



# Become a Wilder Business

Together we can create  
a wilder Norfolk for all



# Working for the future of Norfolk's nature: Become a Norfolk Wildlife Trust Wilder Business

**Partner with Norfolk Wildlife Trust to help us protect our county's wonderful wildlife and wild places.**

Norfolk includes some of the most precious and unique habitats for wildlife in the country. From our magical Broads, home to 30% of the UK's rarest species, to our ancient woodlands, saltmarshes, rare heathlands and chalk rivers there is so much to cherish here.

However, Norfolk's wild beauty is not immune to the ecological crises that face Great Britain, with one in six species threatened with extinction.\*

In helping us in this 'task for a generation', responsible companies, already combatting climate change by reducing carbon emissions, can visibly show support for natural solutions and biodiversity to the customers, suppliers, staff and investors where they live and work.

Protecting our natural environment is a complicated business to measure and deliver – many organisations are unsure how to make an impact. By partnering with NWT as a 'Wilder Business', your contribution will make a real difference to the health of Norfolk's wildlife and habitats by supporting the daily work of Norfolk's dedicated and established conservation charity.

*\*UK Govt 'State of nature' report, 2023*



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© Jon Hawkins

The support given by our Wilder Businesses is hugely important to the future of Norfolk's wildlife. The passion and financial contribution of our corporate supporters allows us to work towards the goal of a wilder Norfolk for both people and nature, with bigger, better and more connected places for wildlife to thrive. Thank you for all you do to help us in what we do, here at NWT, every day.



**Eliot Lyne, CEO,  
Norfolk Wildlife  
Trust**

© Jimmy King, Richard Osbourne

# Norfolk Wildlife Trust – reserves open to all

- |                              |                               |  |                            |
|------------------------------|-------------------------------|--|----------------------------|
| 1 Alderfen Broad and Marshes | 9 East Winch Common           | 19 Lolly Moor                                      | 28 Rushmeadows             |
| 2 Barton Broad and Marshes   | 10 East Wretham Heath         | 20 Lower Wood, Ashwellthorpe                       | 29 Scarning Fen            |
| 3 Booton Common              | 11 Foxley Wood                | 21 Martham Broad and Marshes                       | 30 Southrepps Commons      |
| 4 Brett's Wood               | 12 Hethel Old Thorn           | 22 Narborough Railway Line                         | 31 Sparham Pools           |
| 5 Buxton Heath               | 13 Hickling Broad and Marshes | 23 New Buckenham Common                            | 32 Swanagey Fen            |
| 6 Cley and Salthouse Marshes | 14 Hoe Rough                  | 24 Pigneys Wood                                    | 33 Syderstone Common       |
| 7 Cockshoot Broad            | 15 Holme Dunes                | 25 Ranworth Broad and Marshes                      | 34 Thetford Heath          |
| 8 Cranberry Rough            | 16 Holt Lowes                 | 26 Ringstead Downs                                 | 35 Thompson Common         |
|                              | 17 Honeypot Wood              | 27 Roydon Common and Tony Hallett Memorial Reserve | 36 Thorpe Marshes          |
|                              | 18 Kay Cliffs Nature Reserve  |  | 37 Thursford Wood          |
|                              |                               |  | 38 Trinity Broads          |
|                              |                               |  | 39 Upton Broad and Marshes |
|                              |                               |  | 40 Wayland Wood            |
|                              |                               |  | 41 Weeting Heath           |



# A brief history of Norfolk Wildlife Trust

**As the oldest Wildlife Trust, Norfolk Wildlife Trust has been working to restore and protect wildlife since its establishment in 1926.**

As a registered charity, we manage over 60 nature reserves and protected sites across Norfolk. These include ten kilometres of coastline, nine Norfolk broads, nine National Nature Reserves, and five ancient woodlands.

NWT is dedicated to protecting and restoring Norfolk's wild spaces. We achieve this by managing nature reserves, collaborating with partners across the landscape, and inspiring people to care for local nature through various projects, educational activities, events, and campaigns.

None of this would be possible without the support of businesses and individuals taking action by partnering with us, participating in our activities, and contributing to our campaigns. Nature is in crisis, but together, we can create a wilder Norfolk for all – ensuring the conservation of Norfolk's nature for future generations.

© Richard Osbourne

# Together, we can create a Wilder Norfolk for All

We are proud to have been protecting and restoring Norfolk's nature for nearly a century.

We face a critical tipping point in reversing the fortunes of our wildlife, ecosystems and communities, and it is clear that all three are inextricably intertwined.

We know that we can secure a thriving world for future generations, that offers a stable climate, clean water, abundant food, health and happiness. But to do that, working together to restore and protect Norfolk's nature is vital.

We have a clear vision and mission for the future of Norfolk's wildlife and people. Our strategy, *A Wilder Norfolk for All*, provides a vital focus for our passion and expertise, and recognises the importance of involving everyone.

As we approach our centenary in 2026, we look to our corporate partners to help us face the challenges for Norfolk's nature over the coming years. To own or manage 30% more land by 2030, and to double the effect we have across Norfolk's wider landscape in the same timescale. To do this we will need your help.

Read our full strategy on our website: [norfolkwildlifetrust.org.uk/Strategy](http://norfolkwildlifetrust.org.uk/Strategy)

## Our Vision

Norfolk's nature is abundant, thriving and valued

## Our Mission

To create more space for nature to thrive and inspire more people to take action for nature

The 2010 Lawton Review identified three principles for securing a prosperous future for wildlife, which we are following in our vision and our mission – **bigger, better** and **more connected** spaces for nature.

Improve	Expand	Connect
Increasing the abundance and diversity of wildlife in our land and sea	Creating more space for nature	Connecting wild spaces for nature's recovery
Breaking down the barriers to people taking more action for wildlife	Growing a movement of active wildlife champions	Enabling everyone to have meaningful experiences of nature
Building our foundations and infrastructure to enable success	Scaling up to be strong, influential and resilient	Empowering leadership and collaboration

© Left: Terry Whittaker/2020VISION; Right: NWT





## Ways you can support us

### Workplace fundraising

Engage your workplace in supporting Norfolk Wildlife Trust through creative fundraising activities. From bake sales and dress-down days to sponsored challenges and raffles, workplace fundraising offers a fun way for colleagues to contribute to our mission and build stronger relationships between teams. Share your ideas with us!

### Work parties

Join one of our work parties and make a direct impact to local wildlife. These hands-on volunteering opportunities are perfect for team-building, allowing groups to engage in a range of activities, from scrub clearance to holly pulling, all while enjoying the great outdoors.

### Affinity schemes

Support us through affinity schemes which promote your products or services. By partnering with us, businesses can enhance their corporate social responsibility profiles, attract eco-conscious customers, and enjoy unique promotional opportunities, all while contributing to the protection of Norfolk's wildlife.

### Project sponsorship

Support specific Norfolk Wildlife Trust projects through targeted funding. Whether it's sponsoring a new hide, funding educational programmes, or aiding in habitat restoration, project support enables you to direct any contributions to initiatives that align with your business's values and interests.

### Charity of the year

Nominate us as your organisation's 'charity of the year'. This partnership provides a structured way for businesses to support our work through various activities, including fundraising events, awareness campaigns, and employee engagement initiatives, creating a meaningful impact on local wildlife conservation.

### Benefit in kind

A benefit in kind is a non-cash donation your business can provide to Norfolk Wildlife Trust, such as equipment, services, or expertise. These contributions directly support our work while enhancing your business's sustainability profile and directly support our work and reduce our operational expenditure.

### Corporate donations

Our daily operations, with over 140 dedicated staff require revenue income to deliver for nature. Unrestricted donations will be incredibly valuable in the pursuit of NWT's ambitious new strategy.

### 'Investors in Wildlife' corporate membership

Join almost 100 of our other supporters by enrolling as an Investor in Wildlife. This is our membership scheme, and is often where many of our supporters start their journey with us. From £500 for a 12-month period, we have multiple tier options to allow businesses of any size to support us.

# Become an Investor in Wildlife

## Explore our corporate membership package options

With subscriptions starting from £500, our Investors in Wildlife scheme offers different levels of membership to enable companies of any size to join us. At the higher levels, we can customise your membership package to meet your needs and include the benefits you feel are most important to you and your staff.

### Wildlife Supporter

£500

- Welcome pack
- Promotion of your Investor in Wildlife support to our members and beyond: listing and hyperlink on the NWT website, and in our publications including the annual NWT Impact Report
- Framed member certificate and two staff membership cards, allowing free access to NWT nature reserves
- Access to an Investors in Wildlife assets pack to showcase your support
- Photo opportunity upon joining and 'shout out' on our LinkedIn channel
- A subscription to our Wilder Business newsletter plus our membership magazine *Tern*
- Invitation to all our Investors in Wildlife events, providing opportunities for networking with like-minded local companies
- Discounted rates on staff challenge days on our nature reserves

### Wildlife Ambassador

£1000

#### **All the benefits of the Wildlife Supporter tier, plus:**

- A free corporate volunteering day for up to 15 staff members
- An online wildlife webinar or staff presentation at your premises

### Wildlife Champion

£1500

#### **All the benefits of the Wildlife Supporter and Wildlife Ambassador tier, plus:**

- Discounted advertising in *Tern*
- Featured case study on our website
- Two free corporate volunteering days for up to 15 staff members
- A "walk with the warden" for up to 20 staff on an NWT reserve

### Corporate Partner

£5000

#### **All the benefits of the Wildlife Supporter, Wildlife Ambassador, and Wildlife Champion tier, plus:**

- Free annual staff challenge day
- Your company logo on NWT's website
- Free lunchtime nature workshop for supporting staff wellbeing (online or in-person)
- Further publicity opportunities and tailored staff engagement



## Achieving for nature together

A snapshot of support from some of our current Wilder Businesses.

© Above: David Tipling; Below: NWT, Greater Anglia

### Enterprise Mobility

#### Corporate donation

The Enterprise Mobility Foundation empowers local managers and staff to select charities to receive corporate donations. Enterprise in Norfolk have generously supported our delivery teams vital work with their contributions.



### Greater Anglia

#### Project sponsorship

Our corporate partners Greater Anglia have sponsored a three-year project that sees our conservation officers surveying wildlife habitats at their Norfolk stations. We have made recommendations for nature-friendly management at 12 station sites, helping station volunteers to support wildlife through the 'Greater Anglia Wildlife-friendly Stations Accreditation Scheme'.



### Habify

#### Affinity scheme

Norwich-based Habify committed to donating £25 to Norfolk Wildlife Trust's Children and Nature Fund for each project they complete over a year. This fund supports efforts to connect Norfolk's youth with nature through school and community initiatives. Habify's commitment aligns with their environmentally responsible ethos, aiming to inspire future nature champions.



### Foster and Gamko

#### Benefit in kind

King's Lynn-based Foster Refrigeration (Foster and Gamko) has made a great difference for visitors to NWT Holme Dunes this year. The company wanted to field trial one of their state-of-the-art chiller decks and, having installed it free at Holme visitor centre, after the six-month trial (in which it is predicted to achieve an 80 per cent energy consumption saving) the chiller will be gifted to us for storage and display of our popular snacks and drinks. Together with a generous discount on another product at NWT Hickling Broad, Foster's contribution will be worth more than £20,000.



### PSH Environmental

#### Operational sponsorship

Norwich-based waste management and skip hire contractors PSH Environmental have supported a three-year restoration project at NWT Foxley Wood. They are funding landscaping, surveying, fencing, tree planting, and education sessions for local primary schools. Sponsorship of over £25,000 has supported the reinstatement of an enclave of formerly arable farmland to its former habitat within one of Norfolk's most valuable ancient woodlands.



# Frequently asked questions

## **What types of businesses typically partner with NWT?**

We partner with a diverse range of businesses, from local SMEs to large corporations, across various industries, subject to our risk assessment and due diligence process. See the full list of our current supporters on the next page and on our website.

## **Is there a minimum commitment level for becoming a Wilder Business?**

We offer various levels of membership on our Investors in Wildlife scheme to suit different business sizes and capacities, but you are welcome to support us as a Wilder Business in any way you like. Whether a one-time project sponsorship or an ongoing commitment, we can tailor a partnership that works for you.

## **How do I join?**

Simply get in touch with our corporate partnerships team using the contact information overleaf. We will send you our on-boarding form to complete and take it from there.

## **Is becoming an Investor in Wildlife an accreditation?**

Becoming one of our Investors in Wildlife is not an accreditation, but rather a membership/affiliation to showcase that you are supporting our goals and mission.

## **Can we support you in other ways that are not listed?**

Absolutely! We welcome any ideas and initiatives for ways we could collaborate.

## **What recognition will we receive as a Wilder Business?**

Depending on your level of support, recognition can range from acknowledgment on our website and in our publications to more prominent branding at events and on our reserve sites.

## **What happens if we need to adjust our level of support or focus of our partnership?**

We understand that business needs can change. Our partnership agreements are flexible, allowing for adjustments in the level of support or focus areas as needed, ensuring that the partnership remains mutually beneficial.

## **Are there opportunities for joint marketing or promotional campaigns?**

Definitely! We can collaborate on joint marketing efforts, such as co-branded campaigns, sponsored content, or shared social media initiatives, to raise awareness about both your business and NWT's conservation work.

## **How do we renew or expand our partnership with NWT?**

We will be in touch with you when your Investors in Wildlife membership is due for renewal to discuss extending your commitment. If you would like to explore new initiatives, or increase your level of support for us, we are happy to have a discovery call. We're here to help you make the most of your partnership.

# Investors in Wildlife

As of September 2024

## **Corporate Partners**

Anglian Water  
Aviva  
Essex & Suffolk Water  
Foster and Gamko  
Greater Anglia  
Melbek  
PSH Environmental  
Siemens Energy  
Smith & Pinching Financial Services  
Vine House Farm

## **Wildlife Champions**

Bateman Groundworks  
Carl Zeiss Ltd  
Enterprise Mobility  
ESE Direct  
George Shippam Financial Planning  
Habify  
Loveday and Partners  
Midwich  
Norfolk Hideaways  
RWE Generation UK  
Richardson's Boating Holidays  
Swallowtail Print  
UK Power Networks  
Woodforde's Brewery

## **Wildlife Ambassadors**

Broadland Drinks  
Canine Cottages  
Cozens-Hardy LLP  
Dr Stump  
Empresa  
Forest Holidays  
Harrison Group Environmental

Heacham Manor Hotel  
Heat Different  
Herbert Woods  
Holiday Cottages  
HPB Barnham Broom  
Hugh J Boswell  
IRIS Rigging  
Lisa Angel  
Lynton Wines  
Martham Ferry Boatyard  
Norfolk Cottages  
Nu Image  
Oakfield Building Services  
Richard Osbourne  
Photography  
Rockthorn Ltd  
Searle's Leisure Resort  
Stowe Family Law Norwich  
Swarovski Optik  
The Travelling Naturalist  
Waxham Sands Holiday Park

## **Wildlife Supporters**

Alan Boswell & Co  
AF Group  
Barker Bros Builders  
Ben Burgess Garden Equipment  
Blue Sky Leisure  
British Sugar PLC  
Brown & Co  
BTS Group  
Catton Print  
Cheveley Park Farms  
Cley Spy  
Clippesby Holidays  
Cox's Boatyard  
Creative Image Management

D & F McCarthy  
Daniel Connal Partnership  
Gridserve  
Guarda Landscape  
Howes Percival LLP  
Interconnector (UK)  
John Innes Society  
John Lewis Partnership (Norwich)  
Larking Gowen  
M+A Partners  
Norfolk Bluebell Wood Burial Park  
Norfolk Chambers of Commerce  
Norfolk Pamments  
Orbital Foods  
Panks Engineers  
Peter Beales Roses  
Pinkfoot Gallery  
Poultec Training  
ROAR!! Dinosaur Adventure  
Ronaldo Ices  
The Saracen's Head Diss  
Savills  
Sibelco UK  
Sop – Scents of Place  
Sun Essences  
Tarmac  
The Bakehouse  
The John Jarrold Trust  
Thursford Collection  
Voluntary Norfolk  
Whin Hill Cider  
Wild Sounds & Books  
XLT Distribution

© Norfolk Coast Partnership



# Thank you.

We are incredibly grateful for your interest in helping Norfolk's wildlife thrive.

Partnering with Norfolk Wildlife Trust makes a meaningful difference, helping to create a greener, more vibrant future for all.

Together, we can protect Norfolk's wildlife and ensure nature thrives for future generations.

**Join us, and be part of something truly extraordinary.**



## Get in touch with our Corporate Partnerships team.

We'd love to discuss how your business can make a difference to Norfolk's wildlife.

**Office Address:**

Norfolk Wildlife Trust, Bewick House,  
22 Thorpe Road, Norwich, NR1 1RY

**Email:** [wilderbusiness@norfolkwildlifetrust.org.uk](mailto:wilderbusiness@norfolkwildlifetrust.org.uk)

**Phone:** 01603 625540

For more information and to stay connected, visit our website or follow us on social media:

[www](http://www.norfolkwildlifetrust.org.uk) [norfolkwildlifetrust.org.uk](http://norfolkwildlifetrust.org.uk)



NorfolkWildlifeTrust



NorfolkWT



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