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- ☐ FAMILY*
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☐ INDIVIDUAL
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- Most people give £1 - £2 per week.
Any support you can give above the minimum rate makes a real difference to local wildlife
(See website for minimum rates).

I wish to pay

£ a month (by direct debit only)
£ a year (by direct debit, cheque, or contact us to pay by card)

Your details (block capitals please)

Title	Name
Address	
Postcode	
Telephone	
E-mail	

Children's details (*Family membership only)

First name	Family name	Boy or girl	Birth date
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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How should we contact you?

In addition to receiving my membership magazine, I am happy to receive information about Staffordshire Wildlife Trust's work for wildlife including events, volunteering, fundraising and other activities by:

post ☐ email ☐ telephone ☐ text message ☐
(Please tick your choice)

Should you wish to change your communication preferences at any time, please let us know by contacting our membership team on 01889 880103 or email member@staffs-wildlife.org.uk
Staffordshire Wildlife Trust will never sell your contact details to another organisation.

Please complete and return this form to:

FREEPOST WILDLIFE

SWT CODE **W A T**

Snakeshead fritillaries

Broad Meadow LNR is a valuable site for wildlife because it is one of a few sites in the country that has a population of naturally occurring snakeshead fritillaries.

Snakeshead fritillaries were first recorded in Britain in 1737 and were widespread until about 1930, but loss of wet meadows through drainage and development led to a decrease in suitable habitats. The population on this site has been recorded as far back as 1780. These beautiful flowers are very rare as they only grow in places which are wet and where it has not been farmed or fertilised.

Fritillaries flower in April, but are only fertile for 5 days. If the flower is not pollinated, it falls over and dies rapidly, but if pollinated the stem stretches to maximise seed dispersal distance. It can take up to three years for a seed to develop into a bulb that can produce a single leaf, and up to eight years before it will produce a flower. Plants may not flower every year, as the weather conditions during the flowering seasons will affect ability to flower the following year. Wet winters and quick drying springs benefit the fritillary population, which is why the wet nature of Broad Meadow in the winter, combined with its ability to drain quickly following a flood, makes it such a great habitat for the fritillaries to thrive.

The value of grazing

In order to encourage the fritillary population it is important that the ground conditions are maintained and that competing species are removed. The most effective way to do this is through the use of cattle grazing.

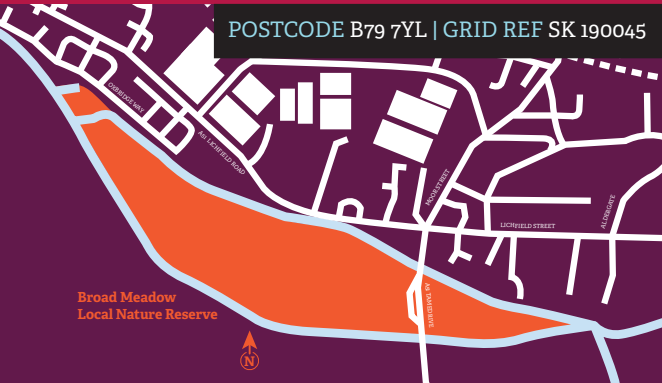
Until 1967, the fields at Broad Meadow were grazed by a dairy herd from June until the winter frosts. After 1967 conservation volunteers were responsible for keeping the competing grass short, but now the site is grazed by cattle again from late spring to mid winter, to ensure that the grass is a low, rough sward in April when the fritillaries flower and seed.

Cattle grazing benefits the site in other ways. Cows tend to select larger, more vigorous plants to eat as they have more nutrients. By eating the bulky species, they prevent them from becoming dominant and this allows a wider variety of plants to grow on site. When the cattle trample the meadow, they create bare ground, which exposes buried seeds and provides niches for the seeds to germinate. Also, the dung from the cattle returns some nutrients to the ground, but only in patches, which creates even more diversity of plant species across the meadow.



Interesting fact

The fritillary flowers are pollinated by bees and attract them by waving their chequered flowers and reflecting near infrared and UV light, so bees can 'see' which flowers are ready for pollination



Getting there: Broad Meadow is best accessed from Oxbridge Way, Cotons, either at the weir entrance opposite Lincoln Avenue or at the far end near Blackfriar's Close. Street parking is available on adjacent side roads, but please be courteous of our neighbours! Oxbridge Way is just off Lincoln Avenue, which can be accessed from the A51 Lichfield Road.

Staffordshire Wildlife Trust is the county's leading nature conservation charity and its aim is to protect and enhance the wildlife and wild places of Staffordshire and promote understanding, enjoyment and involvement in the natural world. We have the support of 15,000 members and manage more than 3,500 acres of land.

You can help the Trust carry out vital conservation work and protect Staffordshire's wildlife by becoming a member. To join, fill in the form on this leaflet, call us on 01889 880100, email info@staffs-wildlife.org.uk or visit www.staffs-wildlife.org.uk

- The Direct Debit Guarantee**
- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
 - If there are any changes to the amount, date or frequency of your Direct Debit Staffordshire Wildlife Trust (SWT) will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request SWT to collect a payment, confirmation of the amount and date will be given to you at the time of the request
 - If an error is made in the payment of your Direct Debit, by SWT or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
 - If you receive a refund you are not entitled to, you must pay it back when SWT asks you to.
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Contact us:
Staffordshire Wildlife Trust,
The Wolseley Centre, Wolseley Bridge,
Stafford ST17 0WT

Tel: 01889 880100 Email: info@staffs-wildlife.org.uk
Web: www.staffs-wildlife.org.uk

Part of the
Tame Valley
Wetlands

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Discover nature at

Broad Meadow Local Nature Reserve



A wildlife haven in the heart of an urban area

Looking after **Staffordshire's Wildlife**



Join the Wild About Tamworth project

Broad Meadow is one of the sites supported through the Wild About Tamworth Project, a partnership between Tamworth Borough Council and Staffordshire Wildlife Trust, which aims to support local people to improve the wild spaces of Tamworth for people and wildlife.

To get involved with the project contact the Wild About Tamworth Project Officer.

E-mail: tamworth@staffs-wildlife.org.uk.
Phone: 07970 067711 or 01889 880100



What to see and do

Broad Meadow is a place to escape and enjoy some peace and tranquillity. Whether you choose to follow the well-used route along the riverside or explore the woodland copse near the weir, you are sure to see and hear nature all around.

As a designated Site of Biological Importance (SBI) (also known as a Local Wildlife Site), Broad Meadow is home to a rich tapestry of habitats, including a grassland type (known as Lowland Meadow) which is considered rare in both Staffordshire and the United Kingdom.

History

The land you see around you was part of Alder's Paper Mill until Tamworth Borough Council took ownership with the aim of providing a nature reserve for wildlife and local people to enjoy. You can still see signs of the past here as you journey through the reserve, where the old metal pipes from the paper mill were removed.

Wild flowers

These can be seen across the wider site, into the woodland area by the weir. Continued management of the site should increase numbers and diversity of species. Common species include red campion, cowslips, toadflax, red clover, yarrow and wild geranium.



Bird life

With a variety of habitats, Broad Meadow is home to a wide range of bird life. Walk along the river to spot black-headed gulls, swans or the flash of a kingfisher. Overhead watch kestrels soar with ease across the site. Listen for the call of a willow warbler or spot a robin hopping around in the undergrowth and listen for song thrushes singing in the woodland edges.



Ditches

Broad Meadow has a large network of ditches on the site. These ditches are essential for maintaining the water level to ensure the wetland meadow flowers on site continue to thrive.



Key

Site entrance

Bridge



Originator's identification number

7

5

3

6

6

2

Instruction to your Bank or Building Society to pay by Direct Debit

Name and full address of your bank or building society

To: The Manager

Bank/Building Society

Address

Postcode

Account holder(s) name(s)

Title Name

Title Name

Bank/Building Society account number

Branch sort code

Reference

Instruction to your bank or building society
Please pay Staffordshire Wildlife Trust Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Staffordshire Wildlife Trust and, if so, details will be passed electronically to my bank/building society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account.

Other ways to pay

We prefer Direct Debit as it saves time and keeps administration costs down allowing us to spend more on wildlife. However we also take cheque, cash and credit cards.

I enclose a cheque/cash for the sum of £ made payable to Staffordshire Wildlife Trust Ltd.
If you wish to pay by card please call 01889 880100 and we will happily take your details and payment over the phone.

Gift Aid Declaration

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed from the tax you pay for the current year.

☐ I want to Gift Aid this donation and any donations I make in the future or have made in the past 4 years to Staffordshire Wildlife Trust.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.
Please notify this charity if you:
• want to cancel this declaration • change your name or home address
• no longer pay sufficient tax on your income and/or capital gains
If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.