



Application Guidance

What This Fund Is For

The AD Community Fund supports angling clubs and initiatives that help improve the fishing experience for local communities. Whether it's better access, environmental improvements, coaching, or wellbeing projects, we want to help clubs make a real difference.

Thanks to the recently launched AD Win charity pledge, we have created a funding pot of £20,000+ dedicated to supporting community projects in the angling world for the 2026 round of applications.

Who Should Apply

This Fund is aimed at:

- Angling clubs, fisheries, and community groups
- Projects that benefit the wider angling community
- Organisations able to manage funds responsibly and deliver a project

Examples of ideal applicants:

- Clubs improving pegs, platforms, or access for all anglers
- Junior or coaching initiatives to grow participation
- Habitat or fishery improvement projects

Who This May Not Be Suitable For

The Fund may not support:

- Applications for personal equipment or individual use
- Projects without a clear community benefit
- Groups unable to contribute time, effort, or partial funding
- Projects that cannot realistically be delivered within the agreed timeframe

What We Look For in Applications

Successful applications usually demonstrate:

- A clear project idea and purpose
- Realistic costs and timelines
- Demonstrable community impact
- A practical plan for delivery

Contribution Expectations

We encourage projects to contribute alongside the Fund.

Contributions can include:

- Cash
- Fundraising activities
- Volunteer time or labour
- Materials, equipment, or in-kind support

Your contribution doesn't need to be large, but it shows commitment and strengthens your application.



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How the Selection / Voting Process Works

- Applications are shortlisted by region to ensure balance across the UK
- Members of the angling community will vote to decide which projects are funded
- Voting may take place in Angling Direct stores, online, or both, depending on the year

What Happens If You're Successful

Winning projects will:

- Receive the agreed funding or match-funding allocation
- Work to agreed project milestones and timelines
- Provide updates and photos to show progress and impact
- Be celebrated in Angling Direct's social channels and blog

Time Commitment and Responsibilities

Applicants should be able to:

- Complete the application form
- Deliver the project within the agreed timeframe
- Provide progress updates and photos

Example Projects

Here are some projects the Fund is likely to support:

- Improving access to pegs, platforms, or disabled swims
- Club facility upgrades or environmental improvements
- Fish & Fisheries Protection/Restoration, such as installing otter fencing, replenishing fish stocks, habitat improvements, or other measures that benefit fisheries accessible to the wider community
- Junior or coaching programmes to introduce new anglers
- Community open days or outreach events

Before You Apply – Quick Checklist

You're ready to apply if you can answer Yes to these:

- We have a clear project idea
- The project benefits the wider community
- We can contribute time, funds, or resources
- We can deliver the project on time
- We can provide updates or photos of progress

Key Dates and Next Steps

- Applications Open: Now
- Nominations Close: May 31st 2026
- Voting Period: 16th June to 31st August 2026
- Winners Announced: September 2026

Contact & Support

If you have questions or need further guidance:

Email:
adcommunityfund@anglingdirect.co.uk