

Are we socially responsible?

Many of you will have heard the term, Corporate Social Responsibility (CSR). You may well have wondered what it means, or if it is something practised by the organisations you deal with – including Linear Fisheries – when you visit for a session on one of our lakes.

CSR is steeped in the concept of the organisation, or company, being a ‘corporate citizen’, therefore like individuals, obliged to behave in a manner that is ethical and takes account of their social, economic and environmental impact, to contribute to a civilised, prosperous and peaceful society.

The other important concept related to CSR is the term ‘Stakeholder’ – used to define the different categories of organisations and individuals that interact with a company. This includes customers, suppliers, employees, authorities and the local communities in which a company operates.

So what’s in it for Linear? Basically by adhering to the principles of CSR we are undertaking our operations responsibly and sustainably, while fostering a positive business reputation and strong brand. This in turn gives all our stakeholders the confidence to deal with us – generating customer loyalty and motivating employees. Local communities understand and support our activities and local authorities, for example council planning officers, will have the confidence to support future planning applications for expansion, all other things being equal.

At Linear, the cornerstone of our CSR activities is based on the CSR policy we have adopted as a subsidiary of the Smiths Bletchington group. You can view the policy on our website, under the other information section. The policy outlines how we put the health, safety and welfare of our stakeholders at the top of the list, closely followed care for the environment, aiming to be good employees and practicing sound business ethics.

If you look through this brochure and our website, you will see some of the ways we implement CSR in Linear, including amongst others:

- Supporting the Armed Forces with discounted tickets for active service personnel
- Supporting disabled anglers by the provision of disabled swims and related WCs
- Encouraging diversity in the Angling population with brochure pages devoted to women anglers and juniors
- Encouraging young anglers into the sport through hosting the BYCAC as well as granting ticket concessions to children and young people fishing with their parents or guardians
- Adopting our equity policy to ensure all visitors to Linear are treated equally regardless of gender, age, nationality, disability, capability, ethnicity, religious belief or sexuality, which includes diversity and child safeguarding training for our staff
- First-aid training for all bailiffs, provision of defibrillators at all locations
- Provision of night-time security patrols to keep overnight anglers safe
- Co-operation with local environmental bodies including the Lower Windrush Valley Project and the Freshwater Habitats Trust
- Project to preserve crucian carp as a distinct, traditional UK species
- Introduction in 2018 of bio security procedures at all lakes, to protect the health of our fish, along with extensive fishery rules relating to fish welfare
- Adoption of the Anglers National Line Recycling Scheme
- Fundraising activities at the Linear Fisheries annual Open Day for the Thames Valley Air Ambulance and the local branch of Save the Children, along with supporting numerous charities and charity events each year
- Supporting Ducklington Primary School playground fund and sponsoring Ducklington Juniors Football Club

So hopefully you get a flavour of how Linear puts CSR into action: looking after our stakeholders, lakes and fish to ensure the business takes all its responsibilities seriously. Only by doing so can we remain a sustainable business and retain the trust of those who interact with us.

Andrew Smith
 Director
 Linear Fisheries (Oxford) Limited and
 Smith & Sons (Bletchington) Limited



Please recycle your used fishing line.



We help many charities each year.



Save the Children



All the Linear staff are first aid trained.



Encouraging junior anglers is very important to the future of the sport.



We now have six defibs on site.



The Linear-sponsored Ducklington Under-10's.



One of the new disabled swims.