

# The Froglife Family Album

Annual Review from the Froglife Trust

April 2011-March 2012



## Contents

Welcome	Page 3
There's No Place like Home: Habitats and Animals	Page 4&5
We All Stand Together: Habitats and People	Page 6&7
Inspiring and Sharing: Communications and News	Page 8&9
Accounts and Finances	Page 10
What Happens Next	Page 11
Thank yous	Page 12



The Froglife Trust Annual Review April 2011 - March 2012

© Froglife 2012

2a Flag Business Exchange

Vicarage Farm Road

Peterborough

PE1 5TX

[www.froglife.org](http://www.froglife.org)

Designed by Lucy Benyon



## Welcome

Froglife is a wildlife conservation charity primarily concerned with the conservation of reptile and amphibian species and their associated habitats. We strive to make real, practical differences with our conservation, education and communications teams working on-the-ground restoring and creating vital reptile and amphibian 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, as you will see from this Annual Review, delivering amazing results for our reptile and amphibian species.

Froglife's work to date has been mainly UK focused, however as amphibian and reptile species decline is a global issue we believe that there is a role for Froglife internationally, and this year we have started the process of building partnerships with like minded organisations in other countries. To start this process we hosted a very successful EU Amphibian Mortality on Roads Workshop in Peterborough bringing together organisations and individuals from 12 countries to share information on amphibian road mitigation methodology.

Froglife's vision is a WORLD in which reptile and amphibian populations are flourishing as part of healthy ecosystems. Our mission is to use practical conservation, education and communication to achieve our vision, and as evidenced in the Annual Review, everyone is invited to join us in our conservation efforts.

2011/12 has been an exciting year of development and growth for Froglife, our hard working staff and volunteers have achieved so much. 2012/13 promises to be even better. None of this would have been possible without the ongoing commitment to Froglife from our donors and our supporters.

K Wormald L Wenlock

Kathy and Lin



Kathy Wormald, CEO



Lin Wenlock, Chair of Trustees



## There's No Place Like Home

Creating Habitats - Helping Animals

Our conservation projects have been busy creating new homes and habitats, restoring neglected spaces and helping wildlife thrive. Our **Living Waters** project continues to operate in London, Glasgow and North Lanarkshire and the Glasgow-based project has recently been nominated for an award from Biffa Awards. We have had a packed year of volunteer days at **Hampton Nature Reserve** in Peterborough to help keep the site in good condition and survey the animals that live there. We undertook a **Big Newt Count** in all 400 ponds on the site in spring 2012 and we are currently analysing the results. Our **Great Crested Newts Revisited** project in London came to a successful conclusion in March this year and has provided new habitats for these declining newts as well as very valuable data. Thanks to the Esmée Fairburn Foundation, we have a new Conservation Coordinator to help develop both our practical and scientific work.

### Home Improvements and D.I.Y.

**61 new ponds** have been created in the last year through Froglife projects.

We have worked with volunteers and the local community to **restore a further 46 ponds** to their former glory.

Our projects have **transformed 32 terrestrial habitats**, creating new wildlife gardens, hibernation sites, log piles and rockeries.

We have also continued our long term collaborative effort with the Institute of Zoology in London on data collection and advice line for **amphibian diseases**, in particular ranaviruses. Calls and enquiries from the general public and ecological consultants is helping us to understand more about the spread of diseases as well as its potential impact on amphibian populations.



From top: Great crested newt and Smooth newt (photo: Dave Kilbey); Adder (photo: Matt Wilson); Common toad (photo: Lucy Benyon)

### Meet the Neighbours

In July 2011, Froglife joined the **Scottish Environment LINK** to help push the cause of amphibian and reptile conservation on a national scale in Scotland. Froglife sit on the Freshwater and Scottish Environmental Fundraising Forum taskforces and have been involved in reviewing Scottish Environmental Protection Agency's National Flood Risk Assessment. This document will affect prioritisation of flood risk across Scotland and could have implications for protected species and sites, such as Natterjack toads on the Solway coast. Froglife have also inputted into the Scottish Government's major 'Hydro Nation' and Water Bill consultation, pushing the government on issues such as improving sustainable urban drainage (SUDS) ponds for biodiversity.

Not only has our practical work helped amphibians and reptiles including Smooth newts, Great crested newts, Palmate newts, Common frogs, Common toads, Grass snakes, Adders and Common lizards, but habitat improvements have also created new homes for countless species of invertebrates, birds and mammals.

We have undertaken **44 wildlife surveys**, with the help of volunteers, and recorded a range of animals. 164 hours of amphibian surveying through our Scottish work has led to **432 new amphibian records in Scotland**. Staff and volunteers have also been recording butterflies, dragonflies, water voles, hobbies and even bitterns on the sites we have been improving.



European representatives at the EU Amphibian Mortality on Roads workshop, March 2012

Photo: Lucy Benyon



"The visit was very interesting and I appreciated the opportunity to participate. It was useful to learn what activity is being undertaken by Froglife in my constituency, and how they have assisted with developing the amenity of Cumbernauld Community Park. Thanks again for arranging the visit for me."

Jamie Hepburn MSP, after visiting the Living Water projects in Scotland.

**froglife** North Lanarkshire living water

Froglife,  
Glasgow & North  
Lanarkshire,  
Scotland

Photos (clockwise from top left):  
Sandy Devers, Paul Furnborough, Rob  
Williams, Eilidh Spence

### The Extended Froglife Family

Our work has been supported by **304 volunteers**, and we have also been aided by the hard work of Toad Patrols, who have undertaken a staggering **1,085 nights worth of volunteer action** in the last year. Based on the current data, these dedicated Toad Patrolters have rescued 25,769 Common toads, 2,043 Common frogs and 1,161 other amphibians from death or injury on busy roads and drains in the 2012 spring migration.

In March 2012 we met with several UK agencies as well as representatives from **12 European countries** who are also coordinating conservation action for amphibians threatened by roads and formed a partnership to take steps together to better protect these animals from development.



# We All Stand Together

Helping People - Helping Habitats



A story from Morag (photo: Faith Hillier).  
Above: one of the My Wild Life memory baskets  
(photo: Jodie Coomber)

Our learning programme has provided opportunities for a diverse range of people to join us in conservation activities. Not only have our volunteers and project participants helped to improve habitats, they have benefitted in developing new skills, improving confidence and meeting new people. Our **Wildlife Ambassadors** project has offered new opportunities to those looking to get back into employment or training. We have supported young offenders through our **FACT** project and generations have mingled at our **My Wild Life** memory sharing events. Our **Green Pathways** project supporting vulnerable young people is back in 2012, thanks to a grant from BBC Children in Need.

## Happy Memories

**775 people have benefitted directly** from our educational and learning projects this year.

We have been helping people share memories through the My Wild Life project, and creating inspiring moments with nature for young people through all of our education work and events.

"Our most recent session, held at a residential care home in Enfield, saw local primary school children meet with residents, all aged over 80 and many living with severe dementia. The children were thoroughly engaged by the session and enjoyed learning about the residents' childhoods, but the most lasting impact of the session was for the residents themselves. Many of them are not visited by young people and had a preconception of them being rude and noisy, but after the session they had completely changed their opinions. Dorris (aged 90) commented 'Lovely polite children. Not monsters'. All of the residents were impressed by the enthusiasm and manners of the children, and this has left a lasting impression that young people today are not always as they are portrayed in the media. We've had children who didn't know what a fossil or frogspawn were, how to skip or how to play conkers, leave sessions knowing about all of these things and having been taught them by the older generation."

**Jodie, My Wild Life project officer**



"Me and my family come down to the ponds in August to look for all the frogs and toads coming out of the ponds. We love it and do it every year, so we call this month 'Frogust' now". (Photo: Erik Paterson)



Above: Volunteers at Pedmyre Marsh, North Lanarkshire create a hibernacula (photo: Sandy Devers). Right: Pond dipping with the Wildlife Ambassadors (photo: Laura Brady)



## Out and About

Through **171 talks and training sessions** we have shared our wildlife-focussed messages and introduced new audiences to amphibians and reptiles. We have also delivered **1290 hours of reparation work** with young offenders in Peterborough.



Hampton Nature Reserve warden Paul enjoys a tea break (photo: Dan Waters)

## Congratulations!

Everyone involved in our education projects is special, and a few have gone an extra mile to win awards recognising their hard work and commitment. Wildlife Ambassador Graham Patton won the

### Peterborough Evening Telegraph Green Volunteer of the Year Award

in 2011. The Wildlife Ambassadors were also recognised by the local paper for their work creating a pond at the Green Backyard community allotment and received a **Pride of Peterborough Award**. Super-volunteer Ash Jarvis has completed over **300 hours of volunteering** for Froglife, and is one of 11 Ambassadors who has moved into employment and volunteering through the project. Twelve-year old Amy Hamlett, who has been volunteering for Froglife through her mum (our Finance Officer) since she was seven, won **Young Green Achiever of the Year** in the 2011 Huntingdonshire Green Heart Community Awards.

We were delighted that our Dragon's Den: A Year in the Life of a Newt event came runner up in **National Science and Engineering Week's Best Community Event Award**. Hundreds of young people in Peterborough and North Lanarkshire dressed up as newts to learn about the incredible life cycle of the animals in March 2012.



Amy enjoying her award!  
(Photo: Duane Hamlett)



## Inspiring and Sharing

Communications, news and press

We have been busy sharing news and stories about our projects, the animals, their habitats and the threats they face. We have also been keeping our supporters posted on how they can help and reaching out to new audiences. Thanks to the Esmée Fairburn Foundation, we have a new Public Engagement Officer to help us with this work.

### Keeping in Touch

The **Froglife website** was visited **49,707 times** in the last year. It is packed full of information about amphibians and reptiles, ideas for wildlife-friendly gardening, and tips for pond creation and management. We also have over **2,000 Twitter followers** and **1,000 fans on Facebook**.

Excitingly in 2011-12 we worked in partnership with World of Water Aquatic Stores on a new edition of our **Just Add Water** pond advice booklet. The booklet was distributed throughout the 20 branches, inspiring water gardeners to create and manage aquatic habitats with wildlife in mind.

We published **112 Croaks** - our e-news bulletin - keeping people up to date on the latest news from us and the conservation sector, and two editions of our Natterchat magazine looking at the issues of brownfields and climate change.

We sent out **69 press releases**, leading to appearances and mentions in local and national press, including the Natural History Museum's 'Evolve' Magazine, The Telegraph, The Guardian, Knit Now, Digital Journal, BBC Wildlife Magazine, Newsround, STV Scotland, and Country Life.

*Gabriel the Toad entertains the audience at ZSL in November 2011 (photos: Dennis Low)*



*A lovely lizard basking (photo: Rob Williams)*

*Craft a cresty! The Great Crafted Newt competition launched in January 2012 (photo: Laura Brady)*

### Meeting New Friends

Froglife is committed to reaching beyond the traditional audience for conservation, and engaging high profile people from different backgrounds to help us spread the word about amphibians and reptiles.

Our Tuppence a Toad appeal hosted a fundraising Evening at Toad Hall in April with a raffle of donated items, auctioned by special guest snooker legend **Willie Thorne**. Naturalist and broadcaster **Mike Dilger** shared his passion for wildlife with our guests, and model and actress **Nathalie Cox** added a touch of glamour to the evening, helping us to raise funds to support our Toads on Roads project and the hard working volunteers.

We organised **39 other events** to educate and raise awareness of amphibian and reptile conservation on a local and regional scale. This included a family fun day with The Manchester Museum, events in London, Peterborough, Glasgow and North Lanarkshire, and a conclusion to our Tuppence a Toad appeal with the Zoological Society of London. Many generous organisations and publishers enabled us to create a display of toad-inspired artwork on the night and the guest of honour was Bagpuss creator **Peter Firmin**, who brought Bagpuss and Gabriel the Toad along!

Famous water gardener **Charlie Dimmock** also came along to join our Wildlife Ambassadors at Railworld's Wildlife Sanctuary, and Olympic hurdler **Will Sharman** joined the team at the Olive Branch Community Gardens.

The lovely reggae band **Zamba** also created a song for us! Having read about the plight of their local toads in Devon, the band penned the bouncy 'Froglife' song to help raise awareness and it is available to download from iTunes.



**Mike Dilger** was so inspired by our work and the amphibian and reptile cause that he became Froglife's new patron. We are delighted to have Mike on board, helping to share his enthusiasm for the natural world with new audiences.

*Mike, Nathalie and Willie at Toad Hall, April 2011 (photo: Judy Goodlet)*



*Charlie Dimmock with Wildlife Ambassador Graham Patton and Mr Frog, October 2011 (photo: Laura Brady)*



# Accounts and Finances

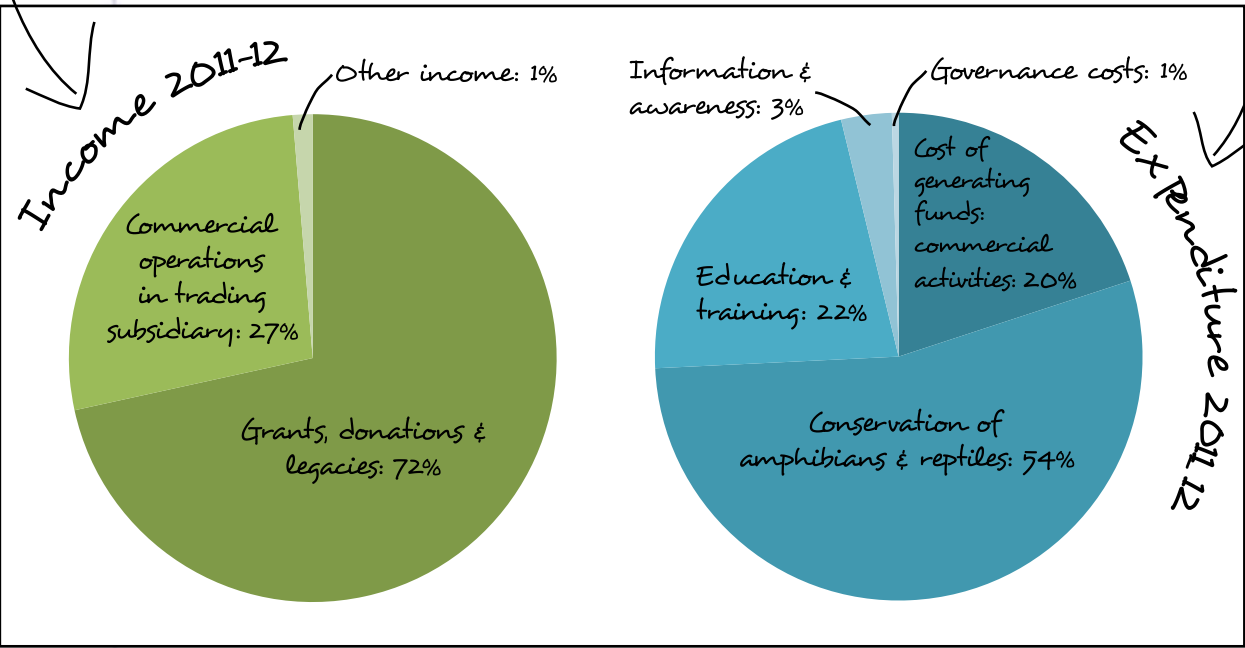
The year in figures

In tricky economic times, Froglife has been doing everything we can to keep our finances healthy. We have received grants and support from a range of donors and supporters, as well as generating income through our social enterprise arm. This means that we go into 2012-13 with a good start.



## Accounts Summary

	Restricted	Unrestricted	Total
<b>Income</b>			
Grants, donations & legacies	£464,348	£53,726	£518,074
Commercial operations in trading subsidiary	£ -	£196,285	£196,285
Other income	£ -	£9,505	£9,505
<b>Total</b>	£464,348	£259,516	£723, 864
<b>Expenditure</b>			
Cost of generating funds: commercial activities	£ -	£140,582	£140,582
Conservation of amphibians & reptiles	£350,102	£32,360	£382.462
Education & training	£132,025	£22,665	£154,690
Information & awareness	£ -	£23,586	£23,586
Governance costs	£1,708	£1,492	£3,200
<b>Total</b>	£483,835	£220,685	£704,520



# What happens next?

Plans and visions for the future

It's been an interesting year with lots of achievements and highlights, and as always there is a lot more to do. We have ambitious plans for the future, here is a taste of what is to come...

## Get the Wellies On

There are a number of plans in the pipeline to expand our practical conservation projects.

We are continuing to expand our **Living Waters Programme** into new regions and we are optimistic that the programme will be working in several new areas over the next year.

With our new **European links**, we will be developing the Toads on Roads project to better support volunteers, develop legislation and guidelines for roads, and bring together a huge amount of data.

## Research, learning and exploring

We are developing several **research projects** focused mainly on amphibians and roads but also other topics such as modelling newt abundances at large scales, mitigating fish impacts and others.

Our **Leapfrog** project improving school grounds and empowering school communities through training has not received grant funding, but we are looking for schools to take this forward on an individual basis. If your school is interested, please get in touch.

Following a development phase for our **Dragon Finder** project in London we were delighted to hear that we have been awarded the funding to undertake this innovative project from the Heritage Lottery Fund. Besides substantial amounts of practical habitat creation and restoration the project will include surveying and creating a Living Atlas of information about the animals, as well as creative educational events across the city. We have also been awarded a development grant to bring this engaging project to Scotland.

We will be developing **My Wild Life** and **Wildlife Ambassadors** to make sure that we can continue to reach out to wider audiences through our learning and conservation programmes.



**Come Back Soon!**  
You can keep in touch with Froglife, follow our story and find out more about becoming involved here:  
**On the web:** [www.froglife.org](http://www.froglife.org)  
**On Facebook:** [facebook.com/froglife](https://facebook.com/froglife)  
**On Twitter:** [twitter.com/froglifers](https://twitter.com/froglifers)  
**Via Croaks by signing up here:** <http://feeds.feedburner.com/Froglife-Frogbites>  
**On the phone:** 01733 558844  
**On email:** [sam.taylor@froglife.org](mailto:sam.taylor@froglife.org)  
**Or write to us:** Froglife, 2a Flag Business Exchange, Vicarage Farm Road, Peterborough, PE1 5TX



A big THANK YOU from all the Froglife family to all our supporters and donors, including: Cooperative Community Fund, Garfield Weston Foundation, Orton Hall Hotel, The Tudor Trust, The Veolia Trust and:

