ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE RECRUITS VOLUNTEER

BEEKEEPERS FOR GOODWOOD APIARY

22 April 2021, Goodwood, West Sussex Embargoed until 9.00am BST

* Rolls-Royce is seeking up to five of its current workforce to undergo training to serve as volunteer beekeepers in the company’s world-renowned Apiary
* Potential recruits are invited to attend introductory sessions, with successful applicants receiving practical training in beekeeping techniques and equipment
* Precise duties will be determined by the season and the day-to-day needs of the Apiary's resident population of around 300,000 English honey bees
* All positions are unpaid and on colleagues' own time but rewarded by making a positive contribution to bee conservation, and involvement in the production of the rare and precious 'Rolls-Royce of Honey'.

*“The Rolls-Royce Apiary has proved tremendously popular and rewarding since we established it three years ago. Thanks to media interest around the world, our bees have become minor celebrities, and their progress is monitored closely by our customers and followers worldwide. With Spring now upon us, and the wildflowers and blossoms appearing across our site and the surrounding countryside, we're inviting colleagues to act as volunteer beekeepers for the new honey-making season. It's a wonderful opportunity to get directly involved in bee conservation, which is so critical in supporting a healthy, sustainable ecosystem and human food production. Plus, colleagues can take pride in helping the bees to create a natural product that's available in even smaller quantities than our renowned motor cars!"*

**Richard Carter, Director of Global Communications, Rolls-Royce Motor Cars**

Rolls-Royce is seeking up to five of its workforce at its Global Centre of Luxury Manufacturing Excellence, to serve as volunteer beekeepers at its Goodwood Apiary.

Established in 2018, the Goodwood Apiary is home to six colonies of around 300,000 English honey bees. The bees have consistently thrived in surroundings perfectly suited to their habits. As well as feeding on the myriad wildflowers and trees that grow across the 42‑acre Rolls‑Royce site, the bees can forage on the manufacturing plant's sedum-rich living roof, which at around eight acres (3.2 hectares) is the largest in Britain. Should even this bounty prove insufficient, they can simply cross into the neighbouring Goodwood Estate, which offers 12,000 acres (4,900 hectares) of suitably august sustenance.

The Goodwood bees have achieved near-cult status on social and other media, with followers around the world eagerly monitoring their progress and activities through the season. The bees even enjoy representation on the Rolls-Royce Board through Richard Carter, who combines his principal duties as Director of Global Communications with the equally weighty role of Chief Beekeeper, ably assisted by Beekeeper Jason Hampton.

With the arrival of Spring, the Apiary is gearing up for another season's labour on its rare and precious natural product, globally renowned as the 'Rolls-Royce of Honey'. To support the bees in this noble endeavour, Rolls-Royce is inviting its colleagues to become volunteer beekeepers.

Potential candidates will be invited to attend an introductory session; those selected will then receive training in beekeeping techniques and equipment, funded by the company, to prepare them for their new role. The beekeepers will work in the Apiary in their own time at weekends on a voluntary basis. Their rewards in kind will be considerable, however. As well as making a direct contribution to honey bee conservation, recognised as crucial for the long-term sustainability of both the natural ecosystem and human food production, colleagues will have the satisfaction of being involved in making a second, even rarer product at the Home of Rolls‑Royce.

Richard Carter concludes by saying, "The Apiary means a great deal to us as a company and to our customers and followers around the world. The new volunteers will play a crucial part in its success this season, and we're anticipating a great response to our recruitment drive."

-Ends-

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

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