



On 15th June Norfolk Wildlife Trust launched a survey of Norfolk's poppy fields and would love schools to contribute. The record card is very simple and yet could be used by teachers as a stimulus to talk about geography, how we locate places, farming, why there are so few poppy fields today, changes to our environment, poetry and history! Well everything really - you catch hold of one thing and find its hitched to the rest of the universe, so no surprises there!

The next six weeks is the time to look for poppy fields. I do hope that your school will participate in this worthwhile survey.

David North

Education Manager, Norfolk Wildlife Trust"

**Can you
find a
Norfolk**



poppy field?

Norfolk Wildlife Trust is launching a survey of poppy fields in Norfolk and wants your help to discover how many poppy fields remain and where they can be found.

In June and July Norfolk Wildlife Trust is asking everyone to look out for the spectacular sight of fields washed crimson with thousands of poppies.

David North, Norfolk Wildlife Trust's Education Manager commented " Now is the best time to look out for one of the plant world's most spectacular sights – fields coloured red with poppies. Poppies are Norfolk's county flower and yet nobody knows how many fields of poppies there are in Norfolk or where they are."

Poppies flower from June through to late summer but the next six weeks is the very best time to look out for fields full of poppies. It was more than a century ago, in the 1880s that the writer Clement Scott popularised the Norfolk coast between Cromer and Overstrand and first coined the name 'Poppyland' for this area. Poppies remain much

loved flowers, and a field of poppies must be one of the easiest natural spectacles to pick-out. It may seem surprising but nobody knows whether poppy fields can still be found in “Poppyland” or whether other areas or Norfolk today are more deserving of this name.

To help please phone Norfolk Wildlife Trust on 01603 625540 for a free recording card and leaflet about poppies or email makeitcount@norfolkwildlifetrust with details of where you saw your Norfolk poppy field and whether poppies covered the whole field, part of the field or just a strip along the field edge.

The once familiar sight of a whole field of wheat or barley washed crimson with poppies has now become all too rare. Two factors explain this decline. Firstly the more efficient cleaning of cereal seed prior to sowing means that poppies are no longer dispersed with the seed corn. Secondly the development of powerful herbicides to increase yields has enabled farmers to have largely weed-free cereal fields. However this survey will help discover if poppies are making a come back in Norfolk on areas of set-aside farmland.

NOTES

- 1 Norfolk Wildlife Trust was established in 1926. We care for 40 nature reserves and other protected sites around the county including ten kilometers of coastline, nine Norfolk broads, nine National Nature Reserves and five ancient woodlands and have a positive influence over a great deal of the Norfolk countryside through our planning and advisory functions.
- 2 Further details from David North or Gemma Walker on 01603 625540, or call David on his mobile 077 887 56106
- 3 This survey is part of Norfolk Wildlife Trust’s People and Wildlife project and is supported by the Heritage Lottery Fund.

**Contact us: Norfolk Wildlife Trust, 22 Thorpe Road, Norwich NR1 1RY
01603 625540 www.norfolkwildlifetrust.org.uk**



I'm making my sightings count...



Help us put Norfolk's poppy fields on the map

Please
affix
stamp
here

When did you see your poppy field?

Date

Were poppies present across:

☐

the whole field

☐

part of the field only

☐

strip along the edge of field only

Where did you see it?

Place name

Nearest town/village

Map reference

Your details

Your name

Address

e-mail/tel.no.

Norfolk Wildlife Trust Make your Sightings Count

Bewick House
22 Thorpe Road
Norwich
Norfolk
NR1 1RY

Norfolk Wildlife Trust: registered as The Norfolk Naturalists Trust,
Registered Charity No. 208734

**Fields coloured red with poppies
are a rare sight today. Help Norfolk
Wildlife Trust discover how many
poppy fields exist in Norfolk by
returning this postcard or by
emailing a photo and details to
makeitcount@norfolkwildlifetrust.org.uk**

Norfolk Wildlife Trust (NWT) would like to hold details about you to be able to send you further information about wildlife conservation, the work and campaigns of NWT, and ways to support us. If you prefer us NOT to use your details in any of these ways, please tick here ☐. (Please note if you are an NWT member this will not affect your membership mailings). NWT may pass your sightings to recognised wildlife recorders (please note they may contact you for additional details). If you do NOT want us to do this please tick here ☐.