

Gaywood Valley

Living Landscape Appeal



Norfolk Wildlife Trust

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Registered Charity no. 208734

Dear Member and Supporter

I am writing to ask for your help with **an urgent and exciting opportunity** that has been offered to Norfolk Wildlife Trust: the purchase of 95 acres of land directly adjacent to NWT Roydon Common.

This land will add significantly to our Gaywood Valley Living Landscape and our work here to recreate essential heathland. Expanding Roydon Common and restoring the habitats will benefit many species including nightjar, woodlark, raft spider, great crested newt, black darter dragonfly and lesser butterfly orchid, plus other endangered and protected plants, invertebrates and birds.

It will also help to create a vitally important buffer for the valley mire at Roydon Common, an extremely rare and fragile habitat, unique on a European scale.

We have considered this land to be a priority for a very long time as it is so important to our vision of a Living Landscape for Norfolk. We managed to secure it at auction and have paid a deposit. We now have until March 2012 to raise the money required to complete the purchase: £530,000. This is a major challenge for the Trust, but had we not acted immediately to secure this land, I can assure you that the consequences would have been devastating for both the rare wildlife and for visitors to the nature reserve.

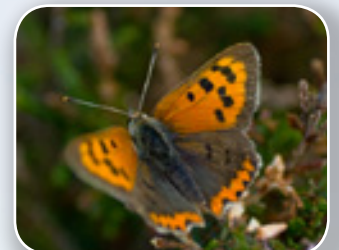
We are now doing all we can to raise the funds and I hope you might be able to help us. Whatever you can donate will bring us closer to extending Roydon Common with this land and safeguarding the wildlife that relies on its presence, quality and our pioneering management.

Please find more about the importance of this land overleaf, together with details of how to donate. We will keep you informed of our efforts and progress in Tern and online.

With my sincere thanks and hoping that you can assist us with this bold move on behalf of Norfolk's wildlife.



Brendan Joyce
Chief Executive



A Living Landscape for the Gaywood Valley

— a recovery plan for nature



Our vision for a Living Landscape in Norfolk needs your help

At the heart of this appeal is our commitment to restoring and reconnecting habitats, giving wildlife a better chance of surviving climate change.



Our vision for Norfolk is a Living Landscape: a joined up network of wildlife-rich habitats where threatened species can move and ultimately thrive.



The Gaywood Valley Living Landscape is an essential part of this vision providing wildlife with a rich mosaic of vital and fragile habitats that are increasingly under threat in Norfolk, the UK and Europe.

“We need to find ways to help our wildlife become more resilient to the trials it faces in the 21st century. We must now work on a landscape scale if we are to give wildlife a chance and allow future generations to enjoy nature as we have.”



Sir David Attenborough

Saving Species:

The Gaywood Valley Living Landscape means safeguarding nationally endangered heathland and wetland species:

- Rare breeding birds including nightjar, woodlark and curlew.
- All three species of British sundew and the lesser butterfly orchid.
- Winter roosting birds of prey including hen harriers, merlins and short-eared owls.
- Water vole, otter, adder and great crested newt, along with insects such as the black darter, a species of dragonfly found at only a handful of sites in East Anglia.
- White admiral, small copper and green hairstreak butterflies.



Inspiring People:

Living Landscapes are about people too. Roydon Common plays host to a variety of adult workshops, guided walks and family events throughout the year.

Restoring ecosystems is not just good for wildlife - healthy habitats are also vital for our own well-being. As well as providing beautiful wild places for you and your family to enjoy, they also function in so many ways to benefit all of us: from carbon storage to flood prevention.

The biggest threat to nature and wildlife is the belief that ‘I can’t make a difference’. We don’t believe that’s true - by working together we know it is possible to achieve something really special here.

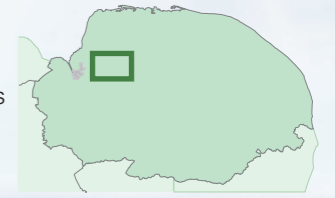
More than three-quarters of the UK’s lowland heath has been lost since 1800, including more than 80% of heathland in Norfolk.

That makes it one of the fastest-declining habitats in Europe.



The Gaywood Valley Living Landscape is an area of nearly 10,000 acres which includes the nature reserves NWT Roydon Common and Grimston Warren.

Over the past decade at Grimston Warren, we have removed a non-native conifer plantation to return the site to what it had previously been for centuries: lowland heathland. It is now home to species including nightjar, black darter dragonfly and adder.

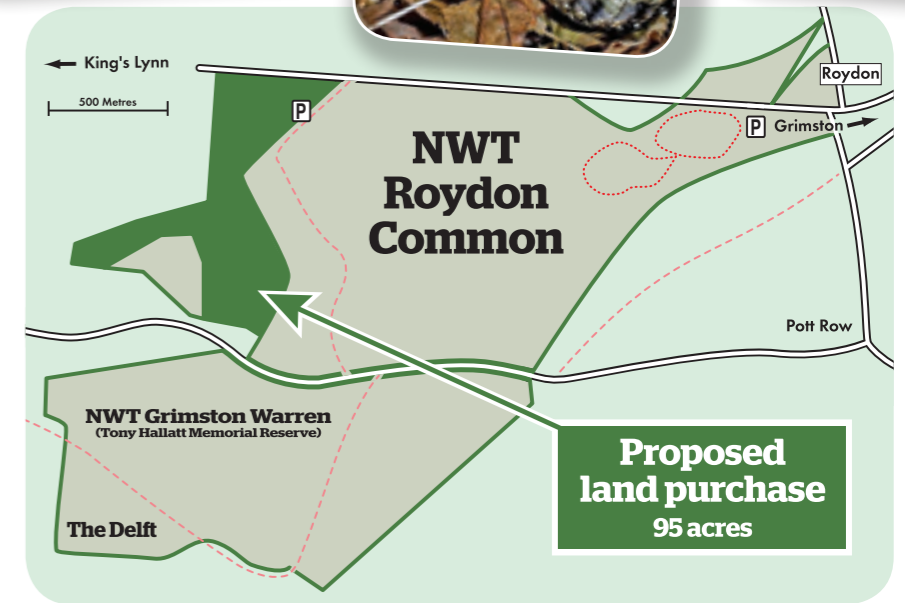


NWT Roydon Common is the largest surviving open heath in west Norfolk

Its designations include:

- National Nature Reserve
- Special Area of Conservation
- Site of Special Scientific Interest (SSSI)
- RAMSAR

If successful, the land will be restored by us to its former glory as heathland and will also provide a gateway for visitors to access Roydon Common and Grimston Warren.



“Open heathland is rarer than rainforest”

Lowland Heathland, Natural England, 2002

Donation form overleaf ➔

URGENT - please donate today

Please return your completed form with your donation as soon as possible to our Freepost address: Gaywood Valley Living Landscape Appeal, Norfolk Wildlife Trust Freepost ANG20591, Bewick House, 22 Thorpe Road, Norwich, NR1 1ZW, or call us with your credit card details on 01603 625540, or **donate online: www.norfolkwildlifetrust.org.uk**

I would like to make a donation of: £15 £30 £50

Other: £ by cheque, CAF voucher, debit or credit card (please circle as appropriate)

Please make cheques payable to **Norfolk Wildlife Trust**

Name and Address of Payer (if different from above)

Title Initial Surname

Address

Post Code Telephone no.

Card Details

Card number

Valid from Card expiry date

Card Security Code Issue number

Make your donation work harder!

For every pound you give, we can claim an extra 25p from HM Revenue and Customs. You must pay an amount of income or capital gains tax equivalent to the amount we reclaim.

I want all membership subscriptions and donations I have made in the last four years and all those I make in future to be claimed under Gift Aid until I notify you otherwise. Please sign below:

Signature

Date

We would like to hold details about you to be able to send you further information about our work and ways to support us. If you prefer us NOT to use your details in this way please tick here please note if you are a member of NWT you will still receive your regular membership mailings.

Registered Charity number 208734

With your donation we can:

- Secure this **urgent land purchase**.
- **Protect and expand** the fragile habitats on Roydon Common.
- **Safeguard species** including nightjar, woodlark, great crested newt, black darter dragonfly, water vole and many rare and protected plants such as sundew and lesser butterfly orchids.
- Work closely with **local people, community groups** and **schools** to provide opportunities to experience wildlife workshops, guided walks and conservation taster days.
- **Increase public access** to the nature reserve while also protecting **vital conservation areas**.

Visiting the Nature Reserve

The nature reserve is open daily, free of charge, from dawn to dusk throughout the year. NWT Roydon Common is east of King's Lynn. From the A149 to Fakenham, turn onto the A148 at the Rising Lodge roundabout and after 300 metres turn right to Roydon. Two car parks are available.



"There is no time for complacency and it is imperative that we implement the best means of conservation possible. This is one of them, please support it."

Chris Packham
Naturalist and Broadcaster

YOU CAN ALSO SUPPORT US and THIS URGENT APPEAL BY:

Texting **LARK26** to **70070**

Online at www.norfolkwildlifetrust.org.uk

Twitter **@SupportNWT**

Facebook: search **Norfolk Wildlife Trust**

Text Giving terms and conditions Texts are charged at your mobile phone operator's standard rate. The charity will receive 100% of your donation. You must be 16 or over and please ask the bill payer's permission. For full terms and conditions and more information, please visit www.justgiving.com/info/terms-of-service.

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