



PRESS RELEASE

New Norfolk Bird Fair to highlight county as 'birdwatching capital of Britain'

A team of local nature and conservation experts are coming together to host a brand new bird and wildlife fair showcasing why Norfolk is renowned as 'the birdwatching capital of Britain'.

The **Norfolk Bird and Wildlife Fair** will be held at Pensthorpe Natural Park, Fakenham, on Saturday 18 and Sunday 19 May 2019.

It will highlight the county's credentials as a birding and wildlife hotspot and shine a light on the myriad of extraordinary species attracted to the area.

The event, sponsored by local nature businesses Cley Spy, in Glandford, and WILD Sounds & Books, in Salthouse, will feature guest speakers, demonstrations, walks and talks, and book signings.

Organisers intend the event to be a celebration of nature-spotting in Norfolk and will bring together experts in the fields of optic equipment, wildlife-inspired art and crafts, books and nature holidays.

April and May are the peak times for spring bird migration so the event provides a weekend for birders to visit and stay in the county right in the middle of the busy migratory period.

Plus, Pensthorpe is renowned for its wildlife and birding credentials, having been a former host of BBC Springwatch, making it a naturally abundant location to host the Fair.

The event will be hosted by the Pensthorpe Conservation Trust (PCT), a charity dedicated to creating a centre of excellence in ecological restoration, promoting sustainable farming and researching, breeding and protecting threatened species. The PCT counts environmental

heavy-weights Professor David Bellamy OBE as its Honorary Vice President, Dr George Archibald CM as Trustee and HRH the Duke of Edinburgh as its patron.

Bill Jordan, owner of Pensthorpe Natural Park comments: "Norfolk is, arguably, one of the greatest areas for birdwatching in the UK, and the north Norfolk coast the best in the country, so it seems fitting for an event celebrating birds and wildlife to be held within the county.

"Protecting and promoting wildlife has been in our DNA since Pensthorpe was founded as a wildfowl and wetlands park back in 1988 so, along with our partners Cley Spy and WILD Sounds & Books, we aim to celebrate what's unique about the birding and nature offering in this special part of the world."

Tim Strivens from Cley Spy, speaking on behalf of the Bird and Wildlife Fair sponsors, comments: "As a county, Norfolk is at the forefront of the UK birding scene. Aside from the unrivalled nature-spotting opportunities we are blessed with, there is a vibrant local community of passionate bird and wildlife enthusiasts, independent nature retailers and groups who are coming together to get behind this important event. Norfolk is more than qualified to host a showcase of this kind!"

Tickets cost £8 per person. Under 3's and Pensthorpe Annual Members are free. Parking is free. Dogs, except guide dogs, are not allowed in the main reserve.

For more information about the Norfolk Bird and Wildlife Fair or to book tickets visit pensthorpe.com/birdfair or call 01328 851465.

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Editors Notes

Pensthorpe Natural Park

[Pensthorpe Natural Park](#) (PNP) is a 700-acre modern nature reserve. It is situated 11 miles inland from the north Norfolk coast, just outside Fakenham, and has the beautiful River Wensum winding through it.

PNP comprises wetlands, farmland, ancient woodlands, gardens, outdoor/indoor play and one of the largest wildflower meadows in Norfolk. It is home to thousands of bird, plant and wildlife species.

PNP is owned by Bill and Deb Jordan, founders of ethically-aware food business Jordan's Cereals, who took over the reserve in 2002. They are huge advocates of inspiring the next generation to connect with nature and encouraging families to spend time outdoors.

For visitors there are woodland walks, trails, bird hides and boardwalks. There are also hands-on activities such as wildlife spotting, pond-dipping, bird feeding and natural play areas to enable visitors to get closer to nature.

The Pensthorpe Conservation Trust (PCT)

The Pensthorpe Conservation Trust was formed in January 2003 with its founding trustees being Professor David Bellamy, George Archibald, Bill Jordan, Deb Jordan and Tim Nevard and its Patron HRH the Duke of Edinburgh to carry forward the work of the Pensthorpe Waterfowl Trust, with its key aims being to create a centre of excellence in ecological restoration, promote sustainable farming and to research, breed and protect threatened species.

Pensthorpe Natural Park is on the A1067, one mile from Fakenham and just over 20 miles from the city of Norwich. Pensthorpe is open all year (excluding Christmas Eve, Christmas Day and Boxing Day) - see the website for opening times which vary in accordance with the seasons.

For more information, images or press passes please contact Rachael Shakespeare on rachael@rs-pr.co.uk or 07833 940 000.