

Elior UK Appointed Catering Partner to WWT London Wetland Centre in Five-year Partnership Supporting Conservation and Visitor Experience

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[Elior UK](#) has been appointed catering partner to Wildfowl and Wetlands Trust (WWT) London Wetland Centre, securing a five-year contract to deliver food and hospitality services. The exciting partnership will see Elior support the WWT's mission to connect people with nature at the wetland charity's London site, while enhancing the visitor experience across café, retail and event spaces.

Working in close partnership with WWT London Wetland Centre, Elior UK will introduce a refreshed food and beverage offer designed to reflect the site's environmental ethos and celebrate seasonal and locally sourced produce.

A key feature of the partnership will be the rebranding of the main visitor café to The Reedbed Café, a fresh identity inspired by the beauty, calm and textures of natural wetlands. The new concept is designed to create a peaceful retreat for visitors, blending modern comfort with natural materials to create a warm, tranquil setting that complements the surrounding landscape.

The refreshed café experience will balance quality, provenance and convenience, combining freshly prepared dishes made with seasonal and locally sourced ingredients alongside accessible, grab-and-go options for visitors exploring the Centre's wetland oasis. Menus are designed to cater to the diverse visitor audience; families will be supported through clearly defined, child-friendly menus and lunchbox options, while those spending longer at the Centre can enjoy a more relaxed dining experience aligned with the

calm natural surroundings.

During peak spring and summer periods, the offer will be extended through two seasonal kiosks located across the Centre, providing lunch-on-the-go options and an ice-cream parlour, helping to improve visitor flow and enhance the outdoor experience.

Food will also play a central role in the growth of conferences and events at WWT London Wetland Centre. Working in close partnership with the venue team, Elior UK will develop a flexible hospitality proposition for meetings, private events and celebrations, including the future development of wedding and celebration dining experiences, curated to reflect the Centre's conservation ethos and distinctive setting.

The partnership will place sustainability and social value at its core, with initiatives aligned to conservation priorities, including waste reduction, responsible sourcing and clear communication to visitors about the environmental impact of food choices. Elior was selected for the company's strong CSR credentials, creative branding and marketing proposition, and deep understanding of the leisure and visitor attraction sector.

Claire Small, director of marketing and concessions at Elior UK, said: "WWT London Wetland Centre is a truly special place, and we are proud to have been appointed as its catering partner. This partnership gives us the opportunity to create a food and hospitality offer that enhances the visitor experience while staying true to the Centre's environmental values and conservation mission."

Martin Senior, WWT's head of operations and innovation, added: "We look forward to working together with Elior UK, to deliver a catering experience to our visitors that aligns with our core values as the wetland charity. Elior UK understands our purpose and how hospitality can enhance the overall visitor experience when someone chooses to spend a day at WWT London Wetland Centre."

The contract further strengthens Elior UK's growing portfolio of partnerships within the heritage, leisure and cultural sector, where organisations are seeking hospitality partners that combine commercial expertise with environmental and social responsibility.