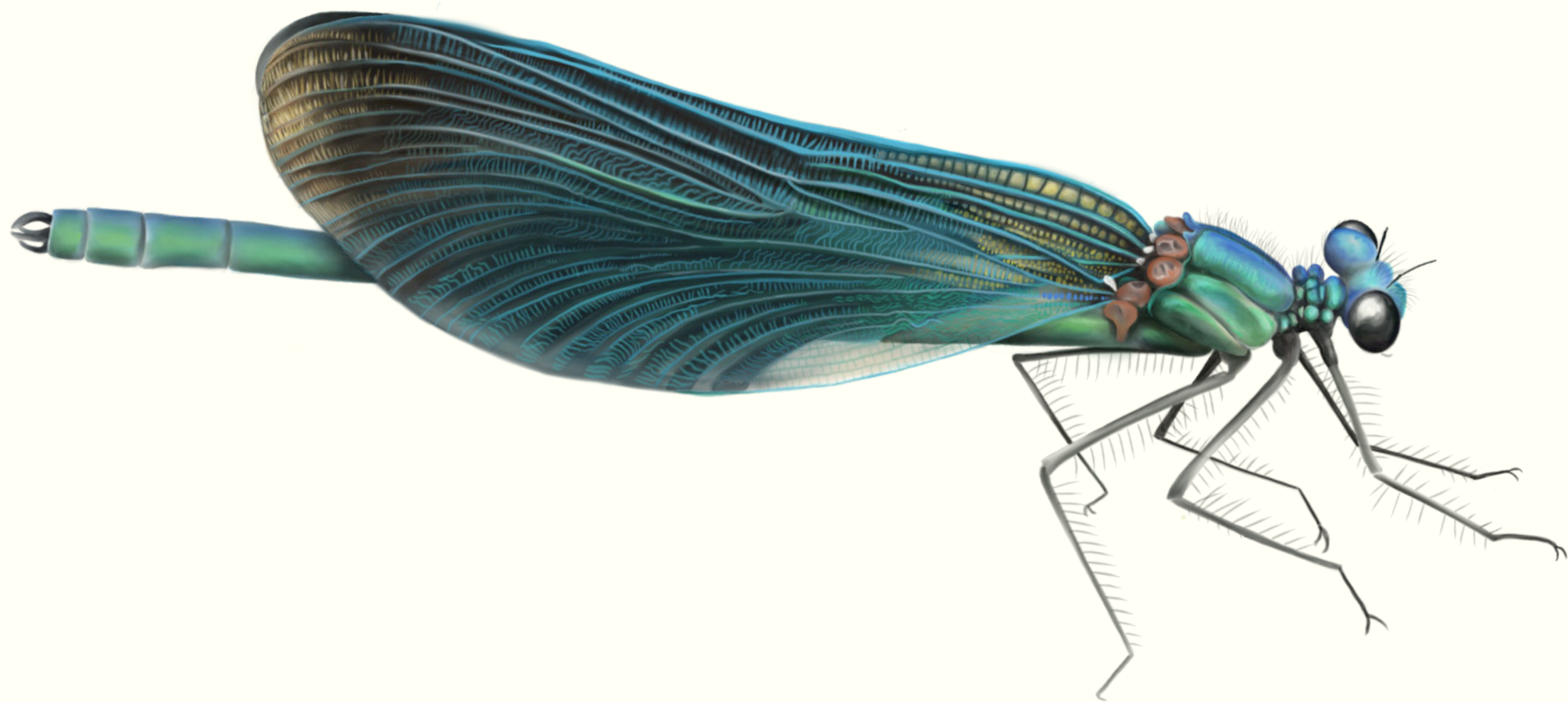




Sarah Jameson
Graphic design & illustration



Sarah Jameson
Graphic design & illustration



I am a self-taught artist, illustrator and graphic designer.

I have always loved working with words and images and drawing nature. My first drawings were in pencil when I was still in primary school. I drew only wild horses and winter trees. When studying Art for A Level (as an extra subject) Jessica Whiting, an art teacher friend of my Nana, took some interest in my work and suggested I tried picking out the detail in a fine liner-type pen. From that point my work was in pen and ink and subject matter strayed a little further in to plants, landscapes and occasionally old buildings.

Around 35 years later, I acquired an Ipad and an Apple pencil and downloaded a £10 drawing app called Procreate. With its plethora of brushes, limitless colour palette and use of layers, I found a compact and highly versatile drawing and painting tool. As well as using it to create my more imaginative 'wilderness' landscapes, this tool has been the mainstay for creating all of the work in this book.

In this portfolio is a selection of graphic design and illustration work I have done in the last few years, most of it used for posters, flyers, leaflets or information boards. My clients are mainly nature conservation charities and include the National Trust, Buglife, Butterfly Conservation, Radnorshire Wildlife Trust, Caring for Gods Acre, Minsterley Meadows, Middle Marches Community Land Trust, Bhaltos Community Trust, Marches Meadow Group and others. I also design posters for art exhibitions.

More of my work can be seen at www.sarahjameson.co.uk
I'm open for commissions.

Contact me on images@sarahjameson.co.uk or 01547 528 546.

Sarah Jameson
New Invention, Shropshire

"S'g' n tir sgiamhach tir a' machair, Tir nan dithean miogach daithe, An tir laireach aigeach mhartach, Tir an aigh gu brath nach gaisear"

Fàilte

Welcome to the Bhaltois Peninsula, a community owned crofting estate: moorland to machair and sea to shore.

The peninsula has always been a rich, densely settled part of the Isle of Lewis.

The name comes from the Old Norse language that was spoken, along with Gaelic, 1000 years ago in the Outer Hebrides. 'Valt às' means 'high ridge' – the name probably described the appearance of the peninsula as you approached it from the sea, perhaps coming in from Loch Roag.

Machair

'Machair' is a Gaelic word used to describe flat grassland that is found just beyond beaches and sand dunes. Seashells crushed in the rough Atlantic waves are blown inland onto the grasslands where the nutrients accumulate providing a rich habitat for wildflowers. The machair of the Traigh na Berie (see map) is designated a SAC, or Special Area of Conservation, due to its ecological importance.

Archaeology

People have lived in the Outer Hebrides for at least 9,000 years, since shortly after the end of the last Ice Age. At that time, the landscape looked very different. The sea level was much lower than it is now and many of the small, off-shore islands would have been joined to the mainland. Here are some of the sites of archaeological interest on the Peninsula (see triangles on map):

1. Wreck of the Esra
2. Burial ground
3. Wheelhouse
4. Medieval settlement
5. Bronze Age burial ground
6. Dun Bharabhat
7. Norse mills
8. Traigh Na Berie (Broch)
9. Settlement/Viking longhouse
10. Norse mill



Bhaltois Valtos

Knip Kneep

Traigh na Berie

Uigean Uigen

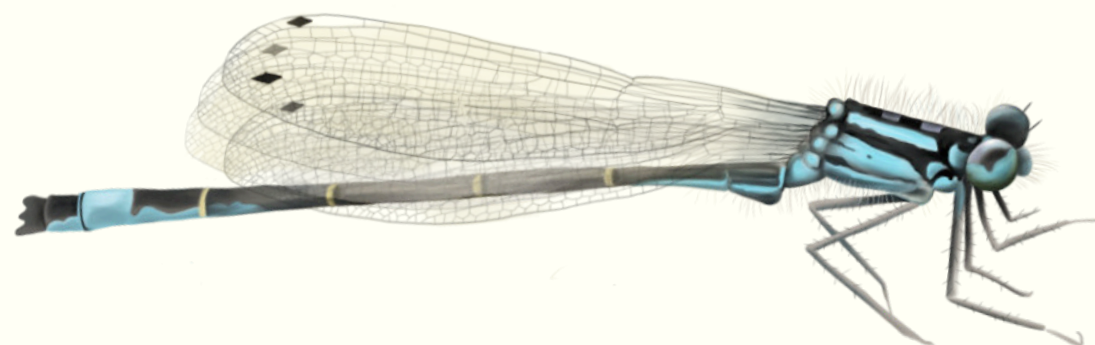
Riof Reef

Loch Roag

With thanks to
Dr Marjorie
Thomas



"Tis a beautiful land, the land of the machair, the land of the smiling coloured flowers, the land of mares and stallions and kine, the land of good fortune which shall never be blighted."



Interpretation board for the Bhaltos Community Trust on the Isle of Lewis (Outer Hebrides). Following pages: Greetings cards and gift card pack design for the Trust, illustrating the flora and fauna of the Machair



A' Mhachair - The Machair

"Machair flowers"

Sold in aid of the Bhaltos Community Trust

Artist: Sarah Jameson
www.sarahjameson.co.uk



A' Mhachair - The Machair

"Common Spotted Orchid and Six-Spot Burnet moth"

Sold in aid of the Bhaltos Community Trust

Artist: Sarah Jameson
www.sarahjameson.co.uk





A' Mhachair - The Machair

"Yellow Iris and Blue Tailed Damselfly"
Sold in aid of the Bhaltos Community Trust

Artist: Sarah Jameson
www.sarahjameson.co.uk



A' Mhachair - The Machair

"Otter"
Sold in aid of the Bhaltos Community Trust

Artist: Sarah Jameson
www.sarahjameson.co.uk



A' Mhachair - The Machair

Gift Card Pack



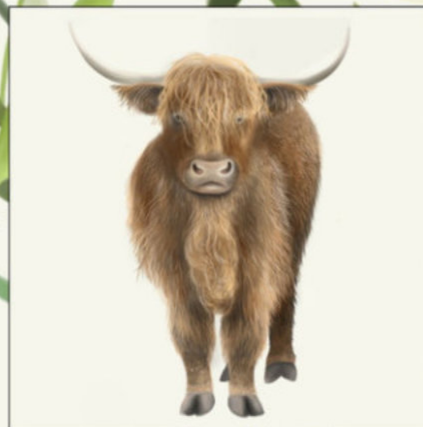
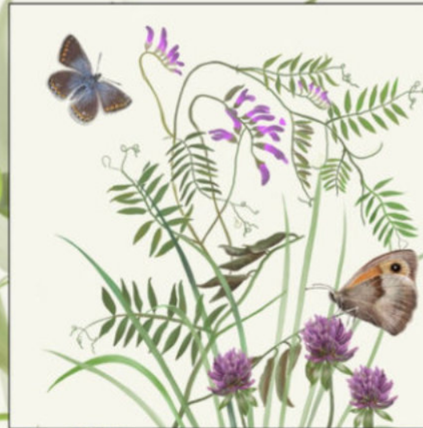
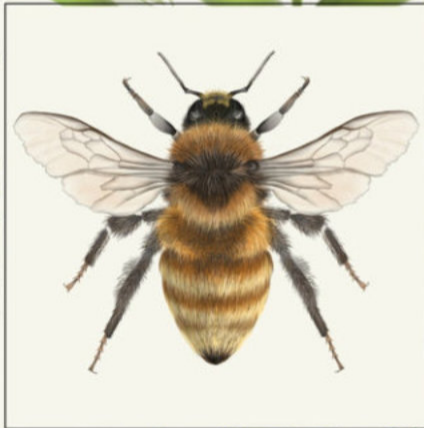
A' Mhachair - The Machair



A gift pack of 8 original greetings cards, showing some of the flora and fauna of the Machair on the Isle of Lewis. Blank inside (with envelopes).

Sold in aid of the Bhaltos Community Trust

Artist: Sarah Jameson
www.sarahjameson.co.uk



WELCOME TO MINSTERLEY MEADOWS

These meadows were purchased by the Middle Marches Community Land Trust in 2024 in partnership with Marches Meadow Group. Money was raised by local people with a major contribution from The National Lottery Heritage Fund. Access to the meadows is guaranteed by the creation of a permissive path for all to enjoy.

The meadows are designated a Site of Special Scientific Interest (SSSI) by Natural England. In 2025, Minsterley Meadows were incorporated into the Stiperstones Landscape National Nature Reserve which gives them further protection for the future.

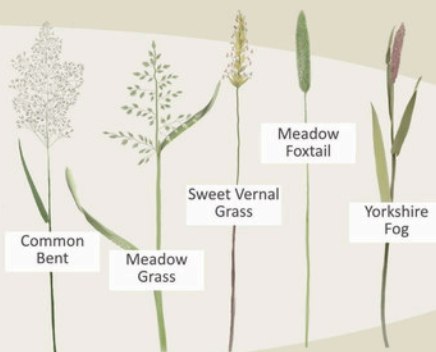
GREEN-WINGED ORCHID

(*Anacamptis morio*) There are around 5000 Green-winged orchids in these meadows, amounting to about 95% of all those left in Shropshire. They flower from late April to end of May (do come and see them from the permissive path around the meadows).



MEADOW GRASSES

Native meadow grasses are an important part of any haymeadow. Look out for the variety of grasses in these meadows. How many can you find?



WHAT IS A HAY MEADOW?

A meadow is grassland closed off from grazing animals in the spring that is left to grow tall and flower. It is then cut and dried in late summer and stored in a barn as hay to feed farm animals over the winter.

Traditional hay meadows are full of flowers and support a variety of wildlife.

Due to changes in land use and management (such as use of artificial fertilisers, herbicides, re-seeding and a change to silage production), around 97% of our traditional hay meadows have disappeared in the last eighty years.

Minsterley Meadows are therefore rare survivors. They contain Green-winged orchids and other native species of grasses and flowering plants.



SPRING

SUMMER

AUTUMN



Design & artwork: Sarah Jameson



Interpretation board for Minsterley Meadows
(Middle Marches Community Land Trust), Shropshire

Think before you pull this plant!

- Ragwort in pasture is only a serious threat to grazing animals if it is cut, dried and fed as hay. Animals generally avoid eating it because it tastes unpleasant.
- Ragwort is an important host to many pollinating insects like bees, butterflies, moths, beetles, and hoverflies.
- Lose the Ragwort and you will lose these hugely beneficial insects.

Illustrations clockwise from top left (not to scale):
Small Copper
Cinnabar Moth (adult)
White-Tailed Bumblebee
Small Skipper
Cinnabar Moth (larva)
Antler Moth
Red Soldier Beetle
Thick-legged Flower Beetle
Marmalade Hoverfly
Small Tortoiseshell
Common Blue

Published by
Butterfly Conservation -
West Midlands

Poster artwork & design:
Sarah Jameson



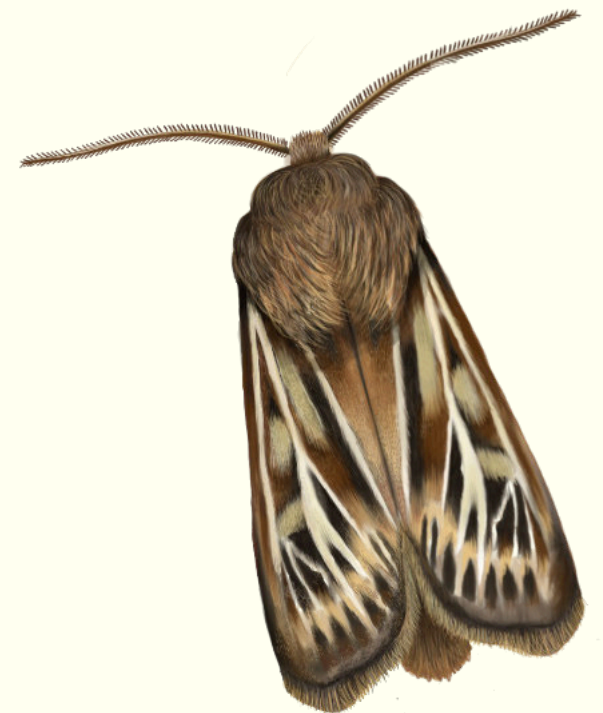
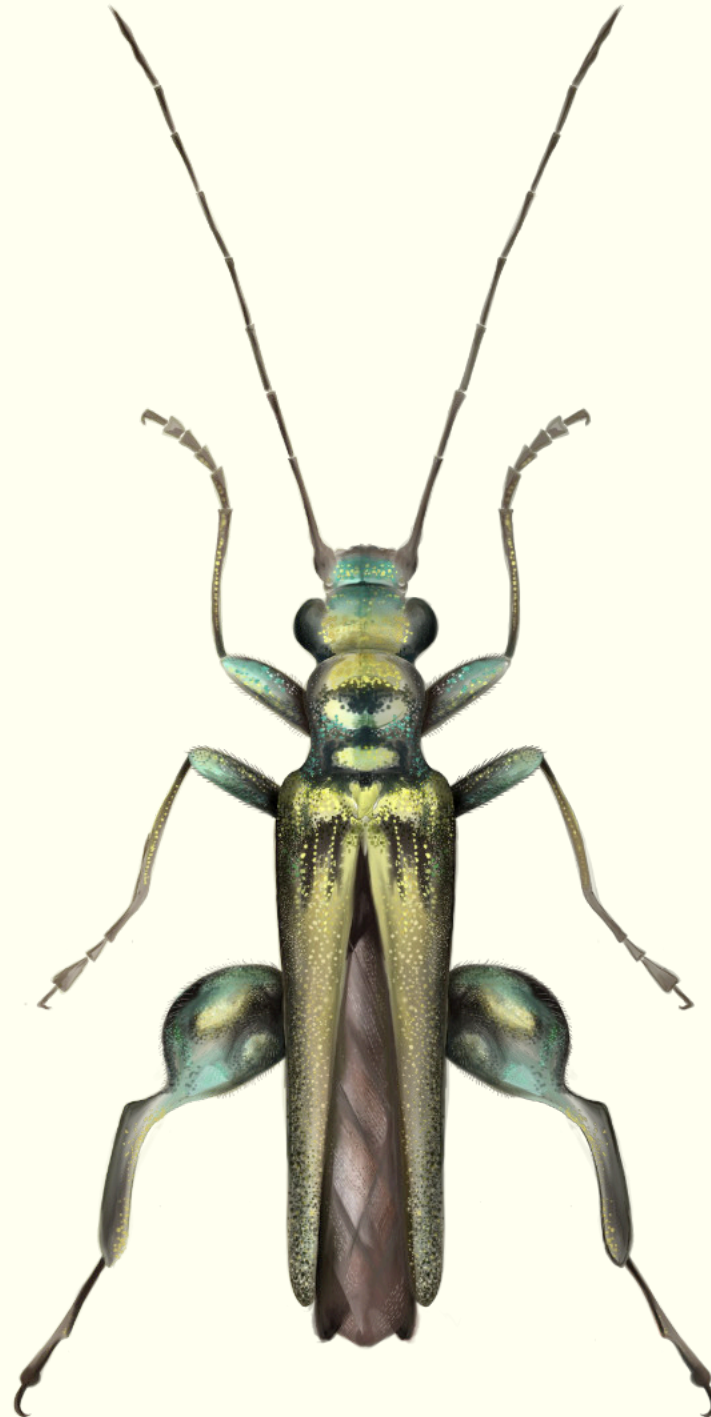
WEST MIDLANDS
BUTTERFLY CONSERVATION

Ragwort

Ragwort provides a home for a large number of insects. Thirty species rely on the plant as their sole food source and 10 of these are so rare that they are included on international red lists.



www.westmidlandsbutterflyconservation.wordpress.com



Ragwort poster for West Midlands
Butterfly Conservation

Spare that Ivy!

- Ivy's role in supporting complex food chains is often overlooked but incredibly important.
- With its thick, tangled structure and evergreen foliage, Ivy offers invaluable habitat for many bird species,
- Holly Blue butterflies, together with some moths and other insects lay their eggs on ivy. Cutting ivy down can reduce their chances of surviving the winter.
- Ivy provides a final feast for pollinators before the autumn when many plants have stopped blooming.
- Only remove ivy from trees if it is weighing down branches or the tree looks unhealthy.
- Research has shown that the two top steps to encourage wildlife into gardens is to leave areas of long grass and encourage ivy to flower.

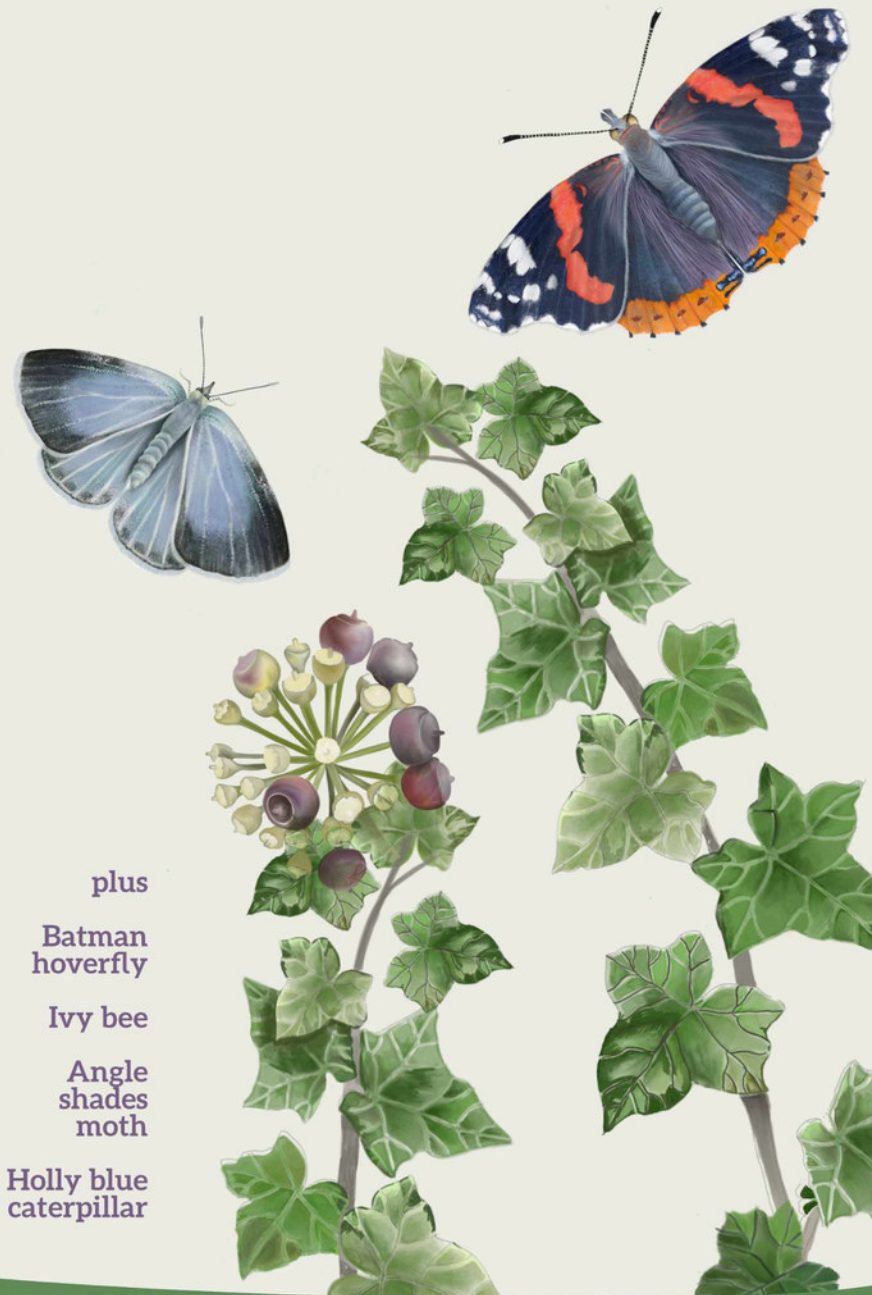
Illustrations clockwise from top left (not to scale)
xxxxx

Published by
Butterfly Conservation -
West Midlands

Poster artwork & design:
Sarah Jameson

Ivy

Often misunderstood as a nuisance or even a threat to buildings and trees, Ivy (*Hedera* species) is actually one of the unsung heroes of wildlife conservation. With its evergreen foliage, late-blooming flowers, and dense growth, ivy plays a crucial role in supporting birds, insects, and small mammals.



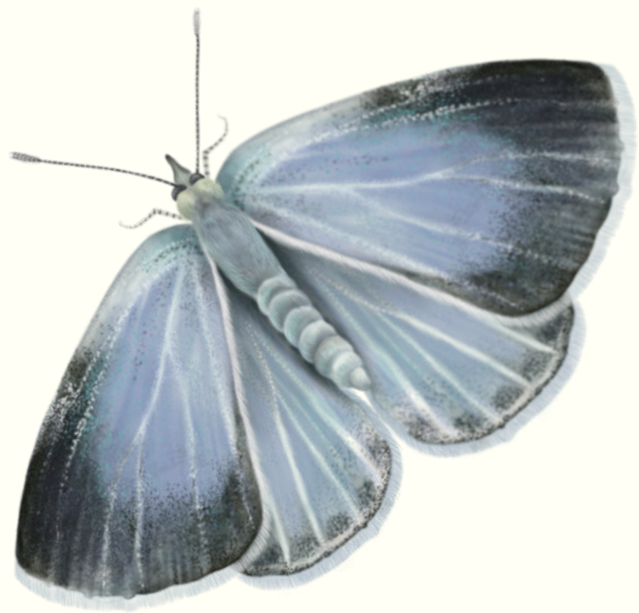
plus

Batman
hoverfly

Ivy bee

Angle
shades
moth

Holly blue
caterpillar



Ivy poster for West Midlands
Butterfly Conservation (*draft, work in progress*)

This wildflower grassland in front of you is a vital habitat for pollinators and other wildlife. Since the 1930s, over 97% of all flower-rich grasslands have been lost in England, leaving small, scattered fragments. This results in pollinators being restricted to those areas, unable to move freely within our landscape to respond to threats.

Buglife have designed an innovative solution, **B-Lines**, to tackle this problem.

B-Lines are a network of 3km wide pathways connecting the UK's best remaining wildflower habitats.

Anyone can help us fill up the B-Lines with flower-rich habitat to help pollinators, from a small garden to a nature reserve, everything helps!

In Autumn 2023, Buglife, Herefordshire Meadows, National Trust and private landowners, collaborated to restore eighteen hectares of species-rich grasslands in North Herefordshire within Buglife's B-lines network. It has resulted in the creation of seven new meadows, of which this is one.

As you walk through the meadow, keep a look out for all the wildlife.

Pokehouse walk trail



Meadow Brown (*Maniola jurtina*) Although not amongst our most colourful butterflies, the sight of Meadow Browns flitting through a swaying grassland is a beautiful summer experience. These butterflies are strongly associated with meadows, as their caterpillars feed on many species of grass.



Red clover (*Trifolium pratense*) The long flowering period and bountiful nectar source makes Red Clover a staple in a pollinators diet. It is a common but incredibly important plant for UK pollinators, Common Carder Bees (*Bombus pascuorum*) are particularly known to feed on this legume.



Yellow Rattle (*Rhinanthus minor*) often called the 'meadow maker.' This annual is hemi-parasitic on the roots of grasses and some legumes, inhibiting their growth; allowing more wild flowers to grow.



The Moors: You're on a B-Line!



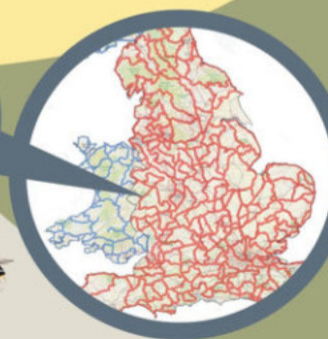
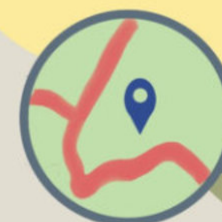
Welcome to the Moors. These restored fields are cared for by the National Trust and are part of the Croft Castle estate.

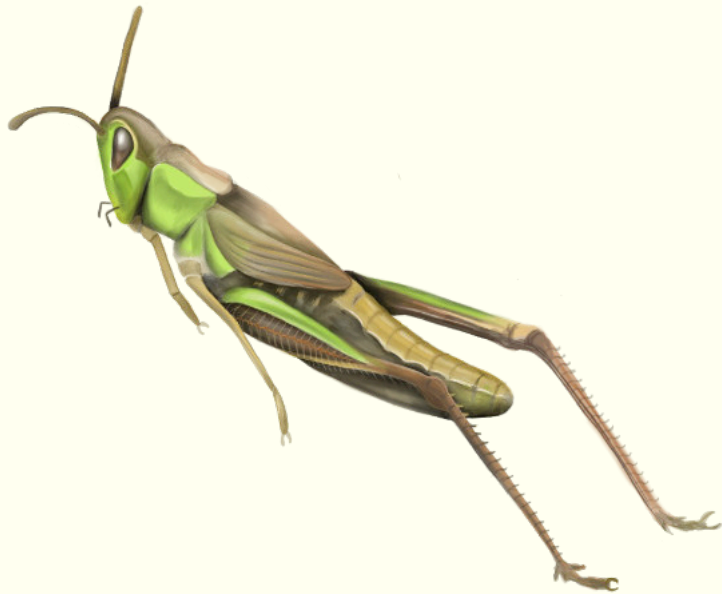
Croft Castle and Parkland is an ancient estate, comprising of 1,500 acres. The Moors lie to the west of the estate, near the old entrance, and are part of the Pokehouse Wood walk. Prior to the meadow restoration project, the fields had a long history of heavy livestock grazing, which resulted in a lack of biodiversity. The ranger team will continue to monitor the site, and our tenants will look after the fields according to a management plan.



Who are Buglife?

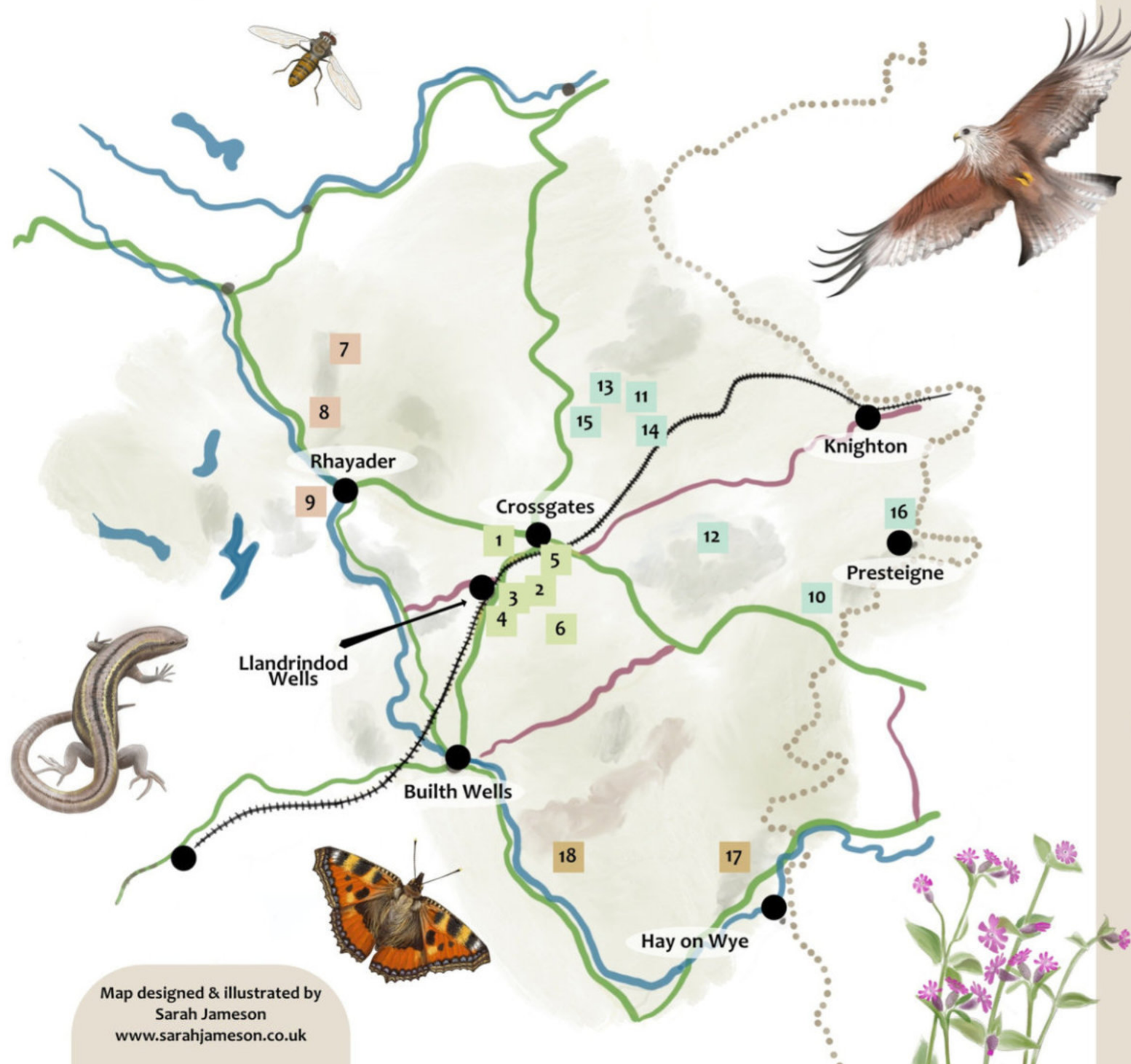
Buglife is the only organisation in Europe dedicated to the conservation of all invertebrates from bees to beetles, worms to woodlice and jumping spiders to jellyfish.





Interpretation board about
meadow restoration for
Buglife B-Lines project

Our Radnorshire reserves



Map designed & illustrated by
Sarah Jameson
www.sarahjameson.co.uk

MID RADNORSHIRE

1. Abercamlo Bog
2. Bailey Einon
3. Gorse Farm
4. Pentrosfa Mire
5. Sideland
6. Werndryd

NORTH WEST RADNORSHIRE

7. Cefn Cenarth
8. Gilfach
9. Rhayader Tunnel

NORTH EAST RADNORSHIRE

10. Burfa Bog
11. Cnwch Bank
12. Fronwen Wood
13. Mynydd Ffoesidoes
14. Wilder Pentwyn Farm
15. Tylcau Hill
16. Withybeds

SOUTH RADNORSHIRE

17. Cwm Byddog
18. Llanbwchlllyn

Gilfach: Trails & Walks



Dogs must be
on lead on this
reserve

NORTH WEST RADNORSHIRE



Marteg Valley Nature Trail

2.3 miles / 3.7km

Starts from Welcome Gateway.

Walk Through Time

1.7 miles / 2.8km

Starts from Welcome Gateway.

Wyloer Hill Walk

1.2 miles / 1.9km

Steep & strenuous.

Starts from Welcome Gateway.

Oak Wood Walk

0.6 miles / 1km

Starts from the Old farmyard.

Easy Access Path

250 metres

Gentle and accessible.

Starts from the Old farmyard.

Information, tea & coffee
making facilities in Byre. Toilet
facilities with disabled access.

Did you know Gilfach Nature Reserve is home to:

- 55 species of breeding birds
- 413 species of lichen
- 6 species of bat?



This diverse habitat in front of you is a vital habitat for pollinators and other wildlife. Flower-rich habitat in the UK has declined, leaving small, scattered fragments. This results in pollinators being restricted to those areas, unable to move freely within our landscape.

Buglife have designed an innovative solution, B-Lines, to tackle this problem.

B-Lines are a network of 3km wide pathways connecting the UK's best remaining wildflower habitats.

Anyone can help us fill up the B-Lines with flower-rich habitat to help pollinators, from a small garden to a nature reserve, everything helps!

In 2023 and 2024, Buglife and Telford and Wrekin Council collaborated to restore three post-industrial sites within Buglife's B-lines network, including Langley Fields.

Directly opposite this board, you can see another restored site, Manor Road Pitmound, part of the Dawley Hamlets Local Nature Reserve.

As you walk through this site, look out for any wildlife you may see. You may even spot the rare Dingy Skipper butterfly!

Dingy Skipper (*Erynnis tages*) is a rare, threatened butterfly that can be found at Langley Fields. Adults can be seen flying from early May to the end of June. This butterfly requires bare ground for basking, taller grasslands for shelter and shorter grassland with lots of Bird's-foot Trefoil, the foodplant of their caterpillars.

A Dingy Skipper egg laid on the upperside of a Bird's-foot Trefoil leaf.

Bird's-foot Trefoil (*Lotus corniculatus*) can be seen in flower from May to September and is a valuable nectar source for bees. It is the foodplant for the caterpillars of many butterflies such as the Dingy Skipper and the Common Blue (*Polyommatus icarus*).

Heather (*Calluna vulgaris*) is a woody shrub mainly associated with heathland sites. The flowers are an important source of nectar and pollen for pollinators emerging in early autumn.

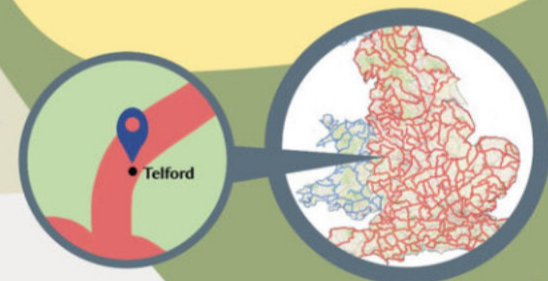
Langley Fields Local Nature Reserve You're on a B-Line!

Welcome to Langley Fields. A local nature reserve cared for by Telford and Wrekin Council.

Covering 13 hectares and located on an old industrial and mining site, Langley Fields hosts a mosaic of woodland, wetland, heath, scrub, grassland and bare ground habitats and is a valuable home for amphibians, reptiles, birds and invertebrates.

Who are Buglife?

Buglife are the only organisation in Europe dedicated to the conservation of all invertebrates from bees to beetles, worms to woodlice and jumping spiders to jellyfish. Scan the QR code below to find out more.



Supported by



WONDERFUL ON TAP

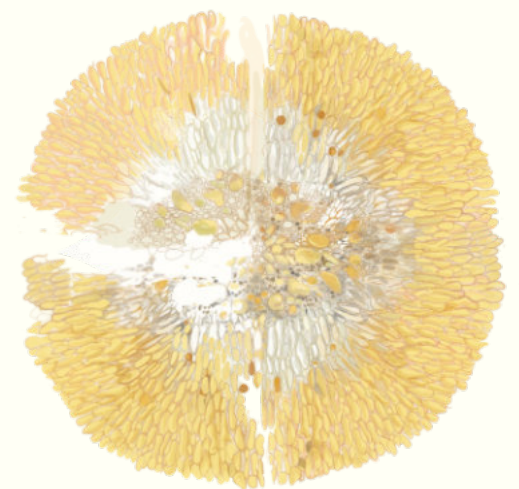
Design & artwork:
Sarah Jameson



Interpretation board about
meadow restoration for
Buglife B-Lines project

SAFLEOEDD CLADDU CYMRU
AR GYFER BYWYD GWYLLT
WELSH BURIAL GROUNDS
FOR WILDLIFE





Bilingual Welsh Burial Grounds 10-panel
foldout leaflet for Caring for God's Acre

Stepping Stones

Stepping Stones is a nature conservation programme covering over 200km² in the Shropshire Hills. The aim is to create more, bigger and better spaces for nature. These will be connected by wildlife 'corridors' – long linear features that help wildlife move through the landscape, such as hedgerows, road verges and streamside wetlands. To achieve this we are working with farmers, landowners, community groups and volunteers to restore habitats including heathland, flower-rich grassland, woodland and wetland. Stepping Stones is led by National Trust but involves a number of other partners.



The mountain pansy is the largest of our native pansies. They may be completely yellow, blue or a mix of both colours



The bilberry bumblebee is another important local species. Look for it on heathland between April and September.



Small pearl-bordered fritillary butterfly – a key species for the Stepping Stones project. It is highly dependent on marsh violet and wetland habitats.

How might this change the landscape?

The picture shows a change from a wildlife-poor, less well connected landscape on the left to one that is wildlife-rich and better connected on the right. What differences can you spot?

Our vision is for a farmed landscape which benefits both people and nature, delivering agricultural production, a rich diversity of wildlife, and public benefits such as recreation, carbon storage, and clean water. Such a landscape will also be better able to adapt to our changing climate and cope with the challenges that brings.

Look around you. How do you think the landscape looks to a bumblebee, curlew, pine marten or dormouse? Could they easily find the food, water and shelter they need to survive and breed?

Stepping Stones boundary

The Stepping Stones area includes the Long Mynd (purple) and the Stiperstones (orange)



National Trust



NATURAL ENGLAND



Shropshire Hills National Landscape

Our main partners

Donate to the project



Sign up to our newsletter for updates and volunteering opportunities



Visit our website



Board design & artwork:
Sarah Jameson



Interpretation board for the National Trust's
Stepping Stones project

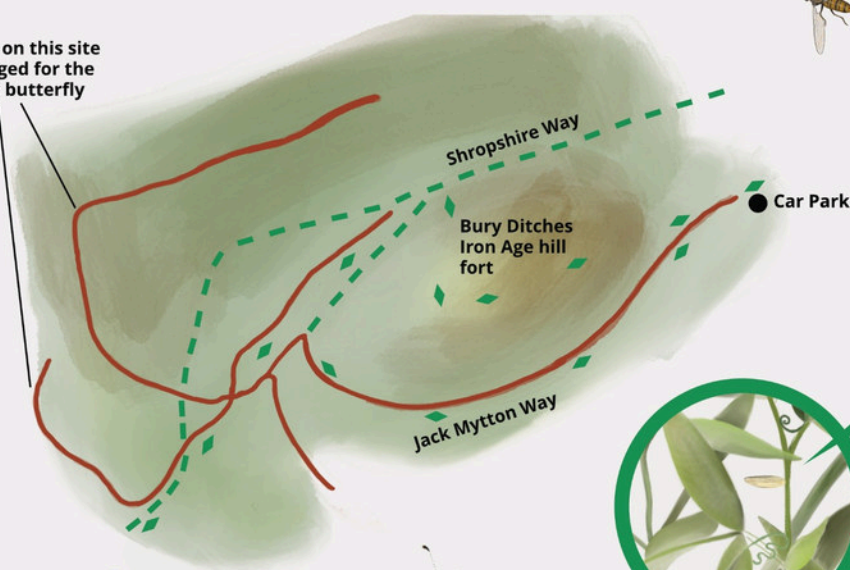
Woods for Wood White

At Forestry England, we manage this woodland not just for timber, but for wildlife too. That includes helping threatened species like the Wood White butterfly by looking after the special habitat it needs. Working with Butterfly Conservation, we're helping to conserve local populations by creating and maintaining vital ride side habitat.

Wood Whites love ride side habitat, as it's often disturbed and has nutrient poor soil that provides ideal conditions for wildflowers to set and flourish. You can find all kinds of wildflowers and plant life in ride side habitat, but most important for the Wood White is Birds foot trefoil and Meadow vetchling, both vital foodplants for the larvae (caterpillars) of species, both of which are found here at Bury Ditches.

The Wood White is a high priority for conservation because its numbers and range are declining. However, the Shropshire Hills are a hotspot for them and they love woodlands that are managed, like Bury Ditches. We manage this habitat through a program of works which includes mowing, side-arm flailing with tractors and undergrowth clearance with the help of volunteer work parties.

Forest rides on this site being managed for the Wood White butterfly



Wood White butterfly egg on Meadow Vetchling stem



Wood White (*Leptidea sinapis*)

When Wood White land, their wings pull together instantly. No other species of white butterfly does this. It has distinct grey colouring on its wings which have rounded tips, and the males have distinct black spots. Females have them too, but they're less prominent.

Meadow vetchling (*Lathyrus pratensis*)

This scrambling species is a member of the pea family. It is found on verges, rough grassland and waste ground, flowering from May to August. You can identify the species by its long wispy tendrils even before it flowers.

Birds foot trefoil (*Lotus corniculatus*)

This wildflower is a favourite of pollinating species, and is seen across verges, meadows, lawns and heathlands from May to September. It gets its name from the distinct bird-claw like shape of its seed pod and the structure of the leaves which appear as three leaflets.



Forestry England



Shropshire Hills
National Landscape



Butterfly Conservation

This project is kindly funded by the Conservation Fund, from Shropshire Hills National Landscapes.



Interpretation board on the Bury Ditches
Wood White project for Forestry England



Common Spotted Orchid
© Marches Meadow Group
by Sarah Jameson

www.marchesmeadowgroup.com
Find us on Facebook!



Small Skipper
© Marches Meadow Group
by Sarah Jameson





Ox-Eye Daisy
© Marches Meadow Group
by Sarah Jameson

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Meadow bouquet
© Marches Meadow Group
by Sarah Jameson

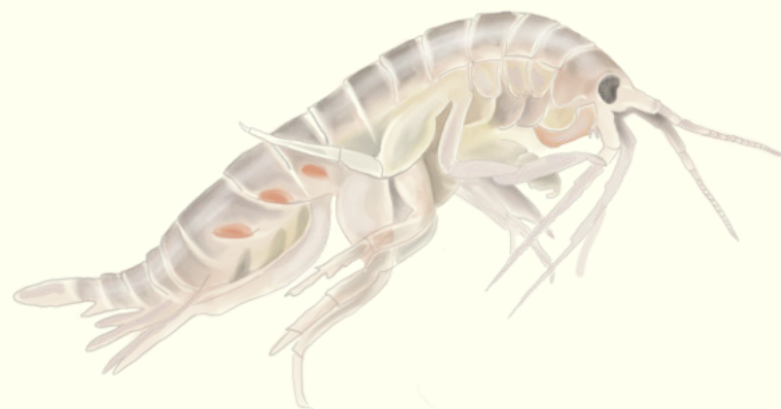
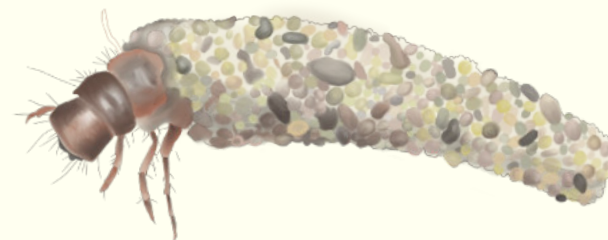
www.marchesmeadowgroup.com
Find us on Facebook!



Set of cards for
Marches Meadow
Group



(Illustration not to scale)



Illustrations for the National Trust Carding Mill
Valley Education department leaflet

The Long Mynd

Exploring Carding Mill Valley and the Long Mynd

Explore, learn, discover – a pocket guide for schools

The Long Mynd is a prominent hill range in the heart of Shropshire that boasts a geological history spanning over 560 million years. The hills formed during the Precambrian era - its sandstone, siltstone and mudstone layers were originally deposited in ancient seas and river deltas. Tectonic forces later folded and uplifted these rocks, creating the foundations of the hills we see today. Over millennia, natural erosion and ice Age glaciation shaped its rounded summits and deep valleys. There are 100 archaeological features distributed across the landscape and 25 of these are scheduled, making them nationally significant monuments. Humans have been living and working here since prehistoric times. The Long Mynd has been common land for centuries, with local farmers owning the grazing rights to graze sheep and some ponies. This land management system has shaped the look of the landscape for hundreds of years. Part of the Shropshire Hills, the Long Mynd offers visitors a stunning blend of rugged terrain and heathland, perfect for exploration and appreciation of its ancient origins.

Protecting the Long Mynd

The Long Mynd is cherished for its diverse wildlife, beautiful landscape and tranquil environment. As a visitor, your actions play a significant role in preserving this landscape for wildlife and future generations. Here are some key guidelines to help protect this special area.

Respect grazing animals

The sheep and ponies you encounter are not just part of the scenery – they play a critical role in maintaining the health of the ecosystem by grazing on the vegetation and they are owned by members of the Longmynd To ensure their wellbeing and your safety:

- Do not feed the animals. Human food can harm their health and lead to aggressive behaviour as they start associating people with food.
- Avoid chasing, stroking, or approaching them. Although they may appear tame, these are working animals, not pets, and stress or disturbance can negatively affect their health and behaviour.
- Keep dogs under control near grazing animals. Sheep and ponies can be easily spooked, so keep dogs on a lead to avoid causing distress or injury.

Streams are vital lifelines for wildlife on the Long Mynd, providing clean water and habitats for various species. If you build a dam in a stream, make sure to demolish it before leaving. Dams can disrupt the natural flow of water, which is essential for the survival of all freshwater invertebrates and fish that live in the stream.

Protect ground-nesting birds

The Long Mynd is a sanctuary for ground-nesting birds like skylarks and meadow pipits which are especially vulnerable during their breeding season (March to July). To safeguard their habitats:

- Keep dogs on a lead at all times. Even well-behaved dogs can inadvertently disturb nests or cause harm to fledglings.
- Stick to marked footpaths. While the Long Mynd is open access land, trampling through vegetation can destroy nests hidden in the grass and disrupt breeding birds.

Take care around streams

Follow the Countryside Code

- Leave no trace. Take all litter home, including food scraps, which can harm wildlife.
- Close gates behind you. Always leave gates as you find them to prevent livestock from escaping.
- Avoid disturbing wildlife. Be mindful of the creatures around you, especially during sensitive times like breeding and nesting seasons.
- Respect other visitors. The Long Mynd is for everyone to enjoy, so be courteous to walkers, runners, cyclists, and horse riders.

The Long Mynd's unique heathland and wildlife depend on the collective effort of visitors to maintain balance. Even small actions, like sticking to paths or dismantling a makeshift dam, can have a big impact.

Why your actions matter

The Long Mynd's unique heathland and wildlife depend on the collective effort of visitors to maintain balance. Even small actions, like sticking to paths or dismantling a makeshift dam, can have a big impact.

Rare species

There are some rare species of plants here, such as Sundew and Marsh Violet around the boggy, marshy area where the stream originates.

Sundew

Sundew can be found in some of the nutrient-poor, boggy heathland areas on the Long Mynd. These carnivorous plants thrive in such conditions, and they trap insects to supplement their nutrient intake. Keep an eye out for them during the growing season between May and September.

Marsh violet

Marsh violets have delicate pale lilac flowers that can be found in the damp, acidic, boggy environment of the Long Mynd. They are the foodplant of the small pearl-bordered fritillary butterfly larvae. Their presence indicates healthy, undisturbed wetland habitats, which are common in this unique landscape.

1. **Red grouse:** Feeding on and nesting in heather, their distinctive call sounds like 'go-back, go-back, go-back'. They depend on good quality heather for their survival.

2. **Skylark:** Known for their exceptional singing, their song flights can reach 300 metres high. The Long Mynd offers ideal habitat for these ground-nesting birds, where their songs can be heard high above the open heathland.

3. **Snipe:** The Long Mynd is the most important breeding site for snipe in the Midlands. At dusk, males perform a distinctive display known as 'drumming,' producing a whirring sound with their tail feathers.

4. **Kestrel:** Small yet powerful falcons, capable of hovering in strong winds, their vision is three times further and six times sharper than that of humans. They see in ultraviolet and can follow a trail of mouse wee until they find a mouse to eat.

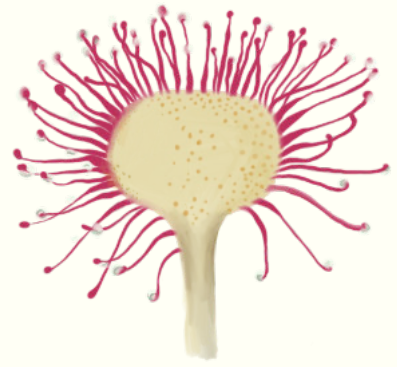
5. **Bilberry bumblebee:** Named after its preference for bilberry flowers, these bees are specialised pollinators, as their long tongues are ideal for reaching the nectar inside the bilberry's bell-shaped flowers.

6. **Black darter:** The smallest dragonfly found in the UK. It flies late summer into autumn and is often seen perched by the shallow boggy pools on the Long Mynd.

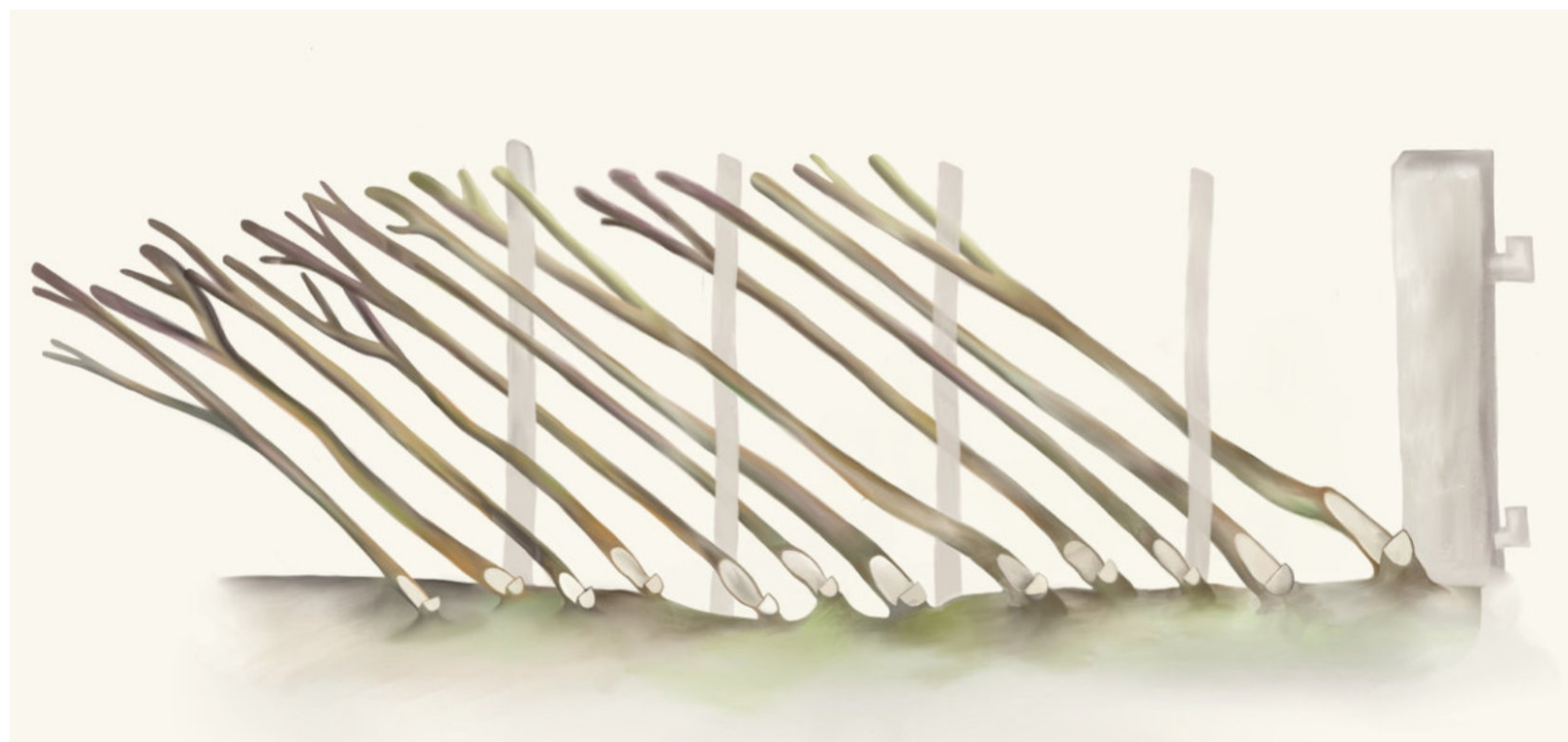
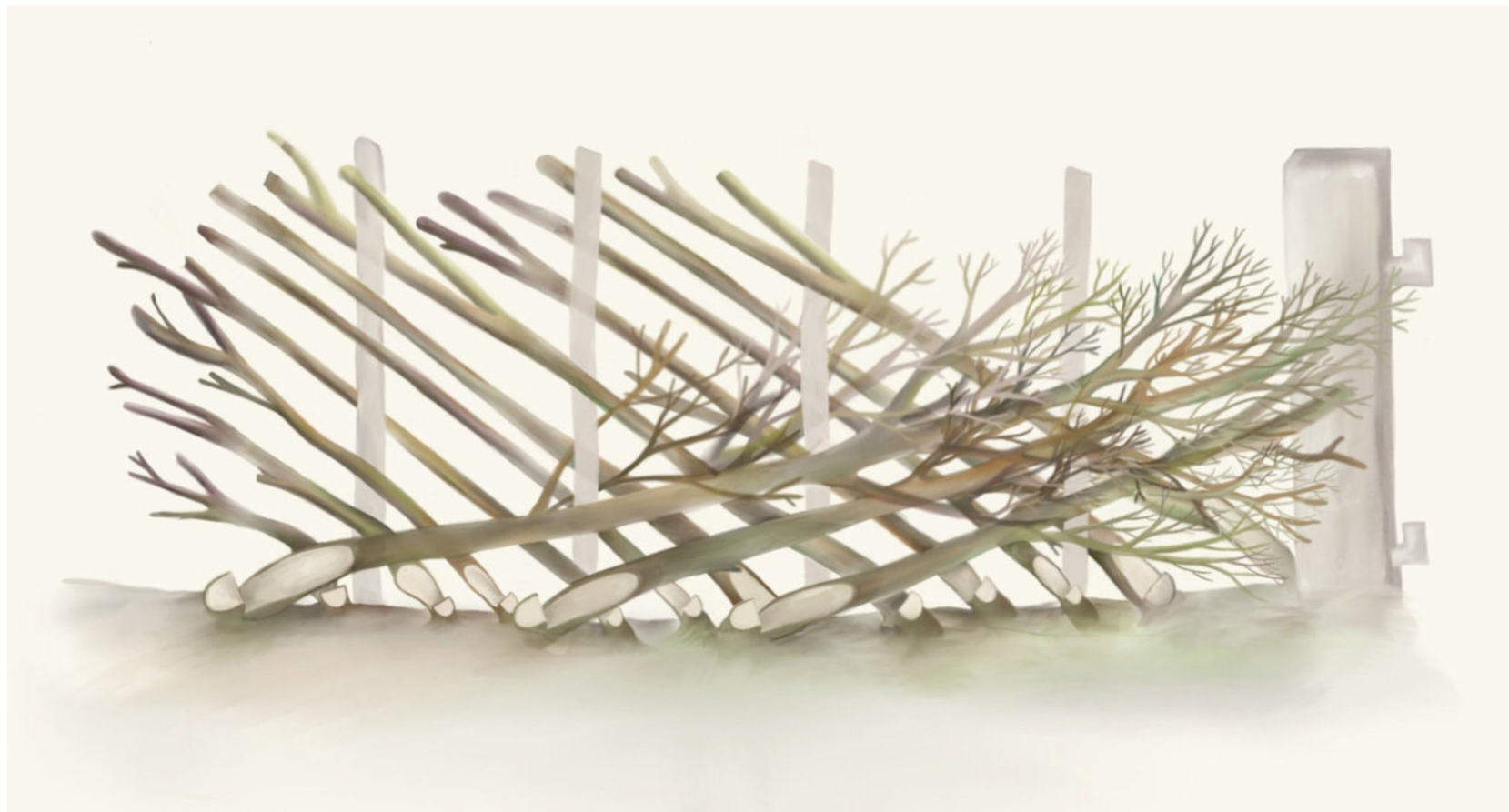
7. **Golden-ringed dragonfly:** This stunning insect breeds in fast flowing streams where females can be seen 'jabbing' eggs into the stream bed. Larvae can take 5 years (sometimes more!) to develop before emerging as adults.

8. **Green hairstreak butterfly:** The only green butterfly in the UK. They can be seen fluttering through the Long Mynd during the spring months.

(Illustration not to scale)



Design and illustration for a National Trust
Carding Mill Valley Educational
department leaflet





Restoring Shropshire's Verges Project





Fold out leaflet for Restoring Shropshire
Road Verges Project leaflet (outside)



Free!

A Walk through Bridgnorth's Green Spaces



Saturday 17th June
10am

Meet outside Bridgnorth
Library, Listley Street,
Bridgnorth, WV16 4AW

Come and join the
inaugural walk for the
launch of the brand new
“Walk Through Bridgnorth’s
Green Spaces” leaflet.

The inaugural walk will be led by
Shropshire Wildlife Trust, Bridgnorth
Branch. It will last around 2 hours with
plenty of breaks to take in the views and
learn about the Nature enroute.

The walk is mainly on pavements but will
involve some steep steps and uneven surfaces.

The walk leaflet has been devised by
Sustainable Bridgnorth in partnership with
South Shropshire Climate Action and funded
by Bridgnorth Library to support Nature
Connection, promote local residents’
physical and mental wellbeing and
promote sustainable tourism in
Bridgnorth.



A Walk through Bridgnorth's Green Spaces

Find the quietest places and best
views in our busy market town.
Explore High and Low Town.

Choose a strenuous walk, stroll or
a longer route.

Enjoy exploring!



KEY

- 1 St John's Church
- 2 St Leonard's Church
- 3 St Mary's Church
- Steps

Routes

- Accessible
- Strenuous
- Extensions



Do watch out for some steep steps and uneven surfaces

Linking Bridgnorth Green Spaces

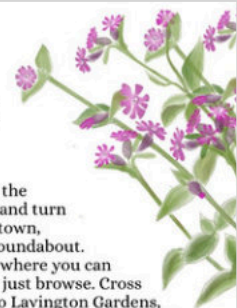
1. Turn right out of the library and left onto High Street. Pass the Town Hall and go through Northgate arch until you come to St John's Church on your right. To the left of the church is a pocket-sized prayer garden. Sit on the oak bench, made from timber grown on Wenlock Edge, in a garden dedicated to St Francis, lover of nature. Look out for the tits using the nesting boxes.
2. Retrace your steps, turning left up Moat St. to St Leonard's Close. Stroll around the back of this historic church. Maybe take a seat on the green to appreciate this quiet close.
3. Cut down St Leonards Steps to the top of Friar Street and turn left. Admire the view over the river from the green. (Accessible route - walk down Church Street and turn left along High Street, then left down Cartway or take the Cliff Railway to the bridge.)
4. Walk down Friars Loade Steps and turn right to reach the bridge. Cross the bridge and take the first set of steps on your left, by the clock tower, down to the river. (Accessible route - turn left into Mill Street and take the first left down Doctors Lane.) Stroll along the riverside, looking out for kingfishers, swans, geese and ducks. You might spot an otter or a peregrine falcon, the fastest animal on earth, travelling at 280mph in full dive. On your right see the allotments and the evolving community garden, managed by volunteers.

5. Reach Severn Park where you can enjoy the riverside, use the outdoor gym or visit the children's play area.

6. Turn right by the outdoor gym to leave the park by the play area and turn right to head back to town, keeping right at the roundabout. Pass Our Green Shop where you can buy refill products or just browse. Cross the bridge and head to Lavington Gardens, where you will pass historic caves. (Accessible route - come back up on the Cliff Railway or walk back up Cartway.)

7. Climb up Library Steps to Castle Walk. Walk clockwise to enjoy views including the Severn Valley Railway. After dusk, you may notice some of our wide range of bats which enjoy the varied habitats. At the oak tree enter Castle Gardens. There are plenty of places to sit and enjoy the beautiful planting and appreciate the allotments managed by the WI, with a couple of interesting guardians supervising.

8. Leave by the path to the right of the remains of the castle and walk around St Mary's churchyard. This has features to encourage wildlife, including bird and bat boxes, and a bug hotel. Notice plants selected to attract pollinators. Can you spot the three swift boxes high up on the southeast wall of the church? The benches provide a great place to relax and admire the view before walking up elegant East Castle Street. Turn right at the top and then left down Listley Street to return to the library.



Bridgnorth's Green Spaces

A. CROWN MEADOW: Got young children? Head to the play area at Crown Meadow and see the hedges and trees planted by the community as part of Lara's Tree Town. Access to rear of football club.

B. THE DINGLE: Walk along Cliff Rd. to Love Lane and past the scout hut to the Dingle to experience a forest adventure.

C. SILKIN WAY: Continue along the riverside, until you reach the old railway line route to join the Severn Way, leading to the Silkin Way.

D. BRIDGNORTH CEMETERY: Cross the road and visit Bridgnorth cemetery, Local Wildlife Site, with remnant heath and wildflowers.

E. WELLMADOW: Continue along the tow path to Wellmeadow where a native wildflower meadow has been created as part of the B-Line which enables migration of species, by providing stepping-stones of habitat so pollinators can move through our town to feed, mate and rest.

F. DANIEL'S MILL: Continue along the riverside to Daniel's Mill, where they still grind corn.

Design & illustration
© Sarah Jameson 2023

Poster and folded leaflet design
for South Shropshire Climate
Action town walks leaflets
(Bridgnorth & Ludlow)



< Scan on
your device
to download
this leaflet



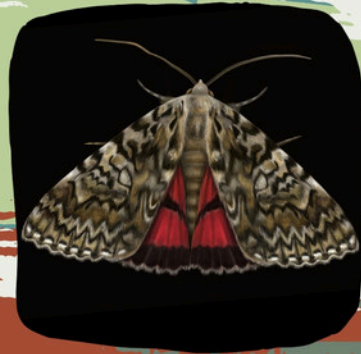
Middle
Marches
Community
Land Trust

EXHIBITION

MARCHES ARTISTS FOR NATURE

The Stars, High Street, Bishops Castle
Thursday 2nd to Saturday 4th October 2025
In aid of the White Grit Meadows Appeal

Donate via our
Appeal page



A collaborative selling exhibition of paintings, photographs, prints, carved stones and cards from the Marches Artists for Nature, a group of six local artists who have come together to produce a fund-raising art calendar for the Middle Marches Community Land Trust (MMCLT). Their varied work focuses on the beauty of the natural world and our local area:

Kate Chitham - Tom Davies - Lucy Gaze - Sarah Gillard - Sarah Jameson - Simon Jameson

Proceeds from the exhibition will help the MMCLT purchase White Grit Meadows (near Bishops Castle) for future generations with their lovely and rare wildflowers:
<https://middlemarchescommunitylandtrust.org.uk/white-grit-meadows-appeal>

Opening times: Thursday 2nd, Friday 3rd, Saturday 4th: 10am to 6pm
<https://middlemarchescommunitylandtrust.org.uk>

WINTER ART FAIR, FRIDAY 5 DECEMBER FROM 5.30PM, SILVESTER HORNE INSTITUTE, CHURCH STRETTON

There will be a Winter Art Fair during the evening with artists and makers from Shropshire attending bringing a variety of beautiful things from baskets to pottery, prints to books, stone carvings to paintings and jewellery. Please come and support them! A percentage of sales will be donated to the White Grit Meadows Appeal.

CHARLIE BELL

Charlie Bell is a nature conservationist who has lived and worked in Shropshire since 2015. Inspired by the natural world, particularly moths and butterflies, she mainly uses chalk pastels but is experimenting with watercolours. She also does pet portraits.



KATE CHITHAM

Kate will be showing small affordable works including original postcard sized art, monoprints, leaf mould cards and some from her series of 'vases'.

www.katechithamfineart.co.uk
Instagram @KateChitham



DANIELLE FLOWERS

Danni captures the essence of British woodlands with her unique turned wooden jewellery and home decor, using timber sustainably felled in Shropshire. She is a Registered Professional Turner and Yeoman to the Turners' Company London.

www.dflowersmaker.co.uk



SOPHIE FRANCIS

A basketmaker and willow artist, Sophie works with traditional basketry techniques but also freely innovates with colour, form and texture. She grows her own willow in Shropshire, and works with sustainably coppiced green woods such as ash and hazel.

www.travellingweaver.com



LUCY GAZE

Photographer with a professional background in both horticulture and conservation, my images reflect my love and fascination for plants, trees and wildlife. Originally from Herefordshire, I grew up in the Welsh Marches, but recently settled in South Shropshire.

www.wanderinggaze.co.uk



CHARLIE IBBERSON

Charlie Ibberson has been practising ceramics for two years (since he was 13). He enjoys experimenting with forms and glazing in order to produce stunning results fit for any space.



JO JACKSON

Author of three novels and a novella, all written since she retired, Jo's fourth book is set nearer to home, on Clee Hill, and will be published early next year. Jo lives in rural Shropshire with her husband, dog and five pet sheep.



SARAH JAMESON

Original nature monoprints made with plants from the Redlake Valley and imaginative wildernesses created on her iPad, natural history illustrations and graphic design. Prints, greetings cards and books.

www.sarahjameson.co.uk



SIMON JAMESON

Stone carving, fern stones and cast ornaments for house and garden.

www.1066creations.co.uk
www.lewischesspieces.co.uk





This is a free event and includes lunch but a donation of £25 will ensure we can hold events like this again in future. Thank you. Book your place through: conference@middlemarchescommunitylandtrust.org.uk



Emorsgate Seeds

Plantlife
The global voice for
wild plants and fungi

Third National Meadows Conference 2026

Translating Science into Practice

Kew Wakehurst, Haywards Heath, Sussex RH17 6TN
Friday 19 & Saturday 20 June 2026

Kew Wakehurst - in partnership with the Middle Marches Community Land Trust, Marches Meadow Group and the High Weald National Landscape Team - invites land managers, ecologists, farmers, gardeners, researchers, and anyone passionate about wildflower meadows, to a two-day conference exploring how cutting-edge meadow science can be applied in the real world.

From soils and fungi to seeds, pollination, grazing and nature-connectedness, this year's programme brings together an inspiring line-up of speakers and practitioners working at the forefront of meadow ecology.

Whether you manage a large estate, community greenspace or your own garden meadow, you will leave with practical knowledge you can immediately put into action.

The conference will take place in a 250-seat marquee set within Yew Tree Meadow beside the Millennium Seed Bank, one of the most important conservation sites in the world. Set in the heart of the High Weald National Landscape, this is a perfect setting to explore the future of species-rich grasslands.

2-day ticket: £45

Booking link:
<https://shop.kew.org/tickets/event/national-meadows-conference/booking>

Posters for Meadows
Conferences (Middle Marches
Community Land Trust &
Kew Wakehurst)



Poster illustration & design: Sarah Jameson

The Redlake Valley Community Benefit Society presents the second Chapel Lawn

WOODLAND FAIR

Saturday 7th October

Chapel Lawn Village (SY7 0BW)

10am to 4.30pm (Evening talk: 7pm)

Tickets: £4 in advance
or £4.50 on the gate
(includes evening talk).

Children under
16 free.

Come to our autumn Woodland Fair in the Redlake Valley.

Lots to see & do: Walks, talks, displays, art exhibition, stalls
& demos. Food & drink. Everyone welcome!



Horse logging

Clog maker

Tree ID

Hedge laying

Log machines

Foraging

Story-telling

Social forestry

Bees & honey

Steam tractor

Cob oven pizzas

Coppicing



Evening Talk (7pm)

"Chapel Lawn's Caer
Caradoc Hillfort and
Iron Age Shropshire"

by Dr Andy Wigley
(followed by a guided walk
on Sunday 15th Oct).

(Talk only: £3)

Tickets, programme & more info:

01547 530347 / patrick@cosgr.plus.com / www.rvebs.wordpress.com

This event is supported by Shropshire Housing Association
and the Shropshire Hills AONB Conservation Fund

shropshire
housing group

Shropshire Hills
Area of Outstanding Natural Beauty

The Redlake Valley Community Benefit Society presents:

Chapel Lawn's

Caer Caradoc hillfort
& Iron Age Shropshire



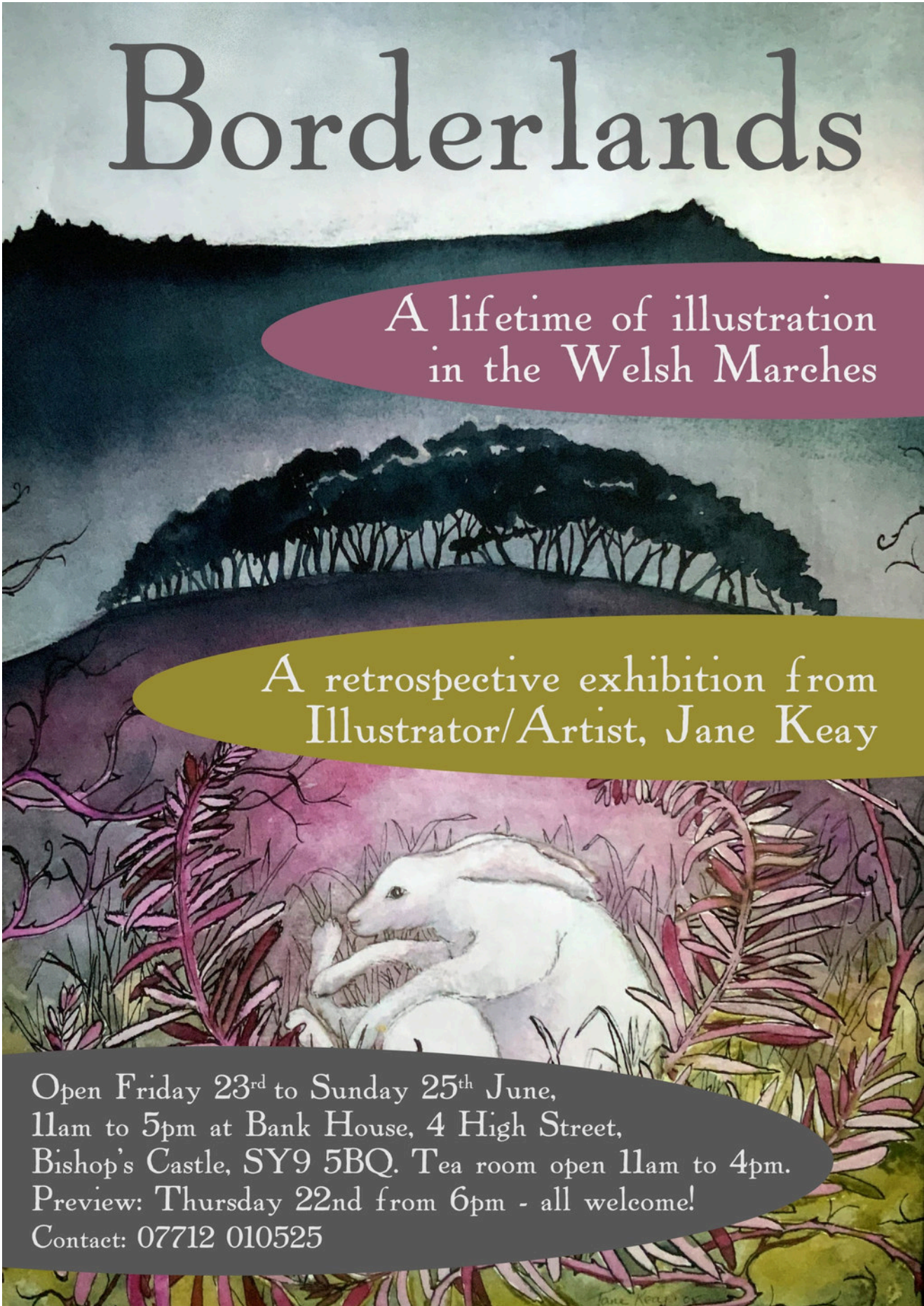
A talk by Dr Andy Wigley
Saturday 7th October, 7pm
Chapel Lawn Village Hall

Entry: £3.00

(Early booking advised)

Bookings & more info: 01547 530347
patrick@cosgr.plus.com / www.rvcbs.wordpress.com

Borderlands



A lifetime of illustration
in the Welsh Marches

A retrospective exhibition from
Illustrator/Artist, Jane Keay

Open Friday 23rd to Sunday 25th June,
11am to 5pm at Bank House, 4 High Street,
Bishop's Castle, SY9 5BQ. Tea room open 11am to 4pm.
Preview: Thursday 22nd from 6pm - all welcome!
Contact: 07712 010525

into the wyldwood

An exhibition of artwork inspired by
the magic of trees, woodland & wild things

Jane Keay ~ Sarah Jameson ~ Simon Jameson

Queenswood Arboretum & Country Park
Dinmore Hill, near Leominster, HR6 0PY

2-10 September ~ 10.30 to 4pm daily



Cafe, parking, dog friendly & lovely
woodland walks on site

scan me





SOWING SEEDS

**Engaging with young people
for a lifelong love of nature**

**A conference aimed at those working
with children and young people**

**Shropshire Hills Discovery Centre, Craven Arms
Friday 7 August 2026, 10am – 4pm**

With this conference we will look at encouraging ongoing youth involvement in nature. How do we think about succession planning for a new generation of nature lovers? What are the entry points into nature-based activities and the potential for future employment opportunities?

With this conference we will look at ongoing youth investment in nature, ways of combatting eco anxiety and the development of citizen science.

Programme overleaf.

Limited places; booking essential, via:
**[www.shropshirehillsdiscoverycentre.co.uk/
whats-on/sowing-seeds](http://www.shropshirehillsdiscoverycentre.co.uk/whats-on/sowing-seeds)**

Free event but donations of £20 will cover our costs and be much appreciated.



**Shropshire
Hills
National
Landscape**



Artwork/design: Sarah Jameson



SOWING SEEDS

Shropshire Hills Discovery Centre, Craven Arms
Friday 7 August 2026, 10am – 4pm

Conference Programme

9.15am – Doors open tea/coffee/pastries

10.00am – Chair: Grant Wilson – Welcome and Introduction to the day



Primary age children

10.15am – Stephanie Bellows, Discovery Centre: **Foraging and tracking wildlife**

10.35am – Tom Blackwell, National Trust: **Reaching out to urban children**

10.55am – **Tea break & networking**

11.15am – Sara Bellis: **Nature Journaling: a powerful tool for curiosity and confidence**

11.35am – Toni Pettit: **Forest Schools: wellbeing & wildlife education**

11.55am – Isabel Carter: **Gaining skills in identifying wildlife**

Secondary age children

10.15am – Richard Morley, Youth Forum: **Engaging young people**

10.35am – Joe Penfold, Young Rangers: **Young Rangers - Lessons learned**

10.55am – **Tea break & networking**

11.15am – Sue Rees-Evans: **Who can resist a dragonfly?**

11.35am – Sarah Thomas, PACC: **Resolving barriers for young people with additional needs**

11.55am – Sue Dancy: **Those teenage years!**



12.15 – 1.30pm – **Lunch provided**

1.30pm – 4pm – **Afternoon Workshop topics**
(choose 3 from the 6 below):

1
Plants
Have
Families

2
Insects

3
Nature
Journaling

4
Bug Hunt

5
Discover the
Discovery
Centre

6
Bushcraft

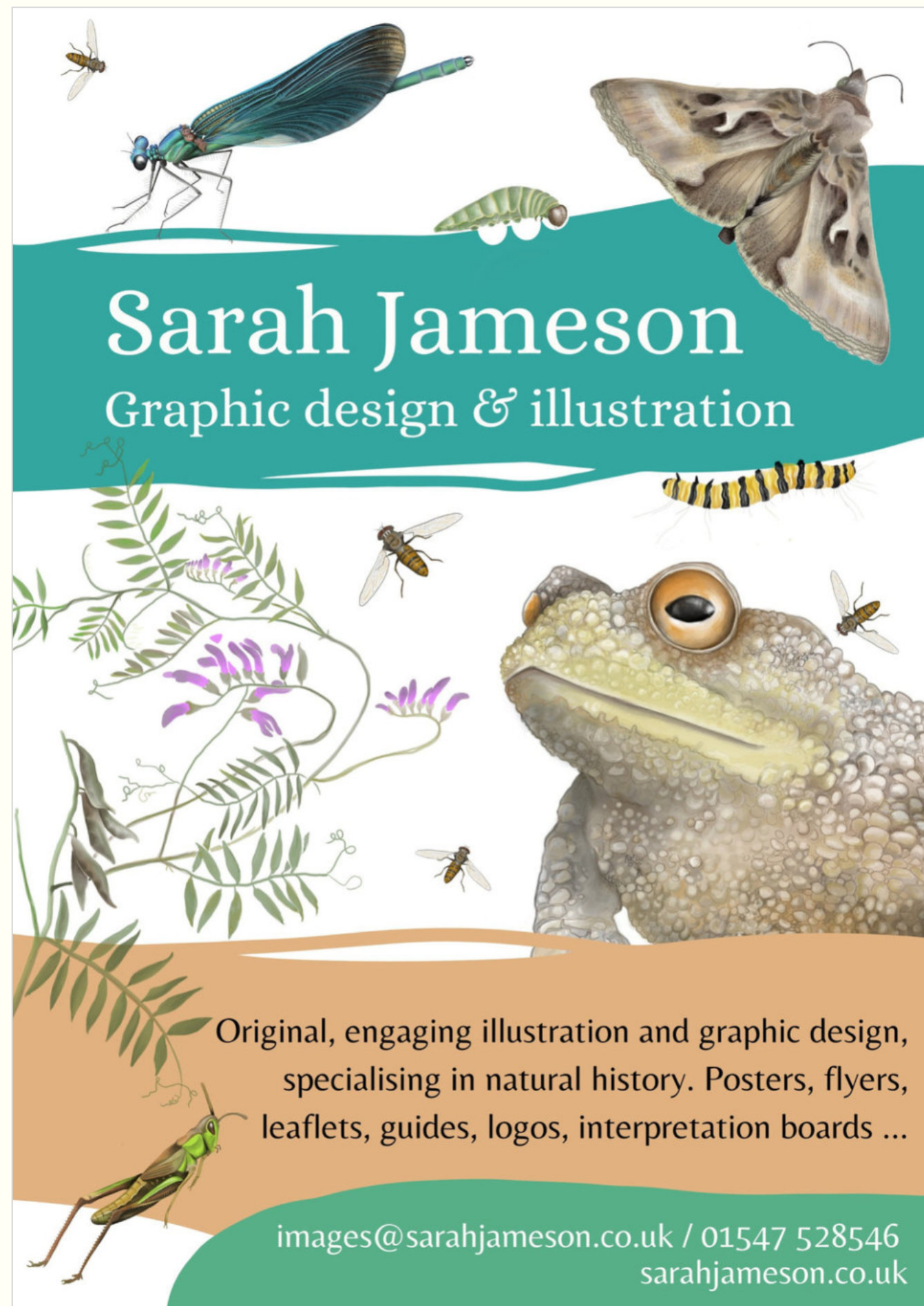
4pm – **Meet outside to wrap up**
(Grant Wilson)



**Shropshire
Hills
National
Landscape**

Artwork/design: Sarah Jameson

Poster & programme for
Sowing Seeds conference
(Middle Marches
Community Land Trust &
Discovery Centre)



Promotional flyer for
my own work

A YEAR IN THE LIFE OF A TRADITIONAL HAY MEADOW



What is a traditional Hay Meadow?

Traditional hay meadows are a species rich, but disappearing, grassland habitat in the UK. Although they can look wild in summer they are very much managed. Flower rich meadows are often the product of centuries of similar use. Usually livestock graze the meadows in autumn and winter and then the fields are 'shut up' in the spring and early summer to allow the grass and herbage to grow lush and tall before cutting. These meadows hum with insect life in summer and are also home to a great variety of plants and other wildlife.



Haymaking

Traditionally, haymaking (when the grass is cut, dried and made into hay) was carried out in mid-July, depending on weather and location.

For centuries hay was cut by scythe, but today the whole process, from cutting to baling, is done using equipment attached to a tractor.

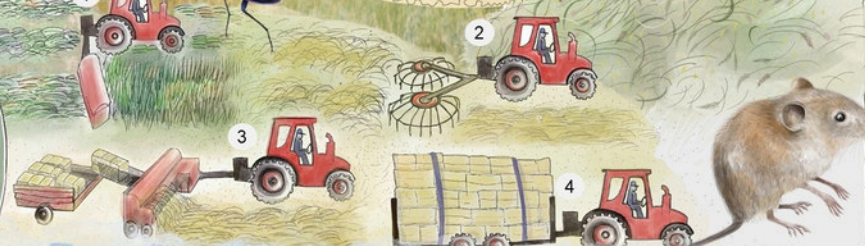
The cut grass is left in lines called swathes or windrows to dry. It is then turned, spun or tedded each day until fully dry. It is then baled and carted away. The bales are stored in a barn to protect them from the rain, and the hay is fed to the farm animals over the winter.



Green Hay

Freshly-cut or 'green hay' from species-rich meadows is gathered and transferred to another cut or bare field and immediately scattered. These are known as the donor and receptor fields.

Green Hay is a way of transferring the seeds of wild flowers and grasses to boost plant diversity in the receptor field. Using Green Hay requires careful planning and timing to ensure success.



© the Marches Meadow Group:
www.marchesmeadowgroup.com
Poster design by Sarah Jameson

Marches Meadow Group

Key: Moths: (a) Silver Y moth, (b) Six Spot Burnet moth. Butterflies: (c) Wall, (d) Orange tip, (e) Meadow Brown, (f) Common Blue, (g) Ringlet, (h) Small Skipper, (i) Small Tortoiseshell, (j) Meadow Brown on Knapweed, showing egg, larva and pupa.

Hay Meadow poster for
Marches Meadow Group



All the Flowers of the Field

A celebration of our native wildflowers in song, poetry, prose and visual art

Sunday 15th August, 2 to 5pm
The Poetry Pharmacy
Bishops Castle

Walk:
Rob Rowe

Poetry:
Chris Kinsey
Alison Redgrave

Song:
Janie Mitchell

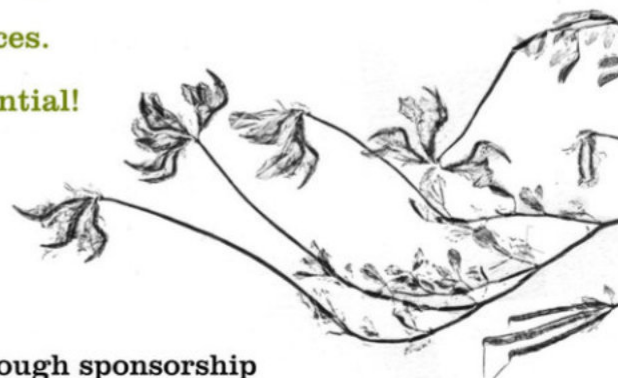
Visual art:
Sarah Jameson
& Marches Book
Arts Group

A local walk to look at late summer flowers followed by an afternoon of poetry and song.

Tickets £10 (includes walk, performances and tea/coffee/cake)
available from The Poetry Pharmacy
Contact: 01588 638069 or book via
<https://poetrypharmacy.co.uk/the-distillery>

Limited places.

Booking essential!



This event is made possible through sponsorship from South Shropshire Climate Action.



A variety of logos



Dark Crimson Underwing Moth

