

Magnificent Seven Loyalty Scheme – Terms and Conditions

Our previous scheme was reliant on you retaining your own permits until you had a total of seven at which point you could exchange them at one of our fisheries to obtain your free day. To make this process more customer friendly we introduced our free Northumbrian Water Loyalty card scheme.

To claim and record your credit you must present your card to be swiped at point of sale when purchasing your permit. Once you have purchased your seventh permit your eighth permit will be automatically issued free of charge. There is no limit to the number of times you can claim.

Please note:

- If you fish at Hury or Cow Green to claim and record your visit you must retain your own signed permits and take them along with your loyalty card to one of our fisheries.
- Your loyalty card is unique to you, you can only claim loyalty for your own permit any additional permits purchased by other anglers are not eligible for credit.
- Loyalty points are accumulated on your personnel account and are automatically carried forward into the following season.
- If you purchase a variety of fishing permits during the season your eighth free visit will be calculated to the type of permit you have purchased most frequently.
- Boat hire permits at Kielder Water are also included in this scheme.
- Loyalty cards do not expire each year once issued it is yours for life.
- In 2015 anglers had the benefit of taking 10 fish on their free Loyalty Day. However, to maintain the eight fish catch limit for 2016 this has been reverted back to an eight fish catch limit for an angler's free day.

In addition to the Magnificent Seven free fishing offer, you will also be able to use your loyalty card to take advantage of the special promotions and discounts that we offer during the fishing season; check out our shops for further details.

If you would like to join our Loyalty Scheme or have lost your card you can apply free of charge by emailing us at go.fishing@nwl.co.uk or call us on 0845 155 0236.