



THE FROGLIFE TRUST

ANNUAL REVIEW

2009-10



ABOUT FROGLIFE

Froglife is a national wildlife conservation charity concerned with the conservation of the UK's amphibian and reptile species and their associated habitats. We strive to make practical differences with our education, conservation and development and communications teams working on-the-ground restoring and creating vital amphibian and reptile habitats. Together we are encouraging as many people as possible, from all walks of life, to get involved in wildlife conservation. Our holistic approach to nature conservation enables us to take individuals on a wildlife journey, whilst also delivering amazing results for our amphibian and reptile species.

During 2009/2010 Froglife seriously investigated the possibility of merging with the Herpetological Conservation Trust (HCT). Consequently the Amphibian and Reptile Conservation Trust (ARC) was set up with the intention for Froglife and the HCT to transfer all operations to ARC by 31st March 2010. After a lot of deliberation the Froglife trustees felt that organisational cultures were very different and that Froglife is better placed to deliver its exemplary work by remaining as Froglife. It was therefore decided not to proceed with the merger with the HCT.



WELCOME

The past year has been interesting to say the least. The idea of merging the Froglife Trust and the Herpetological Conservation Trust was by no means a new one. Over the past years there have been various discussions about just this, but we think it is safe to say that at no time in the past have the discussions gone so far.

Although it is disappointing that we were unable to bring the two organisational cultures closer together, it does highlight how important these issues can be. We are by no means advocating that the Froglife culture is superior or in any way better and we acknowledge that different cultures suit different people. Froglife's greatest asset is its staff, trustees and volunteers all of whom have thrived in the Froglife way of doing things and we are confident that although we may face some difficult times, Froglife, with its excellent reputation, will continue to go from strength to strength.

We are already making in-roads. We secured funding for a London Great Crested Newt Project Officer who is currently charging around London surveying more than 60 sites. We have also put our Scottish work on a firm footing with grants from Heritage Lottery Fund, Biffaward and the Glasgow City Council Landfill Community Fund. These are just a couple of examples of the great work Froglife will be continuing to deliver, and there are plenty more examples within these pages.

We could not have achieved this without the continued support of all of our partners, donors, Froglife Friends, and other long-standing supporters, so a big thank you to everyone who has supported us.

Kathy Wormald, CEO



Lin Wenlock, Chair



K. Wormald

L. Wenlock

THE FUTURE...

Froglife is committed to delivering real benefits for amphibians and reptiles, and we want the best for people too. We want the environment to feature higher on the government's agenda, and to do this we need to work across sectors, promoting the value that biodiversity brings to human life - be it in schools, businesses, healthcare institutions or across communities. We work to a structured, and exciting, business plan that outlines Froglife's direction for the period 2010-2013. We will be developing new projects and working in partnerships that deliver a combination of three objectives outlined in our business plan.

Projects that we will develop in the coming year will...

...CONSERVE SPECIES AND HABITATS

Conservation objective 1. We will **support and implement the creation of habitats** for amphibians and reptiles.

Conservation objective 2. We will **deliver Biodiversity Action Plan** outputs at a local and landscape level, working with volunteers and partners.

Conservation objective 3. We will **build capacity** for individuals and organisations involved in the conservation of amphibians and reptiles, working in partnerships, providing training courses and specialist advice.

...COMMUNICATE KNOWLEDGE & ENCOURAGE SUPPORT

Communications objective 1. We will **get our message out to audiences** by ensuring that opportunities to engage with our intended audiences are met, through events, online, through the media and through the production of advice publications.

Communications objective 2. We will **generate support for our work** by creating opportunities for audiences to engage in our work, through practical hands-on action, 'citizen-science' recording projects, or through financial support of Froglife's work.

Communications objective 3. We will **show the value that our projects bring** by communicating clearly the outcomes of our work, and how these tackle threats to amphibians and reptiles and benefit people's lives in the process.

...EDUCATE AND INSPIRE NEW AUDIENCES

Learning objective 1. We will **support people on a life-long journey** of learning about our species, their habitats and the value of biodiversity to human life.

Learning objective 2. We will create **new and unique approaches** that complement current approaches to conservation education, building on lessons learnt within the sector.

Learning objective 3. We will **move forward the education sector**, improving policies, skills and resources to support new approaches to conservation education.



Sivi Sivanesan / Froglife



Jules Howard / Froglife



Natalie Giles / Froglife



IN THE PIPELINE...

The **Living Water Programme** has gone from strength to strength and the demand has more than adequately confirmed the urgent need for an organisation like Froglife to restore and create standing water habitats in urban areas. Froglife will continue to develop our London and Glasgow work and will be rolling this programme out to new areas.

For 25 years, Froglife has been at the heart of efforts to reduce amphibian mortalities on the UK's roads through our **Toads on Roads** project. In the past two years we have coordinated a volunteer work force that helps save over 38,000 wild amphibians (mainly common toads) each year. Next year we're seeking to double this number, highlighting to government the need for action and support in the planning sector, helping us make wildlife-friendly roads the norm.

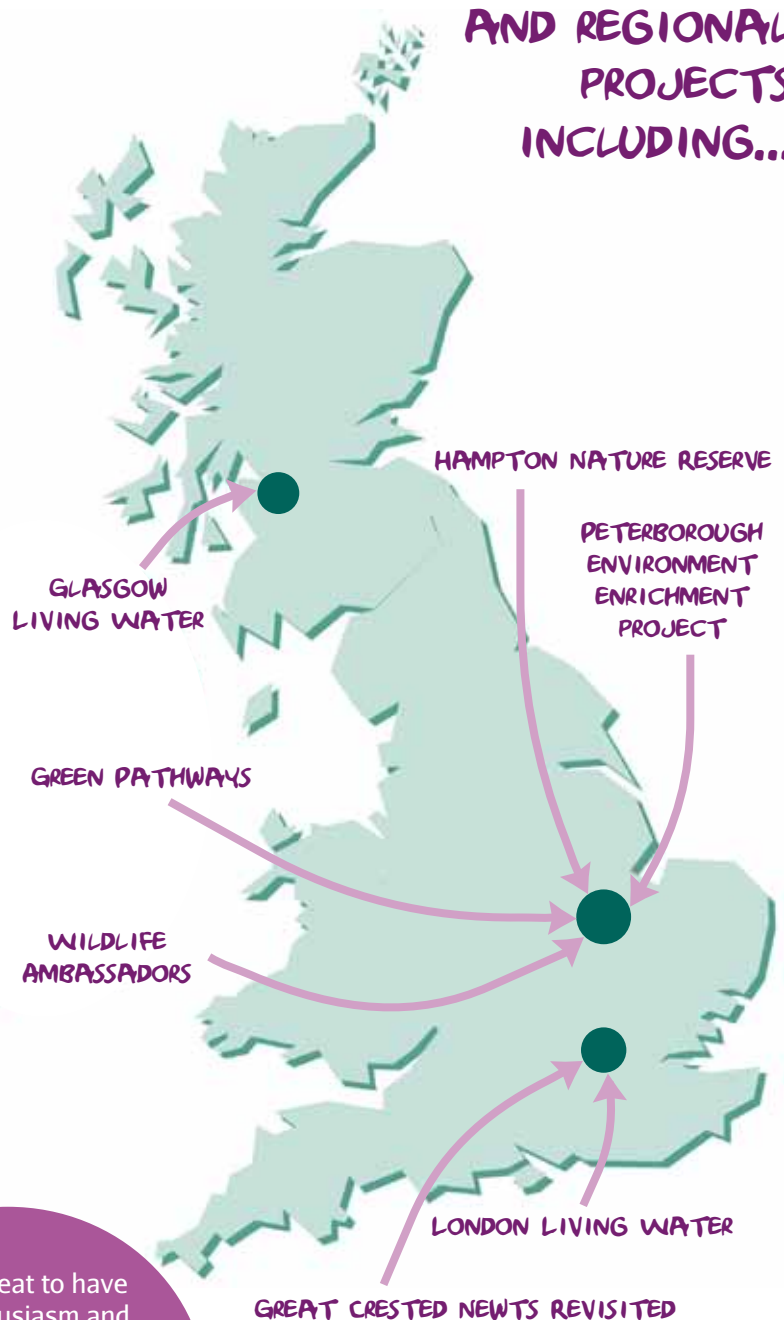
Our recently launched **Wildlife Ambassadors** project has helped to firmly establish our education programme. Consequently we will be looking at replicating the **Green Pathways** scheme and Wildlife Ambassadors project in new areas.

Our schools programme **Leapfrog** remains an important area of work for us. Through a network of school demonstration ponds, we want to show teachers how important ponds can be for allowing students a unique window into a practical understanding of biodiversity principles. We will prioritise fundraising for this programme which will hopefully enable us to launch this during the latter stages of International Year of Biodiversity 2010.

"It was great to have your enthusiasm and expertise, we look forward to working with you in the future"

Teacher from a partner school

FROGLIFE COORDINATES 14 (AND COUNTING!) NATIONAL AND REGIONAL PROJECTS INCLUDING...



CONSERVATION

...Making a difference in key landscapes

LONDON LIVING WATER

- Froglife has raised £140,000 in 2009-10 which is going directly to habitat restoration.
- Nine new ponds have been created.
- Ten ponds have been restored.
- Around 160 volunteers have been involved.

GREAT CRESTED NEWTS REVISITED

- Thanks to a grant from SITA Enriching Nature we have recruited a London Great Crested Newt Project Officer to survey sites that were originally surveyed in the 1980s and establish their current status.
- Certain sites will be selected in year two for restoration.
- So far we have surveyed ponds in Bexley (1 pond), Bromley (1), Enfield (16), Greenwich (3), Haringey (2), Havering (32), Merton (12) and Richmond upon Thames (37).

TOADS ON ROADS

- In 2009, 93 new toad crossings were registered (bringing the total to 796).
- Around 260 sites have active Toad Patrols.
- A staggering 34,970 toads were saved by volunteers.

GLASGOW LIVING WATER

- Grants from the Heritage Lottery Fund, Biffaward and Glasgow City Council Landfill Community Fund mean we have been able to recruit a Glasgow Living Water Project Officer to work on 14 identified sites across the city, from town parks to nature reserves.
- This project provides us with a good footing in Glasgow and will hopefully enable us to expand our work across Scotland.
- Twelve new ponds and terrestrial habitats have been created or restored.
- Two major events have been attended and talks have been given to schools, community councils and the Clyde and Lothian Amphibian and Reptile Groups.

FROG MORTALITY PROJECT

- We continue to receive a number of frog disease enquiries and over the period January 2009 to March 2010 there were 300 online submissions of data about unusual frog mortalities.
- Our work with the Institute of Zoology (ZSL London Zoo) through the Frog Mortality Project continues.
- In 2010 we will also be working further with CEFAS to collect evidence for the effect of ranaviruses on fish.

CAMBRIDGESHIRE LIVING WATER

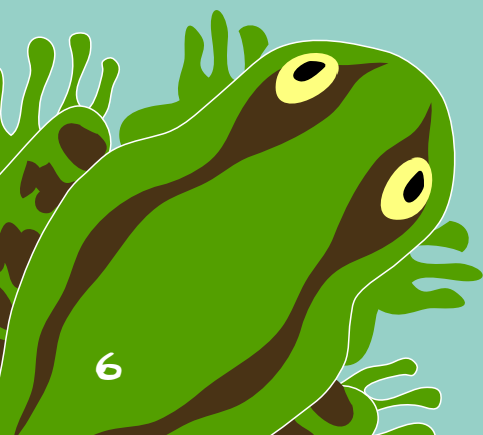
- Twelve great crested newt ponds have been restored and two new ponds created.
- Great crested newts are being monitored on five large sites.
- Three previously restored and newly created sites will be re-assessed for other conservation features.

HAMPTON NATURE RESERVE

- Over 100 volunteer days in 2009.
- Nine new volunteers recruited, with one taking on the role of Assistant Warden.
- Survey season will cover: birds, butterflies, dragonflies, reptiles, riparian mammals, small mammals, bats, moths and great crested newts.
- Training sessions planned for mammals, reptiles, dragonflies, butterflies and trees.

POLICY

- Froglife is Lead Partner for the London Standing Water Habitat Action Plan.
- Froglife is Lead Partner for the Cambridgeshire Pond Habitat Action Plan.
- Froglife is represented on a range of committees where these are relevant to our activities such as the London, Peterborough and Glasgow Biodiversity Forums.





77

volunteers
assisting the
Glasgow Living
Water project

"I found out that just
days after making a
pond it already has over
20 species in it"

Young person on the
Green Pathways
Scheme

15

new ponds
planned in
London for
2010-11

Alex Draper / Froglife



Elidh Spence / Froglife



Tina Lindsay / Froglife



Nick Peers



Sam Taylor / Froglife



Rebecca Turpin / Froglife



Amy Hamlett



Francesca Barker

EDUCATION



9
schools who
have referred
young people

"It is the only time
I don't feel any
negative energy"

Young person on the
scheme

1,360
young
people worked
with

GREEN PATHWAYS SCHEME

The Green Pathways scheme provides an outdoor learning experience for young people who are identified as vulnerable and disadvantaged and who would benefit from a positive learning environment. Each session caters for the various learning styles and provides alternative activities to classroom based learning through focusing on the lives and characteristics of reptiles and amphibians. The scheme allows young people to engage in activities that would not necessarily be readily available to them if they didn't attend the sessions and they can expand their skills in a variety of areas - social, communication, literacy, numeracy, interaction, wildlife, conservation, confidence, time keeping and responsibility. So far the scheme has helped several young people to achieve ADAN Awards and Duke of Edinburgh, and recently one young person received his Silver Youth Achievement Award.

288
visits to Under
the Surface
organised

300
people helped
make giant
models for the
exhibition

"We loved the way [Froglife]
reached out to different parts
of the community to create artistic
representations of what life is like
under the water."

**Dan Richards, British Science
Association and judge for
National Science and
Engineering Week**

PONDS FOR LIFE

This exciting and proactive educational project, funded by Heritage Lottery Fund, drew to an end in March 2010. To celebrate we organised 'Under the Surface' - an interactive event linked in with National Science and Engineering Week, Froglife's *Just Add Water* campaign and the International Year of Biodiversity. The exhibition replicated a pond, with all its life forms created by young people, where everything was exactly ten times its normal size. The National Science and Engineering Week judges were so impressed with the exhibition that we received the Best Science Event award.



Sam Taylor / Froglife

YOUTH INCLUSION PROJECT

"The trustees thought that Froglife was an enthusiastic and vibrant organisation. They were pleased to see a specialised conservation charity so effectively engaging with disaffected young people"

Grant provider

The Youth Inclusion Project is managed by the YMCA. Froglife was commissioned to plan and deliver sessions for young people and then to train YMCA staff and volunteers to enable them to run sessions on their own. Froglife delivered two days training for a group of staff and volunteers on the theme of 'My Wild Journey'. Emphasis was placed on making the topics relevant to the trainees and empowering them to feel comfortable and confident in running wildlife-themed activities. Our staff were keen to underline that this was a shared learning experience, with Froglife staff learning better how we can work effectively with new audiences.

8

YMCA staff and volunteers who attended training

PETERBOROUGH ENVIRONMENT ENRICHMENT PROJECT

Our long-standing project with the Peterborough Youth Offending Service has continued. Over the last 15 months young offenders have helped with various conservation activities, including the creation of a Secret Garden at a local junior school, which quickly became home to newts and grass snakes, and further improvements to our wildlife allotment site.

32

percentage of young offenders that are female

1,139

hours worked with young offenders



COMMUNICATION

OUR JUST ADD WATER CAMPAIGN

Pond numbers in the UK's countryside have dropped sharply. *Just Add Water*, a year long campaign launched by Froglife and running throughout 2009, worked to help reverse the trend by encouraging people to dig ponds closer to home, in the UK's towns and cities. The campaign was supported by a number of organisations including The Environment Agency.

Just Add Water provided information to the public on how to build ponds, through an easy-to-read advice booklet, website section and four seasons of national events. Over a busy couple of months, thousands of booklets were sent to environmental organisations (many with their own enquiry services), along with schools, community groups and allotment holders. Supporting organisations also received copies to distribute through their own contacts, and to their enquirers. Overall, more than 17,000 booklets were distributed in 2009 and thousands more downloaded at www.froglife.org.

Businesses too picked up on the *Just Add Water* message, some undertaking their own pond-digging events involving local volunteers (businesses included BNP Paribas and Produceworld).

FROGLIFE FRIENDS

Our Froglife Friends continue to be an enormous support to us - and we are extremely grateful for their continued commitment. These supporters have helped provide us with the crucial match funding to get new projects off the ground, and many of our supporters have given their time to feed through observations from their own gardens (contributing to schemes such as Frogwatch and the Frog Mortality Project).

In addition, the support of our Froglife Friends means a great deal more than this - their ideas and feedback have helped us create a fleet of dynamic projects that are as much theirs as they are ours.

FROGLIFE PARTNERS

Through working with other nature conservation organisations on our projects, we can deliver a great deal more than we could individually. A good example of this is our work with the Wildlife Trust, with whom we have created two new great crested newt ponds and restored 12 more. The combination is simple but effective: our expert knowledge, their land. These are partnerships we are proud of.

The nature of our work also provides us with opportunities to work with organisations outside of the nature conservation sector. These partners include the YMCA, Cross Keys Housing and the Peterborough Youth Offending Service. These partnerships not only help us to reach new audiences through providing participants for projects, but also they give us a chance to relay our conservation message to new organisations and audiences. Froglife has started taking a far more proactive role in these relationships in recent year. For instance, we now undertake the provision of training for YMCA staff so that they can deliver nature conservation activities on their own.

17,274
Just Add Water
booklets
distributed

14
ponds worked
on with the
Wildlife Trust



THANK YOUS

WE WOULD LIKE TO THANK THE FOLLOWING ORGANISATIONS FOR THEIR CONTINUED HELP AND SUPPORT...

Better Together Volunteers ~ British Trust for Ornithology ~ BTCV ~ Buglife - The Invertebrate Conservation Trust ~ Cambridgeshire and Peterborough Biodiversity Partnership ~ Clyde River Foundation ~ Cross Keys Homes ~ Connexions ~ Environment Agency ~ Groundwork West London ~ Haringey Council ~ London Amphibian and Reptile Group ~ London Biodiversity Partnership ~ Mears Ltd ~ University of Glasgow ~ Young Lives ~ YMCA ~ Zoological Society of London

WE WOULD LIKE TO THANK THE FOLLOWING ORGANISATIONS FOR THEIR GRANT SUPPORT...

Abbey Charitable Trust ~ BBC Children in Need ~ Biffaward (two grants in London and one in Glasgow) ~ Cambridgeshire and Peterborough Biodiversity Partnership ~ The Centre for Environment, Fisheries and Aquaculture Science ~ The City Bridge Trust ~ Cory Environmental Trust in Britain ~ The Dulverton Trust ~ The Esmée Fairbairn Foundation ~ Glasgow City Council Landfill Community Fund ~ Grantscape ~ Heritage Lottery Fund (two projects in England and one in Scotland) ~ The John Spedan Lewis Foundation ~ Natural England ~ Natural England: Access to Nature ~ Natural England: Countdown 2010 Biodiversity Action Fund ~ O&H Hampton Ltd ~ Patagonia Environmental Grants ~ Peterborough Youth Offending Service ~ SITA Trust (two projects) ~ The Tudor Trust ~ YMCA

SPECIAL THANKS TO OUR CORPORATE SUPPORTERS...

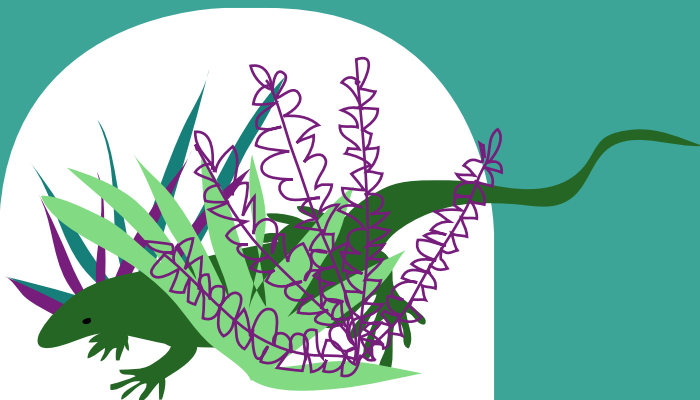
ACO Technologies ~ BNP Paribas Securities Services ~ Greenwillows Associates Ltd ~ Herpetosure ~ John Muir Country Store Ltd

...AND THOSE FROGLIFE FRIENDS WHO GO THE EXTRA MILE

Annemarie Hammond ~ Jane Sandeman ~ Joan Butterfield ~ John Walker

AND FINALLY...

Thanks to the dedicated staff, trustees and volunteers who make Froglife what it is.



Froglife

2A Flag Business Exchange
Vicarage Farm Road
Fengate
Peterborough
PE1 5TX

01733 558844
info@froglife.org

www.froglife.org

BECOME A FROGLIFE FRIEND TODAY...

and help protect the UK's amphibians and
reptiles and their disappearing habitats.
www.froglife.org/support

**ONLY
£18!**



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Vicarage Farm Road, Fengate, Peterborough PE1 5TX