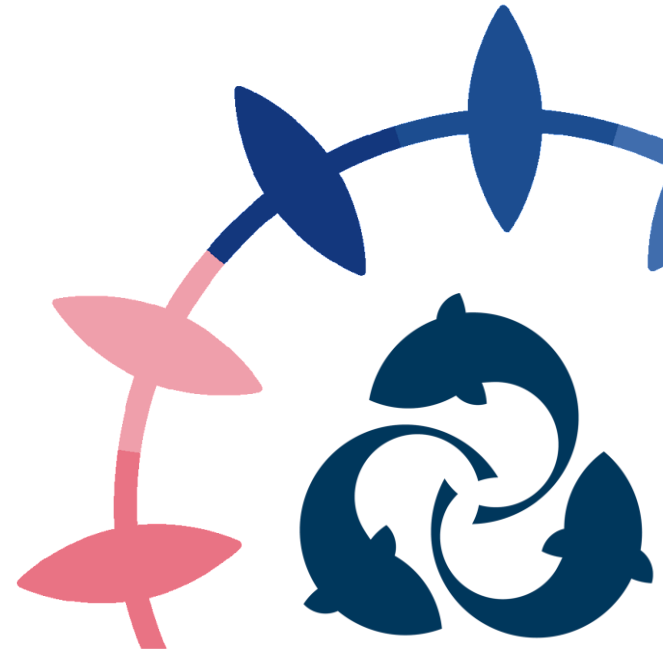


# Promoting Work and Recruiting Volunteers for Local Action Groups

Jake Crone – British Canoeing  
Ian Doyle – Angling Trust



# Introducing Ourselves



- We utilise volunteers to manage the invasive species Floating pennywort in partnership.
- Working within the angling and paddling community to improve biosecurity, invasive awareness and help with environmental issues.



# Social Media

- Through our organisations social media we publicise our events before hand to recruit volunteers.
- Also sharing successes following the events through social media. With coverage on regional and national Angling Trust and British Canoeing social media channels, ultimately receiving thousands of views.
- Reaching out into local groups on Facebook has been a valuable source of volunteers.



SATURDAY, 8 OCTOBER 2022 AT 10:00

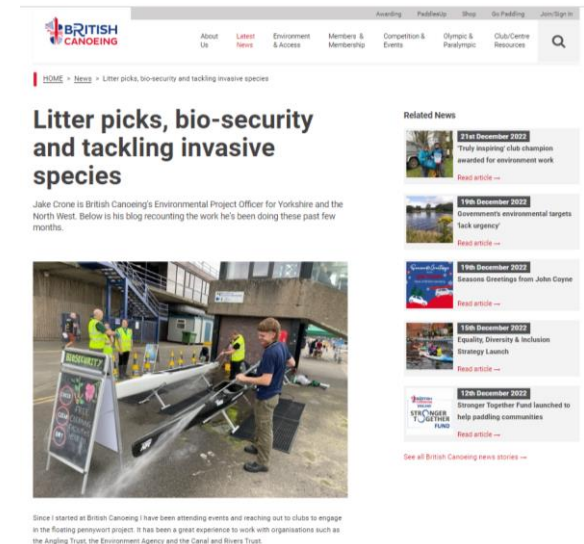
**Floating Pennywort removal day: River Weaver**

Winsford



# Blogs, newsletters and articles

- Writing blogs has been a resource for promoting our work.
- Blogs we have written have been posted on British Canoeing, NNSS news letter. Additionally Coverage of events plus INNS awareness raising have appeared in the Angling Trusts "The Angler" magazine and the Angling press have all helped volunteer numbers to grow.
- Promoting our work and raising awareness via the GB NNSS web site.



## New Yorkshire and North West Environmental Project Officer

Richard Atkinson, British Canoeing

British Canoeing are delighted to welcome Jake Crone to the Places to Paddle Team as the Yorkshire and North-West Environmental Project Officer. The new post has been funded by Defra until April 2023 to help manage floating pennywort in Yorkshire and the North-West of England with partners including the Environment Agency, Canal and River Trust, Angling Trust and affiliated BC paddling clubs.



## Voluntary floating pennywort removal event – Northlands Park, Basildon

Drew Chadwick, Angling Trust

Once again, another fantastic voluntary Floating Pennywort removal event, facilitated by The Angling Trust, took place at the popular country park, Northlands Park, Basildon, Essex. Partnership working between anglers and paddlers made light work of removing over 35 Tonnes of floating pennywort in a day! Lots of engagement took place with the public. Everyone who



# Collaboration

- We can't do any of this alone!
- Through working with other groups your work can be publicised and find more volunteers
- Local INNS groups, catchment groups can be opportunities to meet organisations to collaborate with.
- For volunteers to get involved its important to stress just what Floating Pennywort or indeed any INNS can do to the environment and biodiversity.
- Direct contact with interested parties can bring them and their peers on board.



# Presentations and Talks

- Talks can be useful to promote your work, showing off your successes.
- They can also be useful in teaching other people about invasive species, potentially sparking new interest in your group.
- Attending and raising awareness at public events can help muster volunteers.



# Volunteer Bailiffs



- Put simply, VBS works by empowering anglers, acting as 'eyes and ears'....gathering information which when processed forms intelligence.....lifeblood for effective enforcement
- We then reassure by educating, working together with partners, obtaining good enforcement outcomes and importantly, publishing such activity to get the message out.
- Because.....The fear of detection = Reduced offending rates.
- 700 + VBS members in England, all recruited/trained/managed by the Angling Trust. Application form on our website – [anglingtrust.net](http://anglingtrust.net)
- Work closely with the EA fisheries teams/ Police and post patrols on a secure reporting website.



Volunteer Bailiffs are a fantastic resource and are often keen to get involved with Pennywort removal, their knowledge of a locations interested parties is often second to none.



# Funding



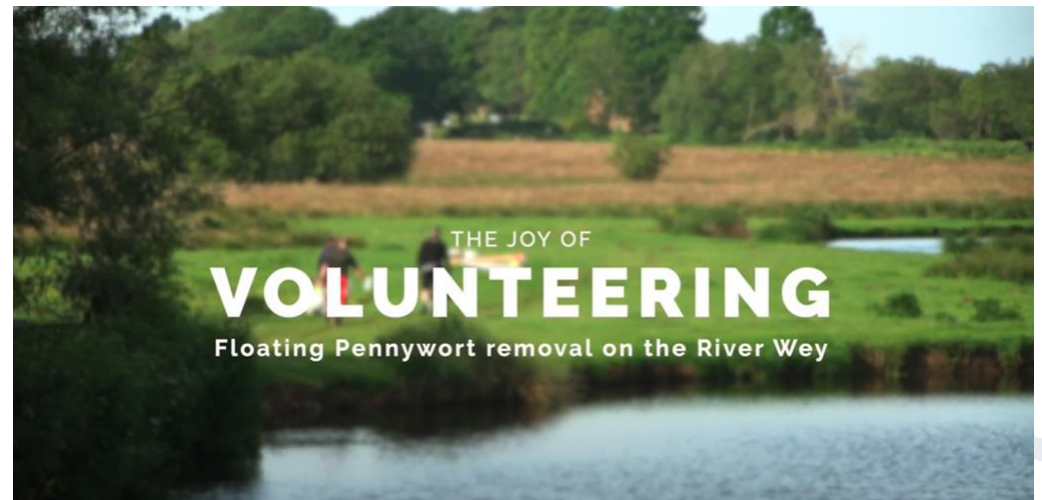
Helping volunteer groups to become proactive is key to their ongoing involvement.

Bringing about a certain ownership.

Funding streams such as the Angling improvement fund can encourage their future involvement and help bring about a riddance rather than a maintenance culture, giving groups their own equipment and training to continue INNS removal.



# Videos



## Videos



THE JOY OF  
**VOLUNTEERING**  
Floating Pennywort removal on the River Wey

Thank you for listening!

Any Questions?

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