

Magnificent Seven loyalty scheme – free fishing rewards for you

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.

Terms and conditions

- It is easy for you to claim and record your credits, simply 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.
- New for this year is the chance for you to gain extra credits towards your free day permit when you purchase fishing retail items from us.
- If you spend £20 or more with us on the day you fish on fishing retail items you will earn an extra loyalty credit towards your free days fishing.
- Extra credits can be earned on any single transaction-retail purchase above £20 and will increase by 1 credit for every additional £20 you spend and are subject to any single retail transaction purchase you make on the day you visit.
- Multiple retail purchase of less than £20 over the season will not count towards this offer.
- Day permit and rod license sales are not included in this retail offer.
- Boat hire permits at Kielder Water are also included in this scheme.
- If you fish at Hury or Cow Green to claim and record your visit simply retain your own signed permits and take them along with your loyalty card to one of our fisheries.
- 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.
- Your loyalty card is unique to you, you can only claim loyalty points for your own permits, any additional permits or retail purchases made by other anglers are not eligible for credit. Credits are for you and are linked directly to your personnel loyalty account and are non transferable.
- Your loyalty points are accumulated on your personnel account and there is no limit to the number of times you can claim.
- Your loyalty card does not expire each year, once issued it is yours for life and any previous years credits are automatically carried forward on your account.