

Fen Paddle Company

Measure: 313

The Fen Paddle Company, established in June 2009, wanted to expand into 'Stand Up Paddle Boarding' to take advantage of the growth in one of the fastest growing sports in the UK, ideally suited to the slow moving Fen waterways. A range of related activities would be offered including one-to-one tuition, wild life safaris at Wicken Fen, corporate activity days and board sales.



The Fens Adventurers provided a grant of over £3,000 to help purchase vital equipment to get this new venture off the ground. The equipment included a number of paddle boards and paddles, carry bags and decks and balance boards for preparatory training. The grant also provided funding towards the first seasons rent of premises at Ely Marina and suitable marketing displays for these premises.

This project has benefited the local economy by providing an innovative way of viewing the unique Fens landscape in an environmentally friendly and unobtrusive manner which has helped to attract increasing numbers of visitors to the area.

www.fenpaddle.co.uk



Fens Adventurers Rural Development Programme is an RDPE initiative delivered through the Leader approach, managed by Cambridgeshire County Council & Cambridgeshire ACRE and supported by Defra, Local Authorities & the EU's European Agricultural Fund for Rural Development: *Europe investing in rural areas.*