

Hawk Conservancy Trust
Visitor Centre, Sarson Lane
Weyhill, Andover
Hampshire, SP11 8DY

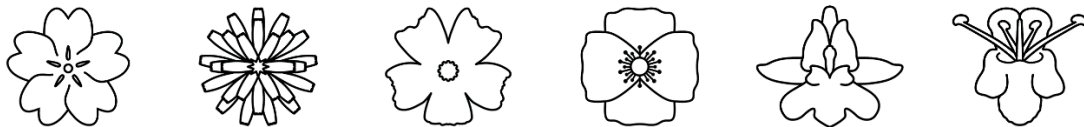
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www.hawkconservancy.org



Where the sky's the limit

GUARDIANS *of the* MEADOW

DEFENDERS OF THE TRUST



This year, 2020, marks the 25th anniversary of the creation of Reg's Wildflower Meadow and sadly it also marks the biggest challenge in the Trust's 55 year history. The necessary restrictions we have put in place to help the fight against COVID-19 are severely impacting our income and the future of the Trust and our renowned conservation work is in jeopardy.

We are appealing to friends and supporters of the Trust to help us raise funds by becoming a Guardian of the Meadow and adopting a plot. In 1995, we created a seven-acre chalk downland wildflower meadow, rewilding what was formerly an agricultural field. Named in memory of one of the Trust's founders, Reg Smith, the meadow is an integral part of the visitor's experience. The meadow is a special place to many people whether it be memories of watching our beautiful birds fly across the wild flowers, where wedding photos were taken, to remember a loved one, or by simply bringing it to life by being part of our Sarson Falconer display.

Please help us to secure the future of the Hawk Conservancy Trust and help protect the future of the meadow, the Hawk Conservancy Trust and ultimately the fortunes of birds of prey and their habitats. By sharing our past with you, we hope that you can help secure our future.

"Dear Friend of the Trust, I ask you to please consider supporting this appeal, in doing so you will directly help us to safeguard the future of the Trust and all of its conservation efforts with birds of prey. We will then, all of us, continue to be inspired by Reg's Wildflower Meadow. Young and old will have the opportunity to learn and be enthralled as our birds soar in the valley for generations to come, something that my late father, I know, would be so proud of."

Ashley Smith – Founder

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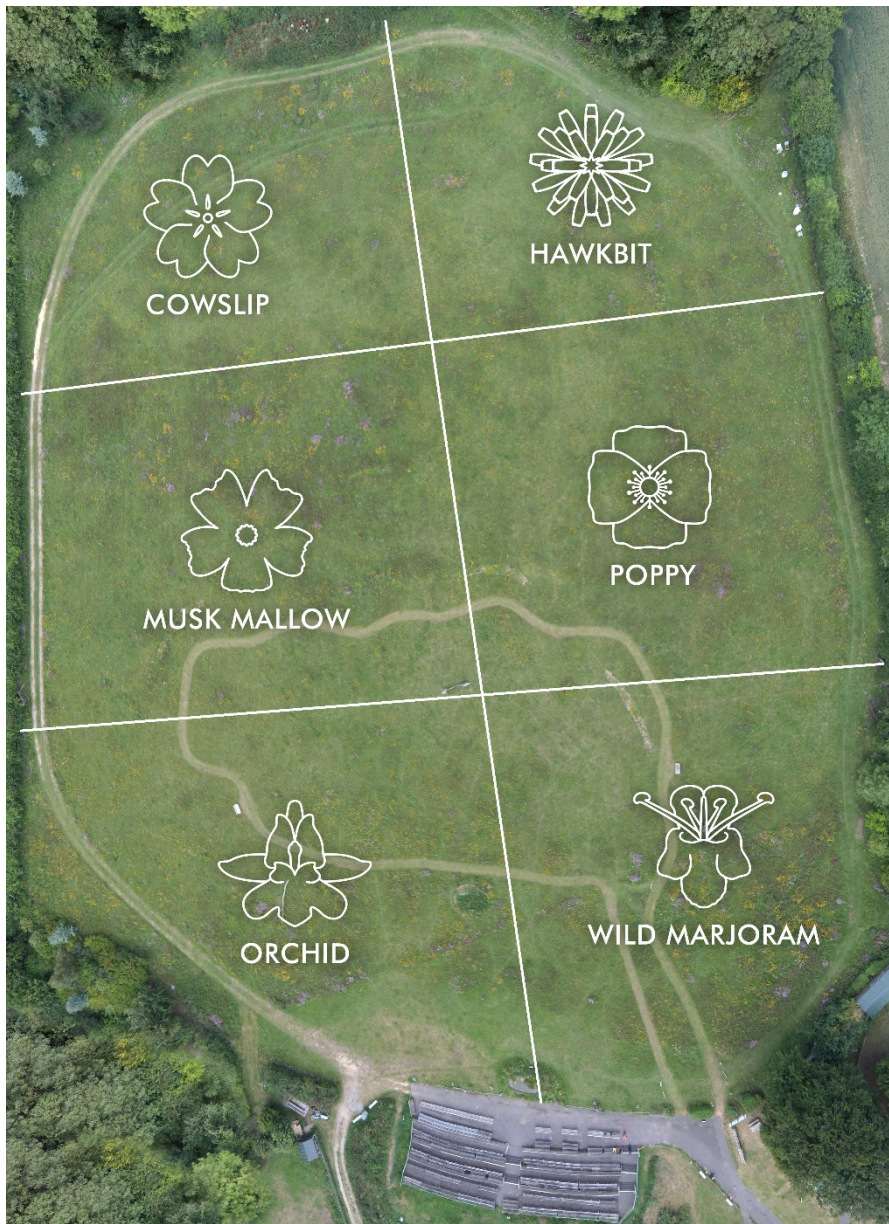
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Become a Guardian of the Meadow

We have divided Reg's Wildflower Meadow into six areas and assigned a champion species to each of these areas. You may like to choose an area of the meadow special to you, or perhaps it is the species you're most fond of.



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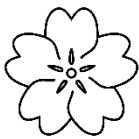
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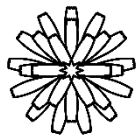
Adopt a Plot

Guardians of the Meadow will receive a certificate of adoption and their name will be presented on a special sign, located at the Trust. It costs £100 per plot adoption and this lasts for five years. As a guardian, you will be helping to preserve the future of the Trust and your support will be greatly appreciated.



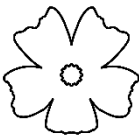
Cowslip – *Primula veris*

A native plant, flowers April to May. Once a common plant of traditional hay meadows, ancient woodland and hedgerows, but has seriously declined due to the loss of these habitats. Important for wildlife as the flowers are an early source of nectar for insects such as bees, beetles and butterflies.



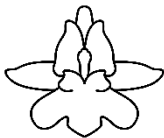
Rough Hawkbit – *Leontodon hispidus*

A member of the Daisy family, with Dandelion-like flowers but distinguishable from Dandelions by having a very hairy stem and leaves. Flowering from June to September, in our meadow it appears in large numbers from mid-summer into autumn and covers much of the meadow with yellow flowers.



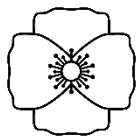
Musk Mallow – *Malva moschata*

Musk Mallow has pretty, pale pink flowers, hairy stems and deeply-cut feathery leaves. It has a musky scent, from which it gets its name. It is found in dry places in hedgerows, roadside verges, and the edges of fields and flowers from June to September. Musk mallow was once used as an ingredient in soothing cough syrups and ointments.



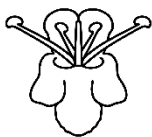
Pyramidal Orchid – *Anacamptis pyramidalis*

One of the most exciting plants, which we are always pleased to find in the meadow. Traditionally it grows on old chalk grassland but is now also found on coastal habitats, scrub, roadside verges, old quarries and railway embankments. It flowers in June and July and attracts a range of butterflies and moths, important for pollination.



Common Poppy – *Papaver Rhoeas*

Common throughout England and lowland parts of Wales, it flowers between June and September. Its seeds can lay dormant in soil for years, until the soil is disturbed, which is why poppies appeared on many battlefields where soil disturbance occurred, thus becoming the symbol of remembrance.



Wild Marjoram – *Origanum vulgare*

Flowering from June to September, it is found throughout the UK, particularly in the south, but is scarcer in Scotland. It is the same species as the Mediterranean culinary herb Oregano, but has a slightly different scent when growing in the cooler climate of the UK. It is an excellent food source for many pollinating insects.

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Start your Fundraising Today

If £100 is a bit of a challenge, yet you still want to become a Guardian and help us out, then perhaps you could join with friends or family, or even fundraise to adopt a plot.

Name	Amount pledged	Paid?
<i>Example: Auntie Sue</i>	<i>£5</i>	<i>✓</i>
TOTAL	£100	



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