

Engaging the Community in the Conservation of a High Profile Site

North Meadow
National Nature Reserve

Cricklade



A small community of 5000 people

North Meadow NNR



Public site with 10000 visitors in April

Issues for a High Profile Site



Keeping people on the paths



Widening
paths
compaction

Dogs are welcome



But only if they are on a lead!

Lots of Cars!



Seasonal Conditions



Why half a million fritillaries didn't make it this year



There had been a colossal smothering, truly weird to witness

MICHAEL MCCARTHY | Wednesday 24 April 2013

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Natural disasters in the wildlife world are not unknown – for example, the Siberian winter of 1963, when all water bodies were frozen solid, killed most of the kingfishers in Britain. But I've just witnessed the strangest one I've ever seen – the smothering of half a million of our rarest wild flowers.

Ads by Google

[Taking Statin drugs?](#)
Research Study enrolling

The blooms in question are snakeshead fritillaries, chequered purple nodding bells, and before you say, hang on, I



MUSIC

Assertive sexuality, MDMA and, yes, more bloody

BBC Gardner's World
BBC News
Telegraph
Independent
Local Radio
Local Papers
Gardening Magazines

Fritillary Watch



Cricklade North Meadow

National Nature Reserve (SSSI)

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North Meadow Art

Location

Cricklade in Bloom

Fritillary Watch - Monday 12th May 2014



SkyLark *Alauda arvensis* Photo © Biopix: JC Schou



The Snakes Head Fritillaries have finished flowering for this year.

There is still much to see on the meadow.

North Meadow has something to offer almost all year round. Three easy relatively level walks will take you where you may glimpse the tiny adder's tongue fern or hear the chatter of the reed bunting, in June the meadow bursts into colour displaying the rich purples of greater burnet and common knapweed, yellows of meadow buttercup and yellow rattle, while the rest of the meadow is filled with ox-eye daisies, meadow rue and meadow sweet, mixed with some striking wild grasses.

300
Website visitors
per day
in April

Engaging the Community

- Increased awareness
- Increased co-operation of local visitors
- Reduced visitor impact
- Increased desire to value and protect

But How?



Engaging the Community

- Slide presentations to local groups
- Guided walks
- Volunteer wardens
- Leaflets
- Notice board
- Website



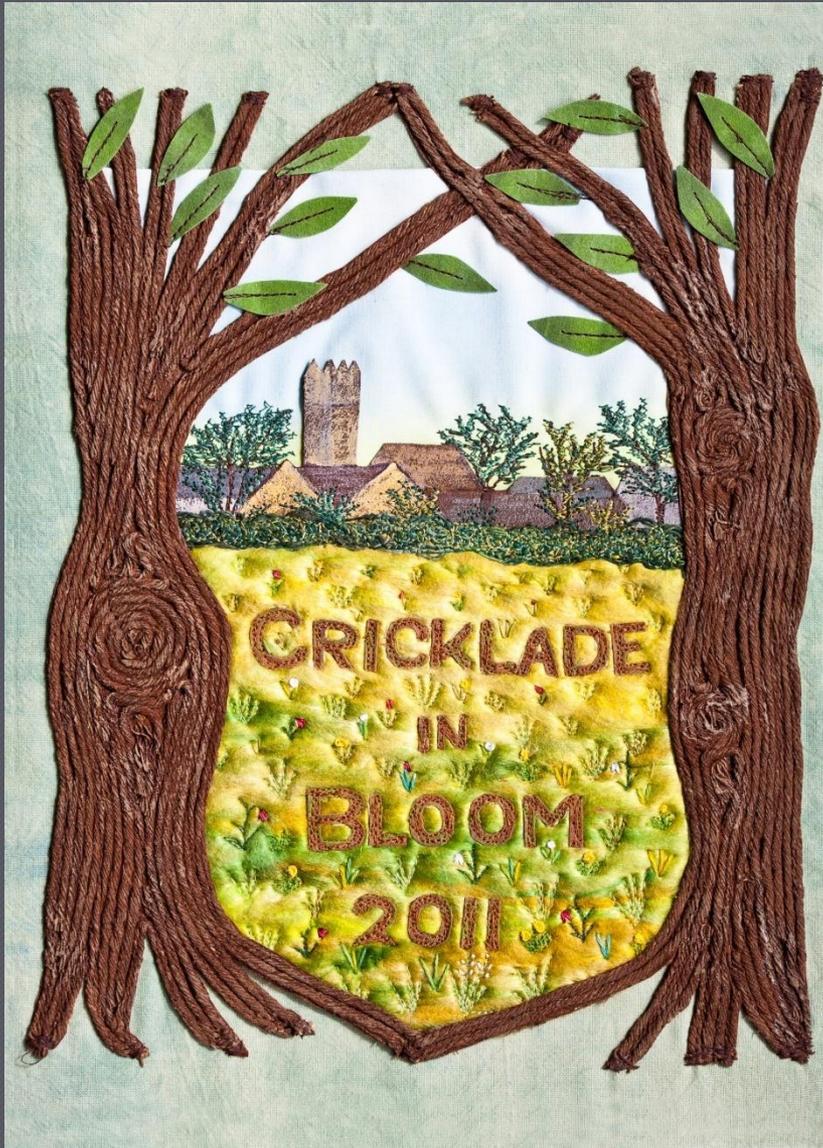
Developing Community Partners

Community Partners

Natural England work closely with community partners

- Cricklade Bloomers
- Cricklade Manorial Court
- Local Farmers
- Cricklade Town Council

Cricklade Bloomers



- Work to improve Cricklade Environment
- Won Britain in Bloom in 2011
- Raise £12k pa
- 6000 volunteer hours per year



How do they help?



Fritillary Tea Rooms

Cricklade Bloomers



Educational Displays

Art Displays



Cricklade Bloomers



Work Parties

Cricklade Bloomers



Cricklade in Bloom

Working for a better Cricklade

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RHS Britain in Bloom National Finals
Cricklade Win Champion of Champions in 2011



[See the Full National Finalist Results](#)

Welcome To Cricklade the First Town On The River Thames

Cricklade is a 9th century market town in North Wiltshire on the edge of the Cotswolds. The town is rich in history and has a active community including an "Britain in Bloom Group" Cricklade Bloomers. The town was delighted to win the small town category in the [RHS National finals in 2008](#) with a Gold Award. The town welcomes many visitors during the year particularly in April when the rare Snakes Head Fritillaries are in flower in North Meadow.

If you visit the town you will find a warm welcome in our pubs and shops, and much history to interest you in the museum and fine churches. If you would like to get involved with Cricklade Bloomers please do get in touch. The purpose of this website is to share our activities with the town and it's visitors, we hope you enjoy reading about our activities.

Website

Cricklade Bloomers



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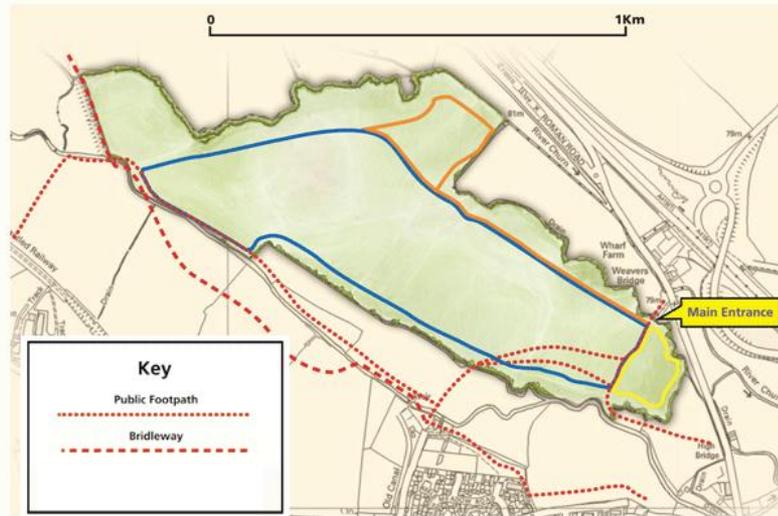
Get Involved

Photographers Guide

North Meadow Art

Location

Cricklade in Bloom



North Meadow Walks

There are 3 walks around North Meadow which will be marked from early March until August. Please keep to these pathways during this time to avoid damaging the rare fritillaries and disturbing ground nesting birds.

-  The Willow Walk marked in yellow takes about 20 minutes. A short stroll past hedgerows, pollards and of course fritillaries when in flower.
-  The Reedbed Walk marked in orange takes about 45 minutes. Explore the meadow, riverbank and ditches of the reserve.
-  The River Walk marked in blue takes about 1.5 hours. Ramble around the reserve passing the River Thames and River Churn.

Website

Cricklade Manorial Court

- One of only 32 remaining Manorial Courts
- 800 years of managing the meadow
- 25 Volunteer officers and jurors including
 - High Bailiff
 - Steward
 - Hayward
 - Town Crier
 - Ale Taster



Cricklade Manorial Court

- Jointly manage the meadow with Natural England
- Manage a meadow HLS agreement
- Manage grazing
- Meadow guided walks



Our Farmers

- Take the hay crop every year
- Willing offer time and equipment
- Provide grazing animals
- Freely offer advice!



Town Council

- Tourist information point
- Ground staff support
- Support and encouragement resolving issues
- Leaflets



The Benefits

- North Meadow is valued by the Community
- Seen as an asset for Cricklade
- Many volunteers help visitors whilst protecting the meadow
- Education has reduced undesirable behaviour
- Quick identification of problems
- Positive approach

A Magical Habitat we Must Protect

