £65,200 | £60,000 | £5,200 |
| 2020 | 360 | £62,650 | £54,000 | £8,650 |
| 2019 | 260 | £36,830 | £32,660 | £4,170 |
| 2018 | 220 | £25,425 | £24,955 | £470 |
| 2017 | 167 | £25,185 | £23,240 | £1,945 |
| 2016 | 140 | £21,000 | £19,000 | £2,000 |

Positives

Cash reserves at a record high before timeshare purchases

Park Stream showing great potential – every day fishing in 2022 to exploit improvements

Bossington Estate are to open up “ditch” between Park Stream and Lake for us to access

The Itchen Carrier has seen both water flow and head of fish increasing

Grayling bookings have “taken off”

Better catch return data – see below

Challenges

Close to zero bookings on DCAC or Drifffield Beck

More Improvement work needed on Ebbles

Balancing increasing demand from members with supply

Lambourn definitely and Kennet / Wylde both likely to be lost

Highlights for the year

- Scottish Salmon timeshare purchases made – 2 Nith “k” rods (6 rod weeks fishing in May, Aug, Nov) plus Spey – Craigellachie whole (4 rod) beat March week, all in perpetuity with low ongoing management charges.
- Commitment made for a 2nd week Craigellachie – prime weekend May (£4,000 pa for 8 years)
- The ownership of the timeshare assets demands joining fees for new members - £100
- WhatsApp interaction steady but only 210 from 430 are using it.
- 2022 subs will increase for new members to:
 - RICS £50 (£35)
 - £100 (£70) non RICSplus joining fee

It is always good to remind ourselves of the reason for the success of the club. The pricing model we offer members is hugely attractive. Where prices can be compared, club member recharge rates are very competitive. Examples include:

| Fishery | Agency/Direct | | Pifflers | |
|------------------------------|---------------|------------|-------------|------------|
| | High Season | Low Season | High Season | Low Season |
| Peacock, Rowsley | 150 | 75 | 50 | 30 |
| Broadlands, Test | 285 | 195 | 125 | 30 |
| Itchen Carrier | 250 | 150 | 100 | 30 |
| Denford, Kennet | 160 | 130 | 100 | 50 |
| Testwood, Test | 200 | 200 | 150 | 100 |
| Wylde | 150 | 75 | 65 | 25 |
| Houghton Lodge Gardens, Test | 350 | 200 | 150 | 75 |

| Catch Returns | No. | No | Total | | | | | | |
|---|---------|-------|--------|------|-------|-----|-----|----|----------|
| | returns | shows | Guests | Fish | Taken | BT | RT | ST | Grayling |
| Avon, Bickton | 55 | 8 | 22 | 147 | 83 | 9 | 132 | 0 | 0 |
| Avon, Bickton Mill Syndicate | 26 | 1 | 14 | 157 | 67 | 11 | 139 | 0 | 0 |
| Avon, Northend | 27 | 8 | 10 | 7 | 1 | 2 | 1 | 0 | 0 |
| Avon, Salterton | 28 | 5 | 15 | 40 | 2 | 28 | 0 | 0 | 5 |
| Avon, Salterton (grayling) | 5 | 0 | 3 | 42 | 0 | 23 | 0 | 0 | 19 |
| Christchurch Harbour | 13 | 2 | 1 | 13 | 0 | 0 | 0 | 0 | 0 |
| Derbyshire AA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Driffield Beck | 2 | 0 | 1 | 5 | 0 | 4 | 1 | 0 | 0 |
| Dun, Hungerford Marsh | 31 | 7 | 13 | 121 | 2 | 117 | 1 | 0 | 1 |
| Dun, Hungerford(grayling) | 3 | 0 | 1 | 8 | 0 | 5 | 0 | 0 | 3 |
| Ebble, Manor Farm Meadow | 25 | 9 | 3 | 31 | 0 | 28 | 0 | 0 | 3 |
| Itchen, Easton Carrier only (grayling) | 3 | 0 | 1 | 6 | 0 | 0 | 0 | 0 | 6 |
| Itchen, Easton | 30 | 5 | 14 | 116 | 8 | 65 | 0 | 0 | 51 |
| Itchen, Easton Carrier | 32 | 7 | 8 | 72 | 0 | 55 | 1 | 0 | 14 |
| Itchen, plus Easton Carrier (grayling) | 6 | 1 | 2 | 21 | 0 | 5 | 0 | 0 | 16 |
| Kennet, Denford | 26 | 4 | 11 | 110 | 6 | 71 | 27 | 0 | 6 |
| Kennet, Denford (grayling) | 2 | 0 | 2 | 5 | 0 | 3 | 0 | 0 | 2 |
| Lambourne, Weston Estate | 15 | 2 | 4 | 20 | 3 | 19 | 0 | 0 | 1 |
| Peacock Flyfishing | 18 | 2 | 3 | 63 | 0 | 30 | 16 | 0 | 17 |
| Test, Broadlands | 65 | 10 | 21 | 148 | 23 | 114 | 6 | 4 | 17 |
| Test, Houghton Lodge Gardens | 45 | 6 | 20 | 213 | 28 | 125 | 33 | 1 | 46 |
| Test, Houghton Lodge Gardens (grayling) | 14 | 2 | 7 | 29 | 0 | 12 | 10 | 0 | 7 |
| Test, Mill Lane Syndicate | 9 | 1 | 2 | 16 | 1 | 14 | 0 | 0 | 2 |
| Test, Mill Lane Syndicate (grayling) | 3 | 0 | 3 | 13 | 0 | 2 | 0 | 0 | 11 |
| Test, Mottisfont Estate | 14 | 3 | 5 | 71 | 20 | 44 | 13 | 0 | 11 |
| Test, Park Stream | 68 | 7 | 30 | 135 | 17 | 102 | 16 | 0 | 16 |
| Test, Park Stream (grayling) | 6 | 1 | 1 | 28 | 0 | 5 | 0 | 0 | 23 |
| Test, Testwood Pool | 5 | 1 | 2 | 16 | 0 | 0 | 0 | 14 | 0 |
| Tring Reservoirs | 3 | 0 | 1 | 8 | 1 | 0 | 6 | 0 | 0 |
| Wylde, The Dower House | 12 | 2 | 3 | 20 | 0 | 14 | 0 | 0 | 6 |
| | 591 | 94 | 223 | 1681 | 262 | 907 | 402 | 19 | 283 |

Perhaps the most gratifying aspects of running a club like this is that it attracts young members who want to fly fish but struggle with the costs. Piffers offers free membership for those in full time study, plus day rates from £5.

We welcome members input both as to fisheries which might be interested in our approach and for events of interest. Please keep the suggestions coming.

The never-ending job of keeping the website up to date and accurate remains a challenge but is crucial, as are ideas about how to improve and make more accurate and user friendly its content.

Good support from members to the benefits subscribers - we are fortunate to enjoy member discounts from a range of fishing related shops, details and discount codes can be found in the Member Benefits section of our website, please take advantage, the more we use the better deals we can negotiate.

Last year we flagged that the signing of leases generates the question of the need to limit the club's liabilities. Whilst we are fully insured through the Anglers Trust scheme for clubs, many clubs are moving towards Limited status or CASC (Community Amateur Sports Club) and this is under consideration by the Committee.

The ending of the sponsorship from both JLT and DAC Beachcroft means there remain vacancies for new sponsors, suggestions appreciated.

Finally, huge thanks to the Committee for their support and hard work and to the members for your support and feedback!