

# The Froglife Trust Annual Review

*A map of our adventures  
in 2010/2011*



# YOUR FROGLIFE WILD JOURNEY STARTS HERE....



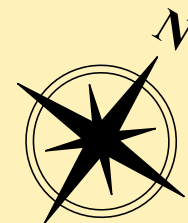
Froglife is a national wildlife charity concerned with the conservation of the UK's amphibian and reptile species and their associated habitats. Our work is delivered through our Community Conservation team and our Communications and Development team, supported by our Finance and Administration team.

Our approach is very much on a 'direct action' basis and we strive to make practical differences through creating new and restoring degraded habitats and providing training so that others can do the same. We believe that 'everyone is invited' to join our activities. Wildlife does not exist for the exclusive benefit of a lucky few, but is there to be appreciated and enjoyed by everyone. The Froglife 'wild journey' is currently being enjoyed by people of all ages and from all walks of life.

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### Welcome:

CEO Kathy Wormald and Chair of Trustees Lin Wenlock invite you to join the Froglife journey and learn how our community conservation initiative is making a difference...



### ...to people's lives:

Meet some of the people we have picked up on our journey and how they've benefitted from engaging with amphibians and reptiles.

### ...through effective communication:

How Froglife is reaching out and spreading the word.

### ...in key landscapes:

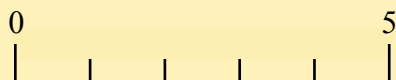
Find out about our work creating and restoring ponds and other important habitats.

### ...for amphibians and reptiles:

What it's all about. Discover what Froglife has been doing for our species in 2010/11.

### ...in the future:

Where next? What's coming up for Froglife in 2011/12.







Some of the Froglife Trustees



The Scottish contingent out and about



An Evening at Toad Hall,  
April 2011

Mike Dilger!







## Welcome

### This has been a very good year for Froglife...

We have expanded existing areas of work and developed into new areas. Our Living Water Programme extended into more areas of London and, in Scotland, into North Lanarkshire. Our new projects include Wildlife Ambassadors and My Wild Life and we have been awarded two development grants from Heritage Lottery Fund to develop Leapfrog and Dragon Finder.

Our Second Life for Ponds and Ponds in the Landscape projects have come to an end but both projects have left an amazing legacy. We have created and restored a number of habitats and have two terrific new publications. The research findings from Second Life for Ponds are well documented in a comprehensive report, and a leaflet for

farmers from our Ponds in the Landscape project is being widely distributed.

Our London Living Water project is also drawing to an end. The success of this project has been spectacular. We couldn't in our wildest dreams have imagined that thanks to a City Bridge Trust grant of £98,600 we would leverage a further £375,879 for habitat work.

This year has been fun, besides the obvious enjoyment that the Froglife staff and volunteers get from being out and about on their projects, we have also hosted some wonderful events as part of our Tuppence a Toad campaign. We launched the campaign in October with a *Tucking in the Toads* evening. The Green Pathways project took part in National Science and Engineering Week through hosting a 'giant' Toads on Roads exhibition, and in April we hosted

a fundraising event titled *An Evening at Toad Hall*. All of these events, although exhausting for staff, were very successful and thoroughly enjoyed by everyone, including the exhausted Froglife team!

We hope you enjoy reading about all of this further on, Froglife has certainly had a good year, but we would not have been able to achieve any of this without the ongoing support of our partners, donors, friends and other long standing supporters, volunteers, staff and trustees. So a very big THANK YOU to everyone who has helped us in any way over the past year, this success is as much yours as it is ours.

*Kathy*

Kathy Wormald, CEO

*Lin Wenlock*

Lin Wenlock, Chair of Trustees



Photos: Frogspawn by Laura Brady/Froglife; Bridge by Eilidh Spence/Froglife;  
Stepping stones by Lucy Benyon/Froglife; Flask by Jodie Coomber/Froglife;  
Puddle by Francesca Barker; Road sign by Vicky Ogilvy/Froglife



**FROGLIFE - Community  
Conservation in Action**

**WILDLIFE AMBASSADORS**  
New skills and training  
for NEETs

**Green Pathways**  
Work completing  
June 2011

**MY WILD LIFE**  
New for 2011





## Making a difference to people's lives.

For the last three years the **Green Pathways** scheme has been providing an outdoor learning experience for young people who have been identified as vulnerable or disadvantaged. Alas, our BBC Children in Need and Tudor Trust grants will end in June 2011, meaning an end to Green Pathways for the time being. But the success of this project has been unimaginable - thousands of young people across the city have benefitted from it. In July 2010 Green Pathways received the 'Green Youth Group Award' at the Peterborough Evening Telegraph Green Awards. The project has also generated some intense media interest resulting in a visit by Countryfile's Julia Bradbury and Mike Dilger on behalf of The One Show. We are fundraising to continue this good work but in the meantime we bid a very sad farewell to Green Pathways and we thank everyone who has supported the project through financial contributions, volunteering, referring young people and in a host of other ways.

Our long-standing project with the Peterborough Youth Offending Service has gone from strength to strength - it's been a very busy and successful period of time for the **Froglife Active Conservation Team** (formerly the Peterborough Environment Enrichment Project) and its role within Froglife. Bearing in mind the often chaotic and disjointed lifestyles of the clients, the success stories are a better reflection of the project's achievements than some of the statistics. Individual success stories include:

- MN voluntarily came back after his reparation ended to complete his project. Feeling inspired, he is now attending a carpentry course at college.

- LD has attended eight sessions on a one-to-one basis and despite ADHD has produced some fantastic artwork, often painting for hours at a time.

- PT took pride in educating other young offenders about amphibians after helping to completely restore two ponds.

- ND enjoyed himself so much that he has since voluntarily turned up for Saturday sessions and has asked if he can return in the school holidays.

This year, thanks to a grant from Natural England's Access to Nature fund, we have started a project working with individuals not in employment, training or education (NEETs). The project aims to provide training to **Wildlife**

**Ambassadors** in a variety of surveying, art and construction skills. The project has no age limits providing Froglife with an opportunity to reach a wide range of people. Each participant signs up to a six week team-focused training programme, then once this has been completed they can then progress on to a further six week personal project. Group projects have so far included recreating a toad habitat out of recycled materials for an exhibition and conducting a reptile survey on Hampton Nature Reserve. The Ambassadors have their own Facebook page where they can share photos and ideas.

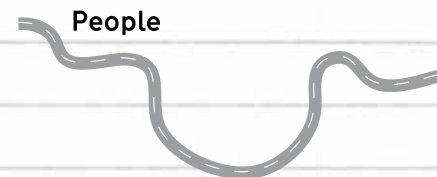
There were hearty cheers in the Froglife office when the Heritage Lottery Fund informed us that they had awarded a grant for the reminiscence project **My Wild Life**. It's still in its early stages but will shortly be bringing young and older people together to share their childhood memories of wildlife, particularly amphibians, reptiles and their habitats. Those taking part in the project will record interviews and produce an oral history DVD. It is hoped that the project will provide us with evidence on the perception of wildlife and its abundance or decline. More on this project next year when it will be well underway.

Froglife has welcomed numerous **volunteers** over the last year, from regular attendees at Hampton Nature Reserve to crucial helpers at sessions with young people. We've also had volunteers helping with less exciting - but just as important - tasks in the office. Several of our volunteers have gone on to find employment, which is good news for them but less so for us!

278

Froglife  
volunteers

People



"When I first met him he didn't say a word, to get him to even say his name was a struggle. There were a lot of strong characters in his group, which meant it was easier for him to hide in the background. During the second session we played a game called Grass Snakes, which is our take on hide and seek - when you find the person you have shout out "Grass Snakes!". This broke the ice and his confidence really started to develop. By the third session he was chatting away and joining in, even disagreeing with other people's ideas and having his own opinion. He has continued to progress and his teachers have witnessed improvements in all areas of social communication."

**Cacey Barks, Green Pathways Project Officer.**



**1986**  
Young people worked with on the Green Pathways scheme in the last three years

"I met Graham when I gave a talk about Wildlife Ambassadors to some NHS volunteers. Graham had been a young carer for his dad for 20 years and after his dad passed away last year he found it difficult to know what to do. He decided to join the scheme and has really enjoyed it. He's been great with the group, not only gaining experience himself, but assisting others who have learning disabilities. After completing his group project Graham continued to volunteer with Froglife and we were really pleased to learn that he has recently found employment as a care worker."

**Laura Brady, Wildlife Ambassadors Project Officer**

"David worked hard during his sessions but found it hard to know what his next step should be; he'd also just had his college course cancelled. I introduced David to our Wildlife Ambassadors scheme. He worked really well with everyone and at the end of the project managed to get himself back into college. He now wants to continue with Froglife as a volunteer."

**James McAdie, FACT Project Officer**

**1260**  
Trained in new skills through the London Living Water project

**228**  
Young offenders benefitting from the FACT project



**24**  
Local schools and organisations worked with on the Green Pathways scheme



"I've noticed a great improvement with the adults attending the Wildlife Ambassadors scheme; all four suffer from severe learning difficulties and problems with physical health. Lee told me that it was 'the best fun I've ever had' and Katie said she felt life 'a family' in the group. *The THERA Trust* Ambassadors have started their six week personal project, creating a wildlife garden and fundraising for Froglife."

**Ann Marie, The THERA Trust**

"Sorry to hear that the Green Pathways funding is coming to an end. I hope you are able to secure additional funding so that sessions may continue. May I take this opportunity to thank you for your involvement with our students... they have all thoroughly enjoyed the sessions and it has given them a greater understanding of environmental issues. To have this facility in the local area has been something which has been lacking in recent years and, considering the benefit to Peterborough and our students, it will be sorely missed. The enthusiasm and commitment displayed by our children to the projects they have been involved in is testament to the hard work and dedication of you and your team. We have witnessed an increase in children's determination, concentration and respect for the natural world."

**Staff at St George's KS2 Centre.**

**31**  
Wildlife Ambassadors taking part in the taster sessions and first group





"Helena suffers from selective mutism. She tried to go to college last year but found it too difficult. I knew she loved wildlife and wanted to work in this area in the future so Wildlife Ambassadors was a great opportunity. I did have concerns that she would find it difficult to work in a group or be able to get herself to the sessions. But Helena has gone through a complete transformation, she now has confidence to travel on her own to the sessions, she is chatty with the group and joins in with activities. I think her greatest moment came at the National Science and Engineering Week exhibition when she felt confident enough to teach a group of people how to make origami frogs. I couldn't believe the change in her in just six weeks".

Heidi Lester (Case worker), B-18 Services

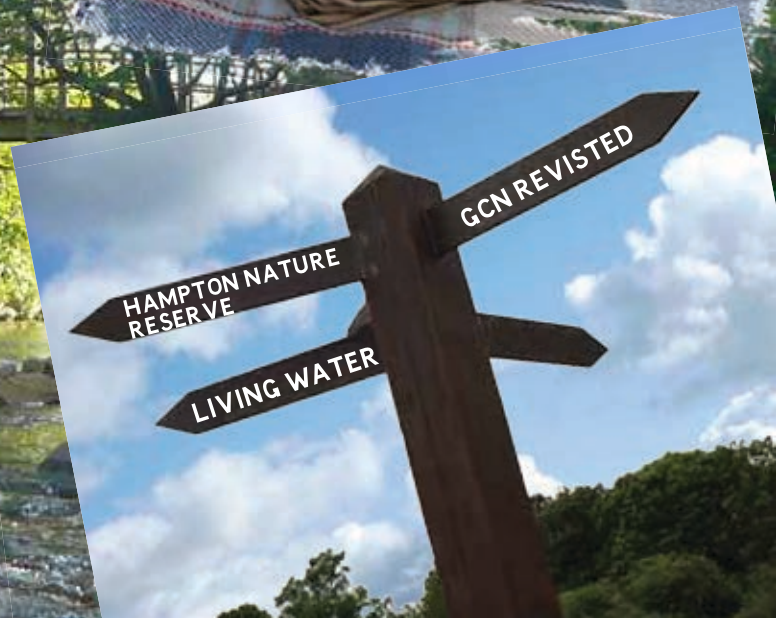
Photos: This page: Helena with a slow-worm by Laura Brady/Froglife.

Facing page: Planting in the pond by Natalie Giles; Great crested newt by Laura Brady/Froglife; Digging a pond by James McAdie/Froglife



Photos: Pond by Sam Taylor/Froglife; Picnic basket by Jodie Coomber/Froglife; Wooden sign by Lucy Benyon/Froglife; Bridge by Cacey Barks/Froglife; Man in hat by Francesca Barker; Grass snake by Barry Kemp

The Living Water project is working on 23 sites in Glasgow and North Lanarkshire





## Making a difference in key landscapes.

The Cambridgeshire Living Water project has drawn to an end with the completion of both the **Ponds in the Landscape** and **Second Life for Ponds** projects. These three year projects have made an enormous contribution towards biodiversity in the region - they have not only created and restored a number of urban and countryside habitats but have also produced two great publications. **Second Life for Ponds** was a research project undertaken on Hampton Nature Reserve, testing various pond restoration methods against creating new ponds. The results analyse the impact of the work on aquatic invertebrates, amphibians, aquatic plants and water quality. The complete report can be downloaded from our website. The **Ponds in the Landscape** project has, in partnership with the Farming and Wildlife Advisory Group (FWAG), produced a leaflet for farmers and other landowners. This informative booklet is being distributed through FWAG and Froglife and is available to download from our website. We would like to thank SITA Enriching Nature and Natural England's Countdown 2010 Biodiversity Action Plan for supporting this work.

The **London Living Water** project has now also come to an end, but it has left a wonderful legacy in many London boroughs, including 23 ponds created and 49 habitats restored. A stunning £474,479 was donated over three years for habitat creation, restoration and community and volunteer involvement. The project has received funding from City Bridge Trust, Cory Environmental Trust in Britain, Grantscape, Million Ponds Project, SITA Enriching Nature, Biffawards, Veolia and Heritage Lottery Fund.

Thanks to a grant from WREN we have expanded the **Glasgow Living Water** programme into North Lanarkshire. We now have two full time Project Officers and two seasonal Field Workers working on the project. The team are working the region and have already created 22 ponds and six terrestrial habitats.

**Great Crested Newts Revisited** is helping to build our knowledge of great crested newt populations in London. The last city-wide survey was carried out in 1984 and by re-surveying and restoring habitats we hope to give this rare species a boost. This SITA Enriching Nature funded project has now entered into its second year. Year one proved hectic - 344 survey visits across 43 sites - but very successful. So far six great crested newt habitats have been restored.

Froglife continues to manage **Hampton Nature Reserve** on behalf of landowners O&H Hampton Ltd. Thanks to grants from Peterborough City Council Natural Networks and Natural England's Conservation Enhancement Scheme, we have been able to carry out essential restoration work on some of the ponds. These were ponds at an advanced succession stage and it is hoped that the restoration work carried out will greatly enhance their biodiversity value. So far six ponds have been completely restored and three partially restored.

Following previous training sessions we now have regular bird, butterfly and dragonfly surveys being carried out and of all the sites available to them The Wildlife Trust for Bedfordshire, Cambridgeshire, Northamptonshire and Peterborough chose to conduct their water vole training at the Reserve.

**Policy** remains a crucial part of our work. Froglife is lead partner for the London Standing Water Habitat Action Plan and the Cambridgeshire Pond Habitat Action Plan. We are also represented on the London, Glasgow and Cambridgeshire and Peterborough Biodiversity Partnerships and are a member of Scottish Environment LINK.



Key landscapes



"I hope our wildlife pond will encourage other Friends groups to follow us in building ponds."

**David Macdonald, Chairman, Friends of Downhill Park**

54

**Ponds created across the UK**

"I found lots of frogs here a few weeks ago. I wanted to take them home but I remembered that you said that the pond was their home and it was more fun to come and watch them here. So I came back with my dad and dog to visit them."

**School child after an educational session with the Glasgow Living Water team.**

43

**Habitats created and restored**

"Dear Alex, I know I speak for the whole of the Wroxham team in saying that we really found your ideas today inspirational. The idea of being able to realise such a significant creative vision in that lovely but underused space on the grounds really fires the imagination... I just wanted to say thanks so much for the visit! We feel very grateful and lucky to be partners with you."

**Anthony Borden, IWPR**

38

**Ponds restored across the UK**

"Ponds, especially ones that are designed and managed for wildlife, are far apart and few in number in a heavily urbanised borough like Lambeth. All of these new ponds are in places where access to natural space is always very limited, giving people living and working in Lambeth much better access to a series of water bodies that they can use for learning, relaxation, volunteering and most important of all, a greater understanding and appreciation of nature on their own doorstep."

**Dr Iain Boulton, Parks Project Officer, London Borough of Lambeth.**

72

**Management and surveying sessions on Hampton Nature Reserve**

"In particular I would like to thank Rebecca Turpin for her advice and support which has proved invaluable. She has been crucial in securing funding for the park that will take the biodiversity agenda forward in ways that we would not have been able to imagine without her enthusiasm and support."

**Michael Rowan, Director of Mile End Park**





"Hidden behind Green Lanes in Haringey, the lush vegetation of Railway Fields Nature Reserve blocks out the noise from surrounding streets, creating a peaceful, safe haven for wildlife. This former British Rail goods yard has been transformed in recent years and in 2004 was awarded Green Flag status for maintaining excellent standards in a public park. Unfortunately the wildlife pond developed a leak but thanks to Froglife's Living Water project, and funding from the Heritage Lottery Fund, it was restored in 2010 - much to the relief of the local amphibian population. At only a hectare in size this hidden treasure is one of only three local nature reserves in Haringey, and provides vital habitat for a variety of wildlife. The site also benefits the local community, each year it welcomes over 1,500 children from local schools."

Rebecca Turpin, Living Water Project Officer

Photos: This page: Railway Fields pond by Rebecca Turpin/Froglife.

Facing page: Volunteers by Alex Draper/Froglife; 'Digging a pond' and 'Common frog' by Daniel Piec; Windlaw pond by Eilidh Spence/Froglife



Photos: This page: Toads on Roads sign by Dawn Leppard  
Facing page: Common lizard by Sivi Sivanesan/Froglife;  
Grass snake by Laura Brady/Froglife





## Making a difference for amphibians and reptiles

This year toads took centre stage at Froglife with the Tuppence a Toad campaign. (more on page 17). We're aiming to raise some much needed funds and awareness for the **Toads on Roads** scheme, in particular those very dedicated Toad Patrollers who give up their time to help desperate toads cross the road.

There are now around 200 active Toad Patrols all over the UK. Spring 2010 provided some excellent 'toad weather' and as a result more toads were helped than ever before.

We were pleased to hear that long-term Toad Patroller Helen Hobbs had received an International Fund for Animal Welfare (IFAW) Animal Action Award for her dedication to helping toads. Helen coordinates the Patrol in Charlcombe, Bath.

A **national survey of amphibians and reptiles in gardens** was launched in spring 2009 as a joint venture by the British Trust for Ornithology (BTO), Froglife and the Amphibian and Reptile Conservation Trust (ARC). Using a questionnaire-based approach, the survey set out to collect information on which reptile and amphibian species were present in gardens and what factors (both within and surrounding individual gardens) might influence species occurrence. Unsurprisingly, common frogs were the most frequently reported garden amphibians (in 89% of gardens). The slow-worm was the most commonly reported reptile (16% of gardens).

At a wider landscape level the study highlighted generally positive associations between reptiles/amphibians and rural landscapes, and generally negative associations with urbanised landscapes.

The full report can be downloaded from our website [www.froglife.org/research](http://www.froglife.org/research)

In 2005, Froglife undertook a public survey of common frogs (*Rana temporaria*) in gardens across the UK. Due to the success of **Frogwatch** the survey has been carried out annually ever since. One of our volunteers analysed the results that have been obtained over the past five years and compared these to the findings of 2005. The results can be downloaded from our website: [www.froglife.org/frogwatch](http://www.froglife.org/frogwatch).

December 2010 brought the end of our year-long **Reptile Rummage**, funded through the Cambridgeshire and Peterborough Biodiversity Partnership Fund. The aim was to encourage the celebration of allotments as crucial urban lifelines for reptiles, to seek baseline information on reptile populations on allotments in Cambridgeshire and Peterborough and to produce advice materials in order to help allotment holders make the most of their space for reptiles. Following events, interviews and calls for data to be submitted online, we recorded information from 78 allotment holders, resulting in over 50 reptile and amphibian records for the area.

Frog disease remains a worrying issue and we have continued to work in partnership with The Zoological Society of London and the Centre for Environment, Fisheries and Aquaculture Science. Our **Frog Mortality Project** database is currently informing a PhD research project.

831

Toad crossings





"We were really taken with the nomination of Helen Hobbs via our *Animal Action Awards* partner the Sunday People newspaper. We are delighted that she has accepted the award for dedicating her time to co-ordinate teams of volunteers to rescue toads and frogs."

**Josey Sharrad, Campaigns Manager, IFAW UK**

72

**New toad crossings registered**

Significant relationships between the occurrence of individual reptile and amphibian species and particular features within or surrounding the garden were identified:

- Rates of occurrence showed a general pattern of increase with increase in garden size.
- The permeability of the boundary features was found important. Biotic features such as walls, buildings and fences tending to be negative, and biotic features such as hedges positive.
- Ponds are important for the presence of amphibians and grass snake.
- Compost heaps, log-piles and piles of rubble are positive, whereas plastic compost bins are not.

**BTO, Froglife & ARC garden survey**

3806

**Forms completed for the BTO/Froglife/ARC survey**



"A great day again with the Froglife posse today. Perfect warm sunny weather and the surveying went fantastically well. Slow-worms and common lizards spotted on the reptile side of things and small heaths, common blues, holly blues, green hairstreaks, small and large whites and a peacock spotted on the butterfly survey."

**Ashlea Jarvis, Wildlife Ambassador carrying out a surveying project**

"By finding out which allotments are home to these reptile species, we are taking the first step toward making sure these important populations are protected, should the allotment sites become threatened in future."

**Jules Howard, Reptile Rummage Coordinator**



3

**Percentage of gardens inhabited by great crested newts in 2010 (Frogwatch)**

73874

**Toads helped across roads in Spring 2010**

53

**Records generated from the Reptile Rummage project**

"Twenty years ago public concern surrounding unprecedented frog mortalities prompted the inception of the Frog Mortality Project (FMP) by Froglife and the Zoological Society of London. Though not the first time the public has contributed significantly to scientific research, the FMP was conceived before the internet age and the coining of the term 'citizen scientist'. In this context, Froglife should remain extremely proud of the FMP, which has now collated more than 5,000 reports of unusual frog death in Britain."

**Stephen J Price, PhD candidate, Queen Mary University London**



"I was nervous and excited about taking part in my first toad patrol. I work with newts, so while I know the theory around toad crossings, toads are still just the cute amphibian that I see while surveying for my first amphibian love! So I had odd thoughts going through my head as I made my way to Ham Common one March evening: what if we don't have that many volunteers? What if all the animals decide to turn up at once? What if the numbers are so high that they form a carpet under my feet and I end up stepping on one?! Luckily, this new Patrol of local volunteers has been working closely with the Ecology Officers in the London Borough of Richmond, Froglife and the London Amphibian and Reptile Group (LARG) and they put my mind at ease. The Patrol is headed by the couple who first noticed the dead toads and reported them to the council, Diane Slater and Jonathan Fray. As a result of their hard work there is a temporary fence in place along the area where most of the toads cross as well as new toad warning signs and lots of enthusiastic Toad Patrollers ready to pick up some toads; there is even a planned temporary road closure. In the end, the night went really well and between 530pm and 930pm we saved 116 toads and one frog! I'll be back again on following nights while the toads are still moving, a little less nervous, but loving the experience all the same."

Sivi Sivanesan, London Great Crested Newt Project Officer and first-time Toad Patroller



Photos: This page: Common toad by Laura Brady/Froglife.

Facing page: 'Adder' and 'Smooth newt' by Matt Wilson; Common lizard Laura Brady/Froglife





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Photos: 'Walk in the woods' and 'Sign on gate' by Lucy Benyon/Froglife; Smooth newt by Sam Taylor/Froglife; Wellies by Francesca Barker; Globe by Sivi Sivanesan; Slow worm by Laura Brady/Froglife



## Making a difference through effective communication

Froglife has been reaching more people than ever before. We completely rebranded in summer 2010, with a new logo designed by resident artist, and Deputy CEO, Sam Taylor. Our new look **website** was well received and had over 40,000 visits during the last year, including 7,894 visits to Just Add Water, the section of our website providing advice on building ponds.

We have also been expanding our social media presence and have a steadily growing group of followers on **Twitter**. We've also notched up an ever-increasing 238 'fans' on **Facebook**.

We sent out 59 **Croaks** (e-bulletins) and featured in various local newspapers, on regional radio and on BBC1's The One Show.

Our **Wildlife Information Service** continues to deal with thousands of enquiries via phone calls, emails and through new social media outlets. Unfortunately the service remains unfunded.

This year toads took centre stage at Froglife with the **Tuppence a Toad** campaign. The campaign objectives are twofold: (i) to raise awareness of the issues facing toads who have to cross busy roads to reach breeding ponds and (ii) to raise much needed funding for our Toads on Roads project.

All of our projects have had a toad focus either through creating and restoring toad habitats, educating people about toads or raising awareness through an exhibition. We've held two competitions for the public to get involved in - designing a notelet (the winning eight designs are available to purchase) and suggesting names for our two campaign mascots. Ecologist and presenter Mike Dilger had the honour of picking the winners - Widdy and Wigbert!

This year's **Newt Year Honours** also had a toad theme, with Toad Patrollers, toad enthusiasts and famous toads all receiving awards.

Over the last year we have held and attended various **events**, helping to spread the Froglife word. These include Gardener's World Live, Bird Fair, the Glasgow Show and Springwatch's Family Nature Festival at Alexandra Palace.

We have hosted two events as part of the Tuppence a Toad campaign - we launched with **Tucking in the Toads** in October, where we said goodnight to toads as they went into hibernation, and in April 2011 we hosted **An Evening at Toad Hall**, aimed at putting the fun into fundraising. The night was a huge success with nearly £8,000 being raised.

Froglife staff and volunteers, as well as members of the public, have all been doing their bit for the campaign. Froglife CEO Kathy Wormald and young volunteer Amy Hamlett carried out a 6000m sponsored swim between them and ex-Froglifer Jules Howard completed a 100km 'Toad Dash' last October. In December, Bristol-based band The RiffToads held a gig in our honour and will continue to raise money for the campaign during 2011.

Froglife once again took part in **National Science and Engineering Week (NSEW)**. This year's theme was communication and participants in our Green Pathways and Wildlife Ambassadors schemes created an exhibition that used different methods to communicate the plight of Toads on Roads. Hundreds of people visited the display in the city centre, where a giant papier mache toad lollipop lady stood guard at a toad crossing. Visitors could also use the 'Scales of Justice' to look at the amount of toads killed every year on our roads. The exhibition was Highly Commended in the NSEW Event Awards.

In early 2011 Froglife launched a new publication: **Urban Tails**. This is a complete guide to amphibians and reptiles in urban environments, from how to identify them to where you might find them. The booklet will be widely distributed. A Scottish version is in the pipeline. Spring 2011 also brought a second edition of our popular **Just Add Water** publication, thanks to funding from World of Water.

Visits to Froglife website: 40,303

Communication

"I am very pleased that my voice for Toad in *Wind in the Willows* helped raise the profile of these wonderful creatures. Along with many of their amphibian friends, they need all the help they can get as; like so many of our indigenous wildlife, they are struggling to maintain their numbers. Despite the fact that they are not the prettiest species on the planet, I am always very happy to know that they are doing their own thing in my own garden and so I am very pleased to accept this honour on their behalf."

**Sir David Jason on receipt of his 2011 Newt Year Honour**



**640**  
Twitter followers

**7786**  
Pounds raised  
at An Evening at  
Toad Hall

"I am proud to be able to add NYH to my name. Gabriel is croaking with delight too"

**Peter Firmin, co-creator of Bagpuss and recipient of a 2011 Newt Year Honour.**

"Willie couldn't have been more charming and the whole evening was a hoot. Thanks to all concerned..."

**Mike Dilger, ecologist, presenter and guest speaker at An Evening at Toad Hall.**



**16898**  
Visits to the  
information and  
advice section  
of the Froglife  
website

"Lolita and I had a truly smashing time. This was due in no small part to the slick organisation, efficiency and obvious enthusiasm of your team... It was a memorable occasion."

**An Evening at Toad Hall attendee**



"Well done to everyone at Froglife for Saturday evening's event which my wife, our guests and myself thoroughly enjoyed...everyone at the Charity should be congratulated for making the event so successful, especially since it is the first time that you've organised something like this. It certainly stood head and shoulders above a number of other, long standing charity events we've attended over the years. I hope it helped in what are becoming increasingly difficult financial times."

**An Evening at Toad Hall attendee**



**51**  
Press releases  
and news stories

"Widdy is rounded, bold, and fearless (like Anne Widdecombe in 'Strictly') and she keeps coming back!"

**Competition winner Melenie Francis on why she chose to name the toad Widdy.**

**1816**  
Croak subscribers

"The scales really work; I can't believe how many toads die each year."

**Visitor to the NSEW Toads on Roads exhibition**



"Froglife has had some great press coverage this year, with a little help from famous faces to get our messages out there. It's really helped the issues facing reptiles and amphibians to reach millions of people. Daniel Roche from 'Outnumbered' launched one of our London projects and talked about toads in national newspapers, Mike Dilger from the BBC's One Show visited our allotment to find out about our Children in Need funded work, and we've also popped up in local papers and on regional radio stations across the country. We were really excited to get snooker-legend Willie Thorne on board for our new Wildlife Ambassadors project - he attended the project launch and our fundraising evening in April where he did an excellent job as auctioneer. We're now on the look out for more celebrity Ambassadors..."  
Samantha Taylor, Communications Coordinator and Deputy CEO



Photos: This page: Filming The One Show by Sam Taylor/Froglife.  
Facing page: 'NSEW' and 'Common toad with tuppence' by Laura Brady/Froglife  
Sam and Mr Toad by Nick Larkin; Daniel Roche and a toad by Geoff Caddick/Press Association



**Froglife would like to thank the following organisations for their help, support and funding:**

Abbey Charitable Trust, BBC Children in Need, Biffaward, Better Together Volunteers, British Trust for Ornithology, BTCV, Cambridgeshire and Peterborough Biodiversity Partnership, Centre for Environment, Fisheries and Aquaculture Science (CEFAS), The City Bridge Trust, Clyde River Foundation, Cory Environmental Trust in Britain, Cross Keys Homes, The Dulverton Trust, Ecominds, The Ernest Cook Trust, Farming and Wildlife Advisory Group, Glasgow City Council Landfill Community Fund, Glasgow Natural History Society, Grantscape, Groundworks West London, Haringey Council, Heritage Lottery Fund, The John Spedan Lewis Foundation, London Amphibian and Reptile Group, Mears Ltd, Natural England: Access to Nature, Natural England: Conservation Enhancement Scheme, Natural England: Countdown 2010 Biodiversity Action Fund, North Lanarkshire Council, O&H Hampton Ltd, Peterborough City Council Natural Networks, Peterborough Youth Offending Service, Scottish Natural Heritage, SITA Trust, The Tudor Trust, University of Glasgow, Veolia Environmental Trust, WREN Waste Recycling Environmental, YMCA, Young Lives & Zoological Society of London.

**We would also like to thank our corporate supporters** ACO, CSS Copiers, GKL Group, Greenwillows Associates Ltd, Herpetosure, John Muir Country Store & World of Water.

**And finally, thanks to all the dedicated staff, trustees and volunteers who make Froglife what it is.**





## Making a difference in the future

As is always the case at Froglife we have lots of new ideas in the pipeline. The **Living Water** programme has proved a great success with enquiries coming in all the time for us to work in new areas. We have therefore decided that this is definitely an area of work that we want to expand. We are now in the process of securing funding for a project in the Midlands and are also investigating possibilities of expanding into other areas in Scotland.

Although the London Living Water project has officially ended we recently received a grant from Biffawards to create one new pond and carry out a major restoration/enhancement of another at Greenwich Royal Parks. The work will be carried out in summer 2011. As lead partner in the London Standing Water HAP we will undoubtedly be looking for future opportunities.

Thanks to the support of the Heritage Lottery Fund we are currently developing a new project. **Leapfrog** will provide us with a wider East of England focus, working with schools and local communities. It will work with eight schools (three in Hertfordshire, three in Norfolk and two in Peterborough) to create educational ponds; in addition we will be creating a network of satellite ponds to ensure connectivity. The sites will be used to host demonstration and open days and training will be provided to encourage and support others in their creation of new habitats. A central element of the project is to provide advice on how to maintain the habitats and also, importantly, how to use the facilities for educational purposes.

**Dragon Finder**, another project in development thanks to the HLF, will help develop a London-wide focus as it will be working across all boroughs! The nine-month development phase for this project will be starting in June 2011. The project will consist of many different facets from 'hard core' data collection, to community engagement and public awareness. We have some pretty unusual ideas up our sleeve but, again, more next year when we have completed the development phase!

It's hoped we will secure project grants for both of these projects after their development phases have been completed.

We are currently seeking funding to operate **Green Pathways** in Glasgow and, as already stated, are trying to secure second round funding for the scheme to continue in Peterborough.

Froglife is set to move into Europe in the near future. We are currently in discussions about giving **Toads on Roads** a European focus and are also talking to another partner organisation about developing a **European exchange programme**.

**So watch this space... the Froglife 'wild journey' continues...**

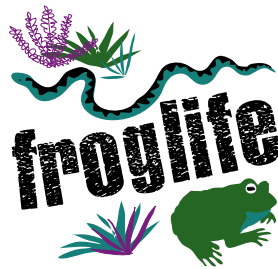


**Froglife 2011/12  
(and beyond)**



**The Future**

Thank you for travelling with Froglife,  
we hope to see you again soon....!



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

**Froglife**

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