

MODERNISING A CLUB FOR THE 21ST CENTURY

IMPROVING YOUR CLUB BY
WORKING SMARTER NOT HARDER



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HOW CAN I HELP YOUR CLUB?

- COLLECTED SOME EXISTING TECHNOLOGY TOGETHER
- CLUBS MAY BE USING ONE OR MORE IDEAS ALREADY
- MY AIM
FOR YOU TO TAKE AWAY SOMETHING TO
IMPROVE YOUR CLUB



TIME IS A PRECIOUS COMMODITY FOR MEMBERS & VOLUNTEERS

- **CLUB MEMBERS**
- BUSY LIVES INCREASINGLY SPENT ON-LINE SINCE COVID
- MANY VERY FAMILIAR WITH THE INTERNET & TECHNOLOGY
 - ON-LINE PURCHASING, SOCIAL MEDIA, MOBILE PHONES, TABLETS, LAPTOPS
- **MEMBERS TEND TO BE TIME POOR & TECHNOLOGY RICH**
- **CLUB MANAGERS SHOULD TRY TO**
- KEEP PACE WITH TECHNOLOGY
- FIND WAYS TO USE THE TECHNOLOGY TO ENGAGE WITH MEMBERS
- LET MEMBERS HELP THEMSELVES TO THE TYPE & AMOUNT OF INFORMATION THEY WANT





TODAYS' TECHNOLOGY

stripe



MailChimp



sage Pay



Joomla!

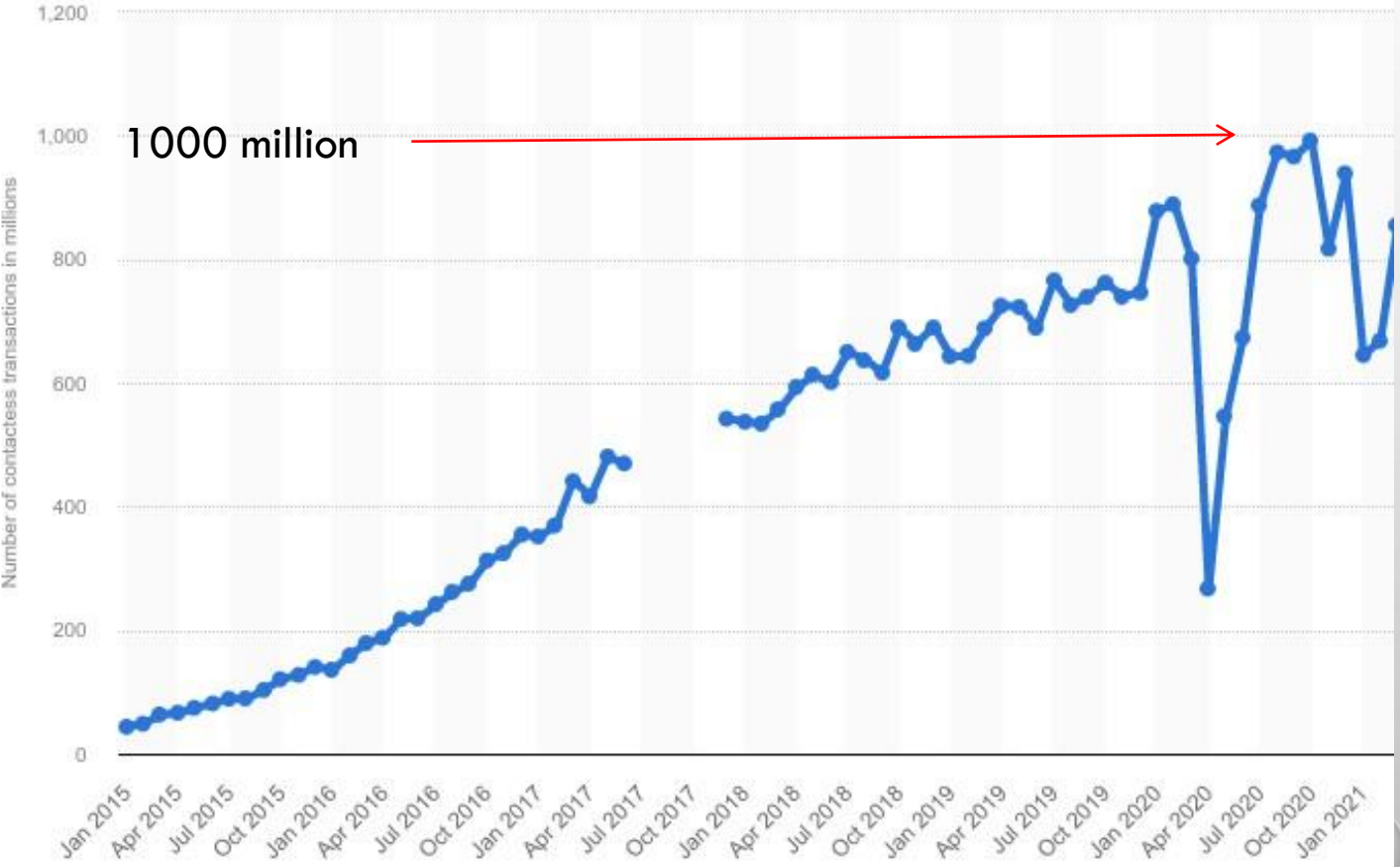
CLUBS & THE INTERNET

- **EMBRACE IT – YOUR CLUB FUTURE MAY DEPEND ON IT!**
- WEB SITE - **IS A MUST**
 - CHEAPEST WAY TO PROVIDE A LOT OF INFORMATION, TO A LOT OF PEOPLE
- COMMUNICATION - **IS A MUST**
 - EMAIL IS THE CHEAPEST WAY TO COMMUNICATE WITH A LOT OF PEOPLE
- ON-LINE PAYMENTS - **HIGHLY DESIRABLE**
 - CASH DECLINING DUE TO COVID , BANK BRANCHES CLOSING
- SOCIAL MEDIA – **YOU CANNOT AVOID IT**
 - IF YOU DON' TALK ABOUT YOUR CLUB ONLINE, SOMEONE ELSE WILL



CLUBS & THE INTERNET

Total number of in-store debit or credit card payments that are contactless UK from January 2015 to March 2021



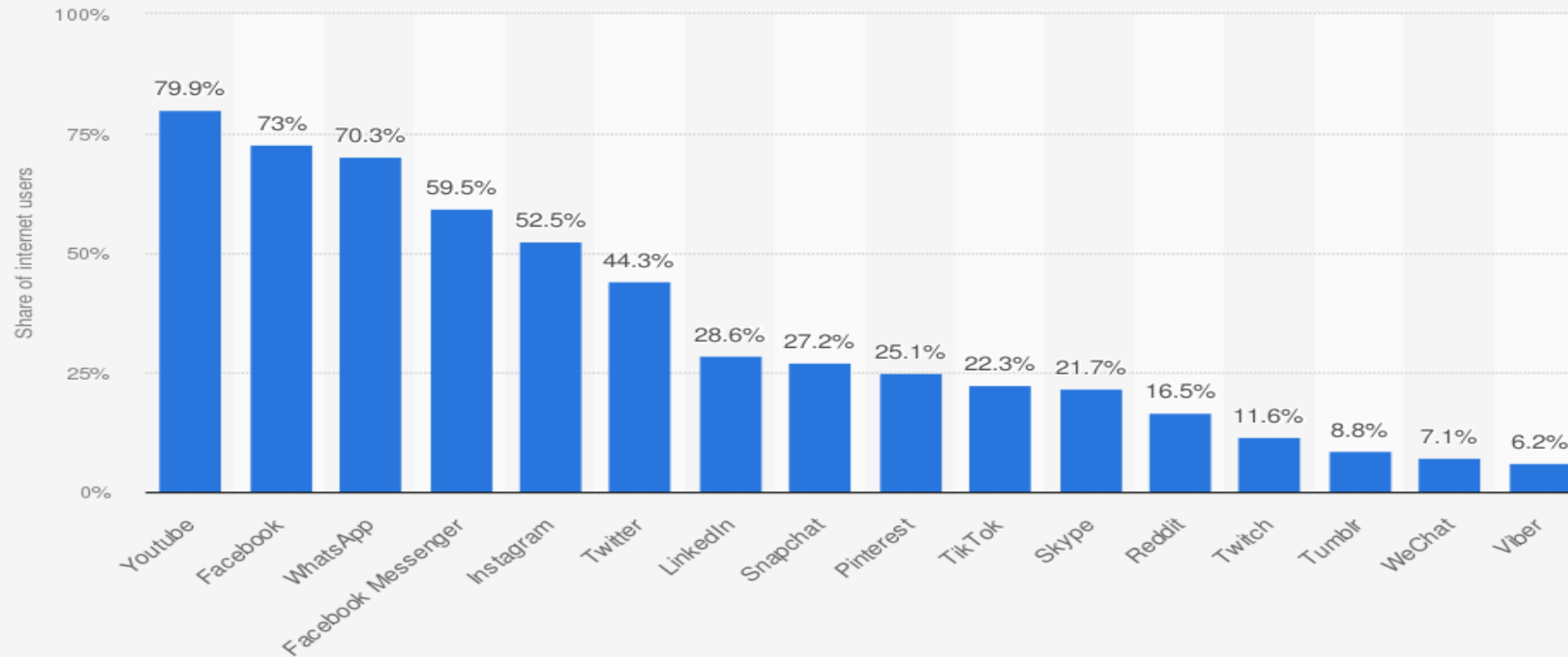
SOCIAL MEDIA - WHICH ONE?

- RESEARCH YOUR SOCIAL MEDIA DEMOGRAPHIC - AGE AND GENDER
 - 68% INSTAGRAM USERS ARE FEMALE
- WHAT RESOURCES CAN YOU DEVOTE TO IT
 - INFREQUENT INTERESTING IS BETTER THAN FREQUENT REPEATS
 - FEWER CHANNELS OFTEN IS BETTER THAN MANY CHANNELS INFREQUENTLY
- WRITE CONTENT FOR ALL PLATFORMS – SAVES EFFORT
 - LONGER WEB PAGES, MORE TEXT, MORE PICTURES AND VIDEO
 - SHORTER VERSION OF TEXT FOR SOCIAL & EMAIL
 - USERS WILL DECIDE HOW AND WHERE THEY WANT TO READ IT



SOCIAL MEDIA - WHICH ONE?

Usage penetration rate of social networks among of active internet users in the United Kingdom (UK) as of Q3 2020



Sources

We Are Social; Hootsuite; DataReportal
© Statista 2021

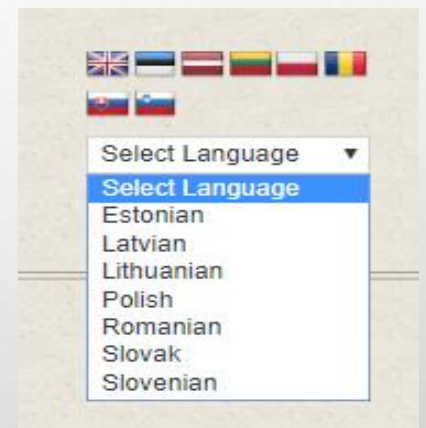
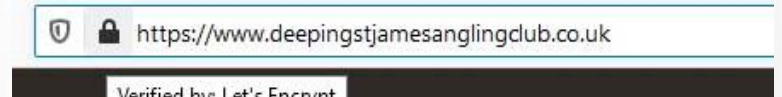
Additional Information:

United Kingdom; GlobalWebIndex; DataReportal; Q3 2020; 16-64 years



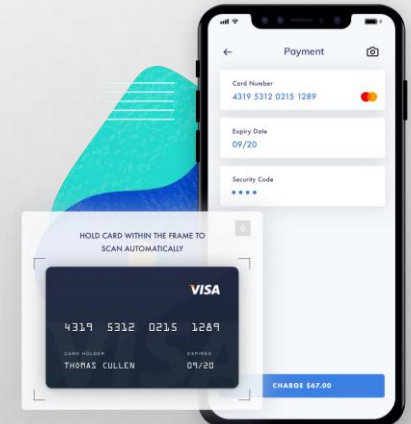
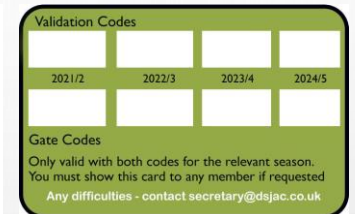
WHAT MAKES A GOOD WEB SITE ?

- SIMPLE TO USE & EASY TO NAVIGATE – MEMBERS & BROWSERS
 - MULTI LINGUAL MAY BE IMPORTANT
 - HTTPS - IMPORTANT FOR PAYMENTS – GET AN SSL CERTIFICATE
- ENGAGING CONTENT - STUFF ANGLERS WANT TO KNOW
 - #1 – WHAT'S BEING CAUGHT, WHERE & WHAT BAIT
 - #2 - INTERESTING USEFUL VIDEO CLIPS
 - YOUR WATERS, MAPS, RIVER LEVELS, WATER CLOSURES
 - CALENDAR OF EVENTS – LET ANGLERS PLAN AHEAD



PAYMENTS – MEMBERSHIPS & DAY TICKETS

- DOES ANYBODY STILL PRINT MEMBERSHIP BOOKS?
 - EXPENSIVE TO PRINT & POST, CANNOT BE CHANGED
 - CHANGE TO PLASTIC CREDIT CARD STYLE
- ACCEPT ON-LINE / PHONE PAYMENTS
 - SIMPLE TO INTEGRATE INTO YOUR WEB SITE
 - MONEY STRAIGHT INTO BANK ACCOUNT
 - NO HANDLING CASH OR CHEQUES - NO PROCESSING
 - TAKE PAYMENTS ON THE BANK VIA MOBILE PHONES
 - CHOOSE - ZETTLE , SUMUP, NOMOD & MANY MORE



PAYMENTS – MEMBERSHIPS & DAY TICKETS

- MAKE YOUR WEB SITE EASY TO REACH ON THE BANK
 - USE QR CODES - WIDELY READ BY MANY PHONES
 - EVEN THE POST OFFICE USE THEM NOW
 - USE AN EASY TO TYPE WEB ADDRESS



Day Ticket Fishery

A day ticket is required to fish these waters.

Purchase on-line details below.

Fishing without a valid day ticket or membership is theft.

DSJAC work with Cambridgeshire police on Operation Traverse

Anglers will be reported to the Police for:-

Illegal fishing with nets or out of season.

Avoidance of day ticket payments

Abusing a bailiff

Vandalising DSJAC signs or equipment

Memberships
£30.00

Scan me



dsjac.co.uk/member

Operation Traverse
Tackling fish theft and illegal fishing



Day Tickets
£5.00

Scan me



dsjac.co.uk/idt

COMMUNICATION

- POSTAGE MAKES LETTERS UNECONOMIC – USE EMAIL
- CAN BE EASILY SHARED WITH OTHER ANGLERS, MEMBERS & NON-MEMBERS
- PERIODIC NEWSLETTERS HELP ENGAGE MEMBERS WITH THE CLUB
 - PROMOTE EVENTS, CATCH REPORTS, KEEP UP TO DATE WITH CLUB BUSINESS
 - ADD LINKS TO WEB SITE PAGES FOR DETAILED INFORMATION
- MEMBERSHIP REMINDERS
 - MAKE IT EASY FOR MEMBERS TO REJOIN EACH YEAR

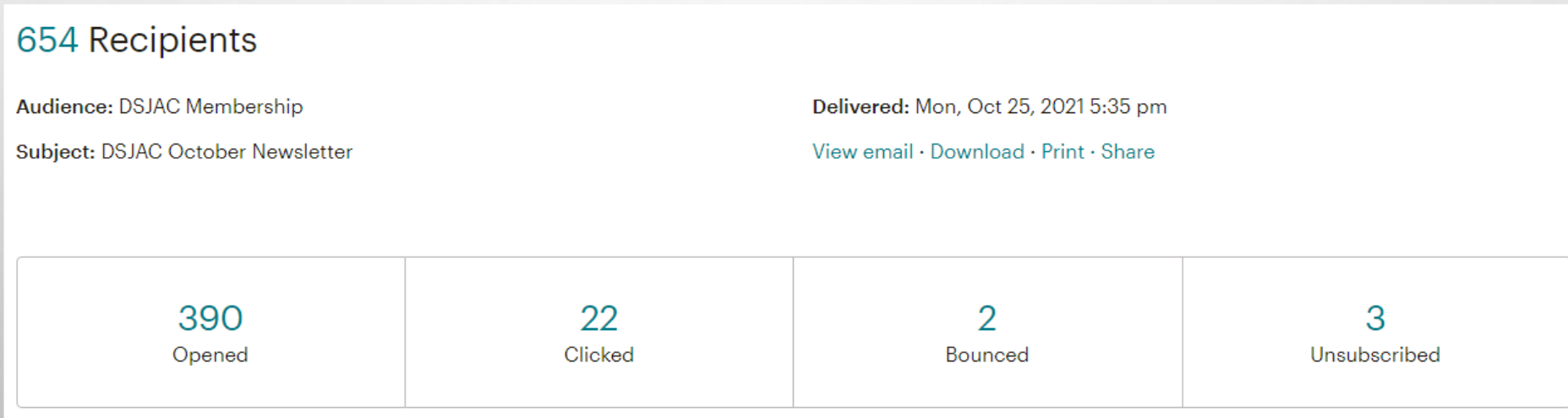


MailChimp

COMMUNICATION



- USAGE STATISTICS
 - WHO OPENED IT & WHAT THEY LOOKED AT - RESEND TO THOSE THAT DID NOT OPEN 1ST TIME



COMMUNICATION – OTHER OPTIONS

- MESSENGER APPS
- SMS TEXT MESSAGES
 - CAN HAVE MASS DELIVERY SIMILAR TO EMAIL SYSTEMS
 - MORE LIKELY TO BE READ QUICKLY THAN EMAIL
- WHATS APP
 - GROUP TEXTING SYSTEM
 - EVERYONE SEES THE MESSAGE
- FACEBOOK WEB SITE & MESSENGER
 - PUBLIC COMMUNICATION
 - OPEN TO ALL UNLESS A CLOSED GROUP



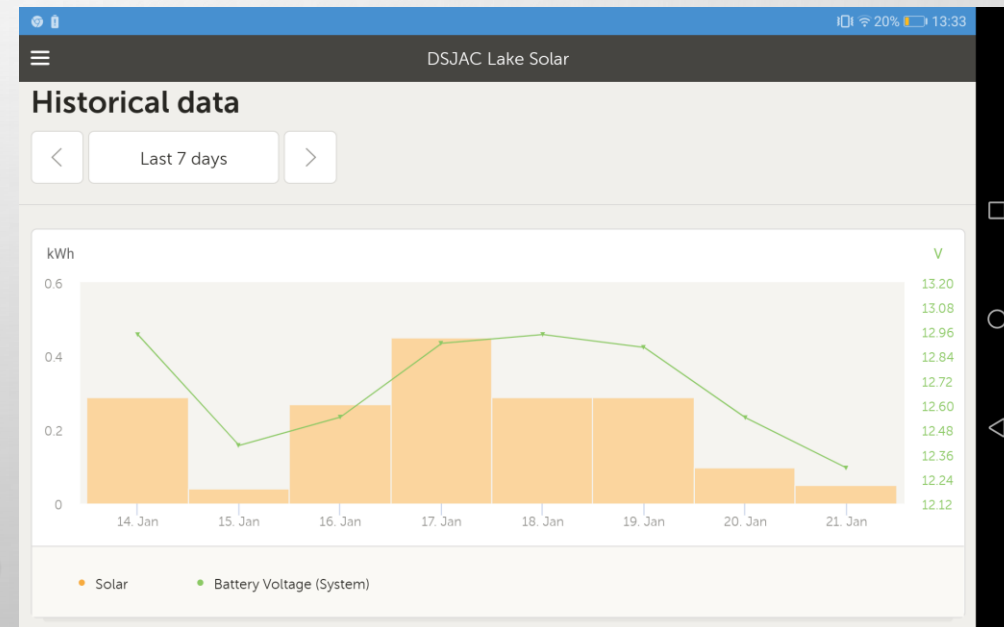
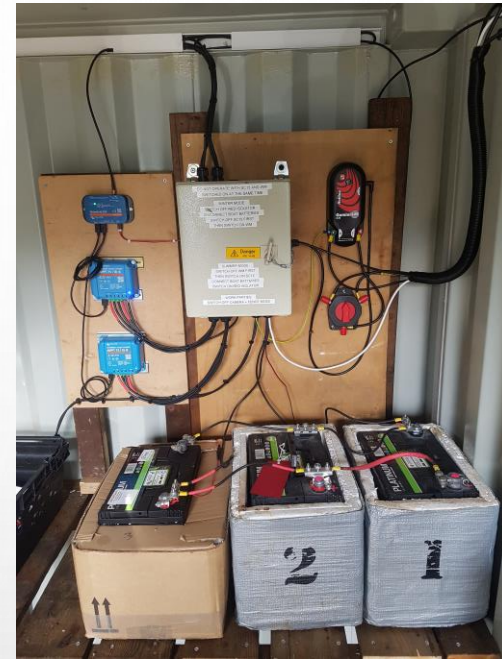
MONITORING REMOTE LOCATIONS

- NO POWER OR WI-FI SIGNAL – NO PROBLEM
- SOLAR POWERED SYSTEM WITH 4G PHONE LINK & LINK TO THE IOT
- RUNS SECURITY CAMERA & ELECTRIC FENCE
- CAMERA
 - PAN/TILT/ 20X ZOOM
 - MOTION ACTIVATED, DAY AND NIGHT VISION
 - HD PICTURES & VIDEO WITH EMAIL ALERTS
 - LIVE WEB ACCESS VIA PHONE
 - IDEAL FOR SECURITY & FLOODING



MONITORING REMOTE LOCATIONS

- NO POWER OR WI-FI SIGNAL – NO PROBLEM
- SOLAR POWERED SYSTEM WITH 4G PHONE LINK & LINK TO THE INTERNET OF THINGS
- ELECTRIC FENCE
 - SOLAR SYSTEM HAS WEB PORTAL ON THE IOT
 - MONITOR SOLAR OUTPUT
 - BATTERY VOLTAGE AND OUTPUT
 - IF THE ELECTRIC FENCE POWER GOES OFF WE GET AN EMAIL WARNING



REMOTE CONTENT FOR ANGLERS

- ENVIRONMENT AGENCY HAVE A NETWORK OF SENSORS ON RIVERS
- MONITORING DEPTH AND FLOW, UPDATED REGULARLY.
- GOOD INFORMATION FOR CLUB MEMBERS – ‘KNOW BEFORE YOU GO’
- YOU CAN PUT THIS INTO YOUR WEB SITE
 - GIVES MEMBERS A REASON TO KEEP COMING BACK

REMOTE CONTENT FOR ANGLERS

River Nene @ Wansford

River Flow Rate

Highest Recent Flow: Dec 26th 2020 – 103 cubic m /sec

Lowest Recent Flow: July 26th 2021 – 2.9 cubic m /sec

Note:- Flows over 7 cubic m/sec will generally mean turbid water and good for fishing.

Last few days flow rates

14-Jan-2022 – 7.74 cubic m /sec

15-Jan-2022 – 7.36 cubic m /sec

16-Jan-2022 – 7 cubic m /sec

17-Jan-2022 – 6.62 cubic m /sec

18-Jan-2022 – 6.22 cubic m /sec

19-Jan-2022 – 6.03 cubic m /sec

20-Jan-2022 – 6.31 cubic m /sec

To see the flow as a graph for the last month or more , click [here](#)

River Depth

Date: 21-01-2022 14:00:00 – Water Depth: 0.188 m

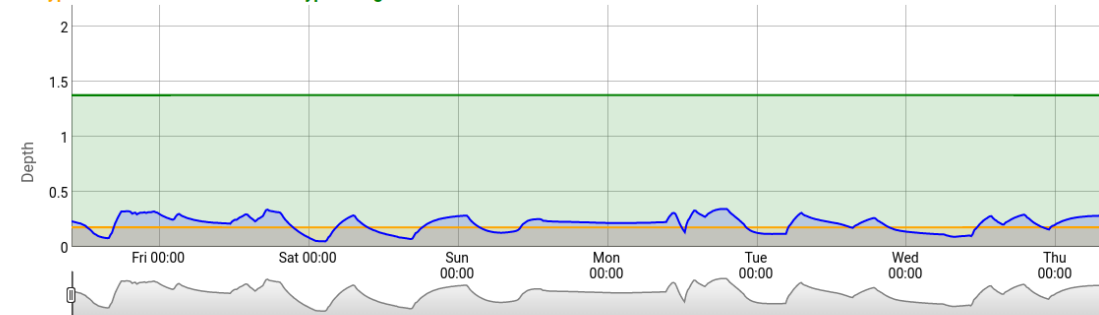
Highest Recent Depth: 2.27m on – 26-11-2012 15:15:00

Typical High Value: 1.38m

Typical Low Value: 0.177m

Past Week Water Levels

— Typical Low — Measurement — Typical High

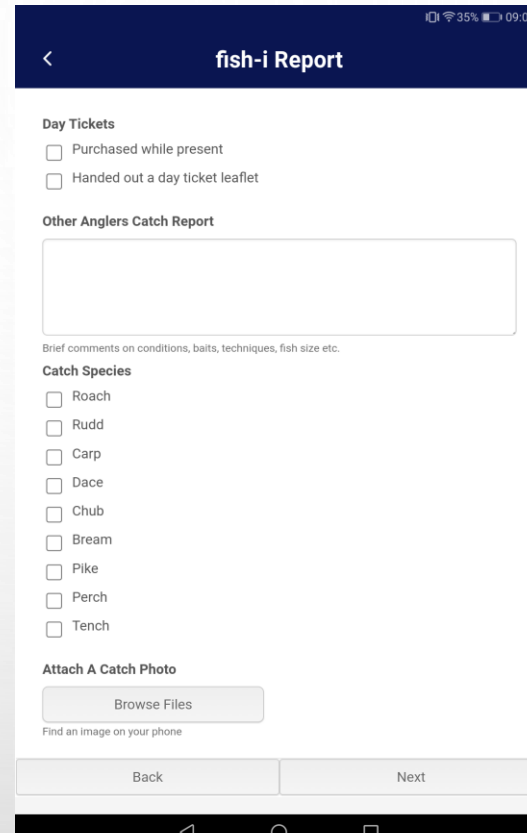
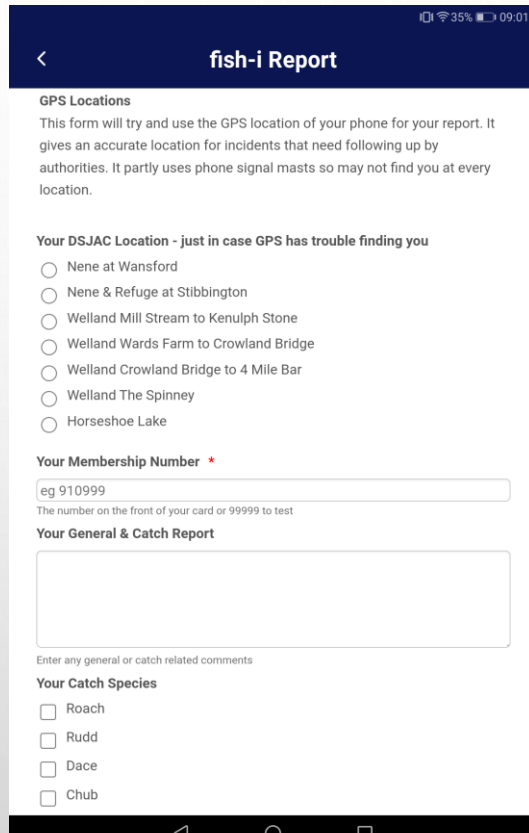
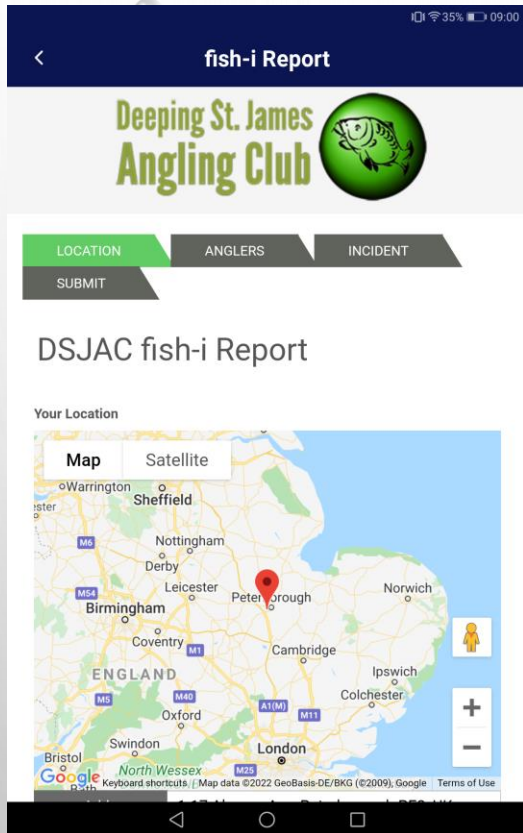


BAILIFF & WATER KEEPER PATROLS

- FOUR TOOLS JOINED TOGETHER
- AN ONLINE FORM USED ON A MOBILE
- A CONDUIT TOOL TO COPY DATA FROM THE FORM TO OTHER PLACES
- BAILIFFS COMPLETE THE FORM AND SUBMIT
- ZAPIER COLLECTS CATCH REPORT &
 - POSTS THIS TO CLUB FACE BOOK PAGE
 - THE GPS / REPORT LOCATION IS GIVEN TO GOOGLE MAPS
- BENEFITS
 - FACEBOOK READERS SEE CATCH REPORTS AND SEE A BAILIFF IS OPERATING
 - LINKS TO A BAILIFF PATROL WEB PAGE WHERE MANY PATROLS SHOWN
 - DETERS ILLEGAL FISHING AND 'CATCH ME IF YOU CAN' ANGLERS

The logo for 'fish-i' features the text 'fish-i' in a black, sans-serif font. The letter 'i' is replaced by a stylized blue and black fish eye icon.The Jotform logo consists of a stylized icon of three overlapping colored shapes (blue, orange, and yellow) followed by the word 'Jotform' in a bold, dark blue, sans-serif font.The Zapier logo features a small orange asterisk icon above the word 'zapier' in a bold, orange, sans-serif font.

BAILIFF & WATER KEEPER PATROLS





HOW DO YOU KNOW WHAT WORKS & WHAT DOESN'T



- MAIL CHIMP
 - REPORTS TELL YOU THE MOST READ ARTICLE
 - OPEN RATES, CLICK RATES AND UNSUBSCRIBE RATES
- WEB SITE
 - GOOGLE ANALYTICS HOLDS A LOT OF INFORMATION
 - DEVICES USED, PAGES VISITED AND MUCH MORE
- YOU TUBE
 - FEEDER VIDEO OVER 7,000 VIEWS
 - JAKE REEDS BREEM VIDEO 10,000 VIEWS
- FACEBOOK
 - PAGE VIEWS, PAGE LIKES AND MORE
- IMPROVE YOUR CONTENT BASED ON WHAT WORKS

HOW DO YOU KNOW WHAT WORKS & WHAT DOESN'T

Search...		Rows per page: 10 Go to: 1 < 1-10 of 154 >							
Page title and screen class +	↓ Views	Users	New users	Views per user	Average engagement time	Unique user scrolls	Event count	Conversion	
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	All events	
Totals	3,390	589	495	5.76	3m 00s	328	8,914	0	
1 Home - Deeping St James Angling Club	728	274	205	2.66	0m 47s	47	2,212		
2 River Levels & Flows - Deeping St James Angling Club	303	67	12	4.52	2m 13s	38	686		
3 Our Fisheries - Deeping St James Angling Club	228	103	14	2.21	0m 42s	35	557		
4 Membership - Deeping St James Angling Club	203	111	31	1.83	1m 22s	43	520		
5 Day Tickets - Deeping St James Angling Club	194	120	29	1.62	0m 56s	47	491		
6 All News - Deeping St James Angling Club	125	50	1	2.50	0m 40s	21	287		
7 Bailiff & Water Keeper Checks - Deeping St James Angling Club	121	93	66	1.30	0m 15s	53	378		
8 River Welland around Crowland - Deeping St James Angling Club	110	76	39	1.45	0m 57s	39	353		
9 Horseshoe Lake - Deeping St James Angling Club	108	78	5	1.38	1m 02s	50	271		
10 Deepings Several Fishery - Deeping St James Angling Club	104	55	2	1.89	1m 03s	20	242		

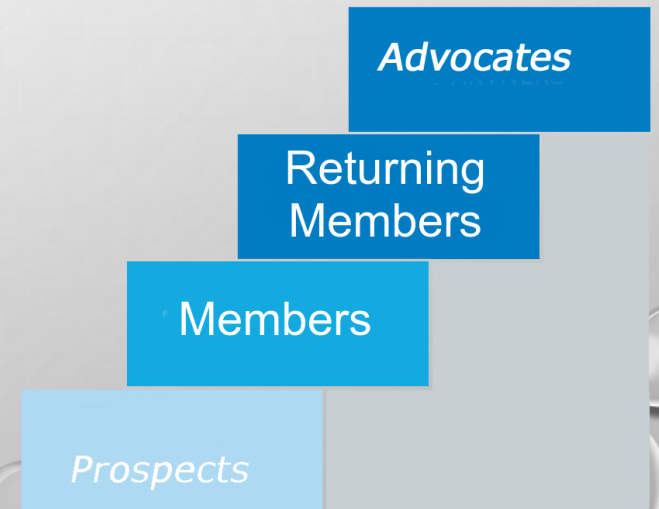
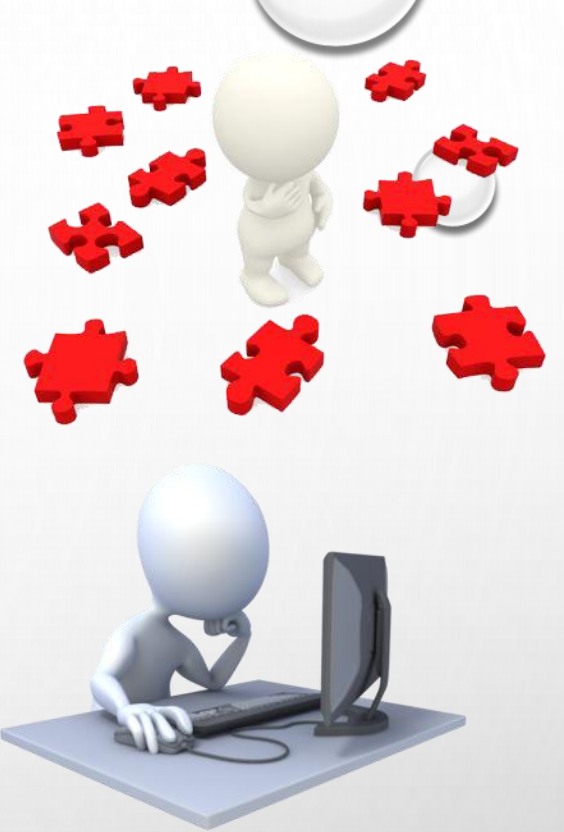
WHAT DOES IT ALL COST ?

- MAIL CHIMP - EMAIL NEWSLETTERS – 2K CONTACTS & 10K SENDS /MTH – **FREE**
- GOOGLE ANALYTICS – MEASURE YOUR WEB SITE - **FREE**
- WORDPRESS - WEB SITE CREATOR – **FREE**
- JOT FORM – REPORTING APP - 5 FORMS & 100 SUBMISSIONS /MTH - **FREE**
- YOU TUBE - VIDEO SERVICE – **FREE**
- LIGHTWORKS – VIDEO EDITING - **FREE**
- GOOGLE MAPS – REPORTING APP - 28,500 MAPS PER MONTH – **FREE**
- ZAPIER – 100 TASKS/MTH - **FREE**
- PIXLR – PHOTO AND IMAGE EDITOR - **FREE**
- ALL YOU NEED IS A BIT OF TIME TO LEARN HOW TO USE THEM
- A TAME TECHIE TO HELP YOU!



IN CONCLUSION

- MANY TOOLS TO HELP CLUB MANAGERS
 - ALL ASPECTS OF CLUB MANAGEMENT AND COMMUNICATION
- DECIDE WHAT YOU CAN AFFORD TO DO
 - PERSONAL TIME AND CLUB BUDGETS
 - DON'T SPREAD YOURSELF TOO THIN
- LEARN HOW TO USE THE TOOLS
 - MOST PROJECTS HAVE TWO STAGES - BUILD / USE & MAINTAIN
 - MEDIUM / HIGH EXPERTISE TO BUILD, LOWER EXPERTISE TO USE
- USE THE LOYALTY LADDER
 - PROVIDE SOMETHING ANGLERS VALUE
 - THIS KEEPS THEM COMING BACK
 - THEY WILL ACTIVELY PROMOTE YOU TO OTHER ANGLERS



**THANK YOU
FOR YOUR ATTENTION**



After presentation follow up :- rayrich@neobium.co.uk