

FROGLIFE STRATEGY 2023-2030

The Froglife Trust

*Leaping forward for amphibian
and reptile conservation
Working together to save the species*



TRANSFORMING LANDSCAPES

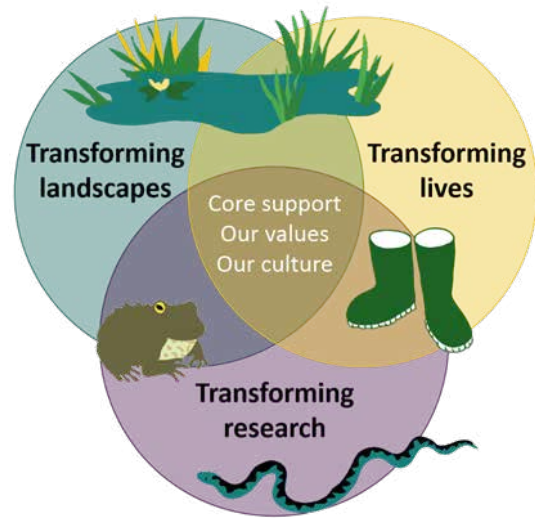
TRANSFORMING LIVES

TRANSFORMING RESEARCH



FOREWORD

This strategy builds on the success and growth Froglife has achieved in previous years. We have focused on a set of clear aims outlined in the “Froglife Strategy” which provides a simple public overview. These are then broken down into 4 supporting strategies; Transforming Landscapes, Transforming Lives, Transforming Research and Evolving Froglife. We have extended the duration of this strategy to align with wider national and international targets set out in the Environment Act and 30X30 agenda.



Transforming Landscapes: conserving and creating the habitats our species depend on.

Transforming Lives: engaging people from all walks of life.

Transforming Research: finding out more about how to conserve our species.





Froglife's vision is a world in which reptiles and amphibian populations are flourishing as part of healthy ecosystems.

Froglife's Mission Statement: We make practical differences to improve amphibian and reptile habitats. We engage diverse communities and encourage learning about wildlife conservation. We inform global research on amphibians and reptiles.

OUR VALUES

Creative:

We use innovative, imaginative, inspiring means to tackle conservation issues. We adapt our skills to face new challenges with flexibility.



Friendly:

We take a friendly approach in all that we do, so everyone we meet and work alongside feels welcomed and valued.



Collaborative:

We share our skills and knowledge to help inform the work of a wide variety of other organisations and achieve our goals.



Inclusive:

Equality is at the core of our work. We have empathy and respect for others and actively engage with people of all ages, abilities and backgrounds.



Committed to Quality Delivery:

We are committed to excellent standards in all elements of our work. We routinely apply effective evaluation to ensure high quality delivery.



Specialists in Our Subject Area:

We specialise in habitat management, amphibians and reptiles, as well as working with disadvantaged and vulnerable groups in our communities. We are very experienced in habitat management. Engaging disadvantaged groups is very important to us, as is effective evaluation.



Evidence Based:

We use evidence based research throughout our work, from both published research and our own data.



Positive and Willing to Celebrate Success:

We take a positive and upbeat view of our work and celebrate both individual achievements as well as team successes.



FROGLIFE STRATEGY

Leaping forward for reptiles and Amphibians; our strategy to 2030

Aims & Objectives



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A1 Champion UK amphibians and reptiles; currently these species are underrepresented, misunderstood and persecuted.

objective Represent amphibians and reptiles in the wildlife conservation sector, in national policy decisions and the media.

A2 Halt the decline in UK reptiles and amphibians.

objective Define conservation status of Amphibians and Reptiles on a 5 yearly basis starting with a realistic baseline in 2025.

A3 Improve habitat availability and connectivity for reptiles and amphibians in the UK.

objective Increase suitable habitat for reptiles and amphibians as a result of our projects across the UK.



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A4 Engage diverse communities across the UK in amphibian and reptile conservation.

objective Expand our reach in areas of multiple deprivation.



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A5 Improve international understanding of the impact that different conservation actions have on reptiles and amphibians.

objective Increase the number of actions that have evidence underpinning them against the current synopses on Conservation Evidence.

EVOLVING OPERATIONS



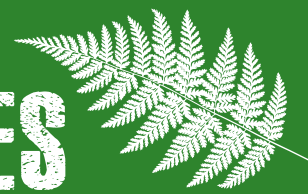
A6 Lead in environmental sustainability.

objective Make ourselves net zero in carbon by 2030.

A7 Lead as a best practice employer.

objective Integrate data systems underpinning all activities by 2030.

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Aims and Targets

Aim 1: Increase the availability of freshwater and terrestrial **habitats** for reptiles and amphibians.

Target: Increase total area of habitat improvements to 5,000 ha by 2025 and 10,000 ha by 2030.

Aim 2: Carry out **landscape scale** conservation projects.

Target: Deliver 5 large scale landscape scale conservation projects by 2030.

Aim 3: Improve connectivity between sites by creating **wildlife corridors**.

Target: Create 2 wildlife corridors between key habitats by 2030 and 20 Neighbourhood Wildlife Corridors by 2030.

Aim 4: Maintain favourable status at Froglife managed **reserves** and **project sites**.

Target: Publish favourable evaluation report of condition monitoring at Froglife reserves and 1,3,5 and 10 year site assessments of project sites by 2030.





Aims and Targets

Aim 1: Ensure Froglife is fully **inclusive** and has good representation from all backgrounds.

Target: Equality statistics of staff, volunteers and participants reflect those for the UK population by 2030.

Aim 2: Expand Froglife's **reach** particularly focusing on people who are new to conservation and from areas of multiple deprivation.

Target: Engage over 50,000 people annually with Froglife activities by 2030, mainly from areas of multiple deprivation across the UK.

Aim 3: Progress people on their **wildlife journey**.

Target: 90% of people that take part in Froglife activities (and provide evaluation data) report they have progressed in at least one area of the Froglife Curriculum*.

*available on the Froglife website.



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Aims and Targets

Aim 1: Provide evidence for **population trends** for the 9 “common” UK amphibians and reptiles.

Target: Carry out historic data review by 2025 and increase quantity of data collected by 50% by 2030.

Aim 2: Carry out applied research into the impacts of different **conservation actions**.

Target: Meet our commitment in the “routine testing of management” paper to test one intervention per year by 2025, and exceed this by 2030.

Aim 3: Act as the public portal for amphibian and reptile **disease mortality reports**.

Target: Actively engage and support the national Garden Wildlife Health project.

Aim 4: Ensure Froglife **data** is integrated, open source and can be used at scale.

Target: Submit all Froglife data to NBN by 2025. Improve quality and quantity of data submitted by 2030.



EVOLVING OPERATIONS



Aims

Aim 1: Maintain good **governance**.

Aim 2: Improve **infrastructure**.

Aim 3: Actively apply our **values**; Creative, Friendly, Collaborative, Inclusive, Committed to Quality Delivery, Evidence Based, Specialists in Our Subject Area, Positive and Willing to Celebrate Success.

Aim 4: Define **carbon footprint** and set strategy for reduction.

Aim 5: Evaluate the **strategy** regularly.

Aim 6: Maintain our innovative **digital technology** work, such as virtual reality.

