

## **Statement of Purpose and Financial Viability**

Organisation Name: Tewkesbury Junior Anglers (TJA)

Business Address:

35 Golden Arrow Way

Brockworth

Gloucester

Gloucestershire

GL3 4ED

United Kingdom

Contact Details:

Email: [info@tewkesburyjunioranglers.co.uk](mailto:info@tewkesburyjunioranglers.co.uk)

Phone: 07368 626282

Website/Social Media: [www.tewkesburyjunioranglers.co.uk](http://www.tewkesburyjunioranglers.co.uk)

Organisational Structure:

Tewkesbury Junior Anglers operates as a community-focused, non-profit group managed by a dedicated volunteer committee. TJA currently has no formal partners or directors in the traditional business sense. All operations and strategic decisions are overseen by the elected committee members.

### 1. Statement of Purpose (Our Mission & Value Proposition):

Tewkesbury Junior Anglers (TJA) is dedicated to introducing young people (typically aged 5-16) within Tewkesbury and the surrounding areas to the sport of angling.

- Our Core Purpose: To provide a safe, inclusive, accessible, and enjoyable environment for juniors to learn angling skills, develop an appreciation for the aquatic environment, and practice good sportsmanship.
- Our Value Proposition: We offer structured coaching, access to fishing opportunities, equipment loan (where possible), and a positive social setting, fostering personal development (patience, focus, respect for nature) alongside angling proficiency. We aim to create the next generation of responsible anglers.

## 2. Aims and Objectives (Our Strategic Goals):

Our strategic aims are focused on delivering our value proposition sustainably:

- Aim 1: Increase Participation & Engagement (Customer Segments & Channels):
- Objective 1a: To grow membership annually by actively promoting TJA through local schools, community events, social media, and partnerships with local youth organisations.
- Objective 1b: To run regular introductory "taster" sessions to attract new potential members.
- Objective 1c: To maintain high retention rates by offering engaging and varied activities.
- Aim 2: Deliver High-Quality Angling Experiences (Key Activities & Resources):
- Objective 2a: To provide structured coaching sessions led by qualified/experienced volunteer coaches, covering various angling disciplines and water safety.
- Objective 2b: To organise a calendar of fishing events, including friendly matches, coached sessions, and potentially trips to different local venues (subject to resources and permissions).
- Objective 2c: To maintain and expand a pool of loan equipment (rods, reels, basic tackle) to reduce barriers to entry.
- Objective 2d: To secure access agreements with local fisheries and landowners.
- Aim 3: Promote Environmental Stewardship (Core Values):
- Objective 3a: To integrate education on fish welfare, fisheries management, and environmental conservation (e.g., litter picking, invasive species awareness) into all activities.
- Objective 3b: To partner with local conservation bodies (e.g., Rivers Trusts, Angling Trust) on relevant initiatives where feasible.
- Aim 4: Ensure Organisational Sustainability (Financial Viability & Key Resources):
- Objective 4a: To maintain sound financial management and transparent reporting, overseen by the committee treasurer.
- Objective 4b: To secure sufficient funding to cover operational costs and allow for modest growth/investment.
- Objective 4c: To build and maintain a strong base of dedicated volunteers (coaches, committee members, event helpers).

### 3. Financial Viability (Our Financial Model):

TJA's financial sustainability is predicated on a mixed funding model, designed to ensure resilience and support our core activities.

- Revenue Streams: Our primary sources of income are planned as follows:
- Membership Fees: Fees are charged to contribute towards core operational costs. The structure is designed for accessibility and may include:
  - An Annual Fee: A single payment covering membership for the entire year.
  - Monthly Fee Options: Potentially offered via Standing Order for easier budgeting.
  - Weekly/Session Fees: Possibly implemented for specific introductory programs or on a 'pay-as-you-go' basis for certain coached sessions (subject to committee decision).
- Fees are set at a modest level to remain accessible. To ensure convenience, payments can be made via several methods:
  - Direct Bank Transfer (BACS) to the TJA account.
  - Online Payment (if using a club management platform or website with payment facilities).
  - Cash or Cheque payable to "Tewkesbury Junior Anglers" (collected at specific events or sessions).
  - Standing Order (particularly suitable for monthly fee structures).
- Grants & Trusts: Actively seeking funding from local, regional, and national grant-making bodies supporting youth activities, sports participation, and community projects.
- Local Sponsorship: Building relationships with Tewkesbury-based businesses for financial sponsorship or donations-in-kind (e.g., equipment, prizes, refreshments).
- Fundraising Events: Organising specific events (e.g., sponsored fish-ins, raffles, community fairs) to generate additional income.
- Donations: Encouraging donations from parents, guardians, and supportive members of the community.
- Cost Structure: Our main areas of expenditure include:
  - Insurance: Public liability and event insurance are essential operational costs.
  - Equipment: Purchase, maintenance, and replacement of loan tackle.
  - Venue Access: Fees or contributions for using fishing venues.
  - Consumables: Bait, terminal tackle for coaching, first aid supplies.
  - Administrative Costs: Website hosting, printing, postage, potential background check fees for volunteers (e.g., DBS checks).
- Affiliation Fees: Membership fees to governing bodies like the Angling Trust (provides insurance benefits, resources).
- Future Financial Strategy & Viability:

## Tewkesbury Junior Anglers

- TJA operates on a non-profit basis, with all generated funds reinvested directly into achieving our aims and objectives.
- Our financial plan focuses on diversifying income streams to avoid over-reliance on any single source.
- We aim to build a small operating reserve (contingency fund) over time to manage unexpected costs or income fluctuations.
- Cost control is managed through careful budgeting, maximising volunteer input (reducing staffing costs), seeking in-kind donations, and comparing supplier costs.
- Financial projections (based on anticipated membership, grant success rates, and fundraising efforts) indicate that TJA has a viable model for sustainable operation and can meet its financial obligations for the foreseeable future, enabling us to continue delivering valuable opportunities for young anglers in Tewkesbury. As of April 30, 2025, our planning reflects current economic conditions and anticipated funding opportunities within the UK.

### Conclusion:

Tewkesbury Junior Anglers is committed to providing positive angling experiences for young people. Through clear objectives, community engagement, and prudent financial management based on a diverse funding model, we are confident in our ability to operate sustainably and achieve our stated aims for the benefit of junior anglers in the Tewkesbury area.