



Could you brew an official beer for Woodwalton Fen National Nature Reserve?

We are looking for a brewery to create a special beer to support this iconic Cambridgeshire nature reserve.

Woodwalton Fen National Nature Reserve (NNR) near Ramsey is a rare and isolated remnant of fenland habitat. The ancient wild fens once stretched for miles across a huge part of East Anglia but more than 99% of the habitat disappeared when the land was drained for agriculture.

Woodwalton Fen is one of the last fragments of this ancient fen to survive. Today Woodwalton Fen is highly valued by wildlife enthusiasts and the local community alike. Free to visit, there are several walking trails and wildlife watching hides.

History in the making

Charles Rothschild, successful banker and wildlife enthusiast bought Woodwalton Fen in 1910 to ensure that at least one part of the ancient fens would not disappear forever. It was one of the first nature reserves in Britain. Rothschild built an unusual thatched bungalow on stilts which still stands on the reserve today.



Rare Wildlife

Woodwalton Fen provides a home for the rare tansy beetle – found at only one other UK site. It's also particularly important for its flora including fen woodrush, found at only one other site in the UK.

Who are we?

Natural England is the government adviser for the natural environment in England, helping to protect England's nature and landscapes for people to enjoy and for the services they provide.



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@woodwaltonandholmfens

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@NE_WestAnglia



How you can help

We are looking for a brewery partner to enter into an agreement to be the sole producer of an official beer of WoodWalton Fen for three years. We ask in return that you donate a set amount per pint and/or bottle sold to contribute towards the conservation management of this unique nature reserve.

Benefits for your business

We'll promote the launch of the new beer with an event at the nature reserve and invite the local press. We'll promote the beer on our social media channels, and put up posters on the nature reserve.

We'll invite you and your staff to join us for a special day out on the nature reserve, customised just for you - options include wildlife watching, practical conservation work, health & wellbeing activities and more.

How to enter

All the details of how to enter are in the sponsorship pack.

Answer the short questionnaire about your business and attach a brief proposal of how you will sell and market the Woodwalton Fen beer (and for fun you can suggest a suitable name for the new brew!)

We'll evaluate your proposal based on how much you are offering to donate per pint/ bottle, and the strength of your sales and marketing plan.

Contact us

Submit a proposal to brew the official beer of Woodwalton Fen to:

sponsor.nature@defra.gsi.gov.uk

Contact us on the email address above with any queries and submit your entry before 12noon Thursday 7th June.

