

A session with Jim Shelley

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'FISH A 24HR SESSION WITH JIM SHELLEY'

One lucky CC Moore customer will be randomly selected to fish a 24hr tutorial session with carp angling legend Jim Shelley. All customers who place online or phone orders during September will automatically enter a free draw for this superb prize.

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CC Moore & Co. Ltd. features several product categories: Seeds, Nuts and Pulses; High Quality Freezer Baits; and Innovative Products. The advertisement also promotes a 24-hour fishing session with Jim Shelley, a competition where a lucky customer can win a 24-hour tutorial session with the legend. A bottle of CC Moore Odyssey XXX bait is shown, along with a carp being held by Jim Shelley. Two circular photos show anglers Jamie Walker and Dave Stover with their catches. The background is a scenic view of a lake and trees.

As a result of our popular 'Win a session with Jim Shelley' competition, our lucky winner, Martin White, joined the phenomenal Carp-catcher that is Jim at the fabulous Wellington Country Park Syndicate for a 24 hour carp tutorial.



After high winds and torrential rain meant the planned trip to Waveney Valley Lakes in March had to be postponed, the date of September 8th was set for the session where Jim, Martin and Ian Moore would meet up at 9 a.m. at the entrance to one of the country's top syndicate waters.

With a stock of around 400 fish including up to twenty four 40lb+ and possibly ninety 30lb+ Carp, the offer from Jim to fish such an exclusive venue was certainly a huge bonus that added to the all-round experience Martin was able to enjoy.



On arrival at the lake Jim outlined the format of the session and instantly proceeded to pass on vital snippets of information and angling tactics that have enabled him to catch so many of the UK's most sought after Carp.

In preparation for Martin's arrival Jim had already been around the 40+ acre lake locating fish and seeking out possible ambush points for any of the venues tricky residents. Due to the increased angling pressure at Wellington this year the fish have been anything but easy to catch and whilst there were positive signs around the lake the inactivity of other anglers told us that a result would be hard earned.



Following another circuit of the lake where numerous fish to well over 40lb were spotted, Jim was satisfied that his reconnaissance work had enabled him to establish current holding areas and patrol routes ahead of the session - a point which he emphasised time and time again to be the most vital part of angling preparation.

A two-pronged approach to the tutorial was decided. Daylight hours were to be spent stalking likely areas where fish had been seen moving and feeding through the day, whereas the hours of darkness would be spent fishing known holding areas - with particular attention being paid to recognised dawn and dusk patrol routes.

Following the presentation of some bait to Martin by Ian Moore, Jim went through the rigs he envisaged would give him and Martin the best chance of catching in each situation.





After a well-explained 'rig clinic' from Jim, Martin tied his rigs and was ready to fish.

After a surprisingly brief visit from some of the resident swans the baits were carefully positioned where fish had been seen on several occasions.



Through the daylight hours the fish could regularly be seen feeding in the vicinity of the two hookbaits but, due to the extreme water clarity, were typically reluctant in each case to pick up the one bait that mattered.

As the evening moved closer and the ever-advancing gloom developed, the night-time areas were baited and the trusty chod rigs were cast to the selected spots.

Following a mild, still September night the trip that Martin described as 'the experience of a lifetime' was drawing to an end. However, the angler who can genuinely be classed as one of the best fish-catchers of his generation showed that even in unfavourable conditions there is never a reason to throw the towel in.



20lb

Either side of first light Jim caught two of Wellington Country Park's more modestly proportioned residents at between 15lb and 20lb as well as sadly losing a good fish estimated at 33-34lb fish before packing up.

In such slow conditions, adding another couple of fish to his already impressive season's tally showed just why even just snippets of the knowledge and experience Jim passes on in these sessions can be so helpful and beneficial to many anglers in the sport regardless of their levels of experience and angling ability.

Martin told us he greatly enjoyed the experience of fishing with Jim at such a prestigious venue as Wellington Country Park and felt it had genuinely been a once in a lifetime opportunity. He confirmed that Jim had given him a valuable insight into many facets of big-fish angling that would further enhance his enjoyment of the sport in the future.

CC Moore & Co. Ltd would like to thank Martin White, Jim Shelley and Wellington Country Park for the vital parts they played in this successful event.

Watch the www.ccmooore.com website for a chance to win a session with Jim Shelley, as we will be giving away another opportunity to one lucky customer in the not too distant future.