SONGBIRD SURVIVAL

England & Wales · Charity number 1085281

Details

Status	Registered
Legal form	Charitable company
Company number	04078747
Registered	2001-02-28
Register	View on the Charity Commission register

Contact

Address	SongBird Survival Po Box 311 Diss IP22 1WW
Phone	01379641715
Email	dawn-chorus@songbird-survival.org.uk
Website	www.songbird-survival.org.uk

Activities

Objects: 3.1 TO IMPROVE, PROTECT AND PRESERVE FOR THE BENEFIT OF THE PUBLIC THE POPULATION OF SONG AND OTHER SMALL BIRDS IN THE BRITISH ISLES WHICH ARE THREATENED WITH EXTINCTION OR ARE DECLINING IN POPULATION.3.2 TO ADVANCE THE EDUCATION OF THE PUBLIC IN THE SCIENCE OF ORNITHOLOGY AND IN PARTICULAR THE STUDY OF SONG AND OTHER SMALL BIRDS.3.3 TO CONSERVE NATURAL AND SEMI NATURAL HABITATS AND TO RECREATE HABITATS IN WHICH THE SONGBIRDS AND OTHER BIRDS MAY LIVE AND TO PROMOTE KNOWLEDGE OF CONSERVATION THROUGH EDUCATION AND RESEARCH

Activities: The objective of the charity is to improve, protect & preserve the population of song & other small birds for the benefit of national biodiversity & the public. It aims to achieve this by commissioning & funding scientific research, supporting the conservation & restoration of habitats, by education of the public & advocacy where changes in the law may be deemed necessary to protect songbirds.

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Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Animals, Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies

Geography

- **Area of benefit:** BRITISH ISLES.
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-09-30	£436,955	£558,260	-	-
2024-09-30	£407,558	£538,652	-	-
2023-09-30	£437,930	£401,823	-	-
2022-09-30	£460,392	£341,270	-	-
2021-09-30	£360,560	£266,105	-	-

Trustees

Name	Role	Appointed
Andrew Garthwaite		2026-03-24
Christopher Story		2025-03-20
Dr Julia Schroeder		2025-03-20
Gerald Kaye		2025-03-20
Jodie Holyoake		2026-03-24
NICKY OLIVER		2015-03-03
Sam Fuller		2025-03-20

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SONGBIRD SURVIVAL

England & Wales - Charity number 1085281

Accounts



SONGBIRD SURVIVAL REPORT & ACCOUNTS

FOR THE YEAR ENDED
30TH SEPTEMBER 2025

SONGBIRD SURVIVAL
Saving songbirds with science

A company limited by guarantee | Registered Charity No. 1085281 | Company No. 4078747

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Pied flycatcher

SUMMARY INFORMATION

DIRECTORS
Tom Leicester
(ret March 2025)
Clive Sherwood
(ret March 2025)
Colin Strang Steel
(ret March 2025)
Peter Roberts
(ret March 2025)
Nicky Oliver
Nick Forde
Steve Guest
Alison Spottiswoode
Julia Schroeder
(from March 2025)
Gerald Kaye
(from March 2025)
Keith Cowieson
(from March 2025)
Sam Fuller
(from March 2025)
Chris Story
(from March 2025)

CEO
Susan Morgan

INDEPENDENT EXAMINERS
Eric Southwick & Co
Chartered Accountants
51 The Avenue
Seaham
Co Durham
SR7 8NS

BANKERS
Handelsbanken
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Norwich, Norfolk
NR1 1BD

CHARITY ADDRESS
PO Box 311, Diss
IP22 1WW

REGISTERED OFFICE
50 Princes Street
Ipswich, Suffolk IP1 1RJ

REGISTERED NUMBER
4078747

CHARITY NUMBER
1085281
(Charity Commission for England and Wales)

INTRODUCTION FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER

THIS REPORT ACCOUNTS FOR ACTIVITY FROM OCTOBER 2024 TO SEPTEMBER 2025.



Left: Nicky Oliver
Right: Sue Morgan

Image: Andrea Gilpin

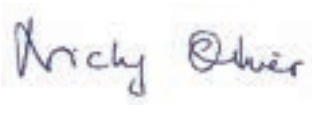
Twenty-five years ago, SongBird Survival was founded with a simple but powerful vision: to ensure that the songs of our gardens, towns and countryside never fall silent. Today, as we celebrate our silver anniversary, that vision feels more urgent than ever. This year's report reflects progress, innovation, and hope - delivered in a world that is changing faster than ever. The external environment is challenging. Economic pressures mean we must work harder to secure the income that sustains our mission.

From October 2024 to September 2025, we have taken bold steps to tackle the complex challenges facing UK songbirds. Our research programme continues to break new ground, with studies on nest predation, veterinary drugs, and environmental pollutants shining a light on hidden threats. These findings are driving real-world change, influencing policy and shaping conservation strategies.

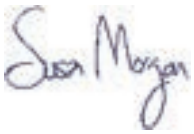
We have reached millions through campaigns and events. Our Veterinary Drugs campaign sparked national debate and policy action. National Robin Day brought communities together to help garden birds through the harsh winter months. And our SongBird Survival Garden at the RHS Chelsea Flower Show - created with the generous support of Project Giving Back and awarded a Silver-Gilt medal - captured imaginations and inspired practical action for wildlife-friendly gardens.

Education remains at the heart of our mission. The Ruby Robin Award engaged 28,000 children, doubling participation and proving that the next generation cares deeply about nature. These moments of connection give us hope for the future.

Supported by a strong reserves policy and financial resilience, we are ready to invest in the future. Together, we can turn the tide and ensure that the dawn chorus remains a soundtrack to life in the UK. Thank you for standing with us.



Nicky Oliver, Chairman



Susan Morgan, Chief Executive Officer

> *"In a demanding year for our sector, SongBird Survival has remained financially disciplined and strategically focused. This resilience reflects the shared commitment of our staff, Trustees, members, supporters and partners — and the strength that comes from working together around a clear, science-led mission."*
> Nicky Oliver,
> Chairman

> *"That shared commitment has driven real action. By harnessing independent scientific research, clear priorities and strong collaboration, we have delivered meaningful impact for songbirds at a time when their future has never been more uncertain — turning evidence into change when it matters most."*
> Susan Morgan,
> Chief Executive Officer

The Board of Trustees present their annual report, together with the accounts for the year ended 30th September 2025, which have been prepared in accordance with the statutory requirements and the charity's governing documents. The Board has adopted the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (FRS 102) in preparing the annual report and financial statements of the charity.

PRINCIPAL OBJECTIVES AND ACTIVITIES OF SONGBIRD SURVIVAL

OBJECTS

The principal objective of the charity is to improve, protect and preserve the population of songbirds and other small birds for the benefit of national biodiversity and the public. It aims to achieve this by commissioning and funding scientific research; by supporting the conservation and restoration of habitats; by educating the public and by advocacy where changes in the law may be deemed necessary to protect songbirds and other small birds.

OUR VISION AND STRATEGY

The charity's vision is to see resilient and balanced UK songbird (and other small bird) populations sustained through sound management strategies.

What this will look like: A resilient and balanced UK songbird population would ideally consist of healthy and diverse bird species, with stable or increasing numbers. These birds would be well-adapted to their habitats, able to withstand environmental challenges, and maintain sustainable breeding populations.

OUR AIM

To improve, sustain or halt the decline of songbird populations.

What this means: Each species is affected by a unique and complex mix of threats and circumstances which affect their population trend and status. Therefore, our strategy and aim for each species or family will be varied and different to enable overall achievement of our vision.



Blue tit

ORGANISATION STRATEGY

Our strategic goals encompass three key themes:



DRIVE IMPACTFUL CONSERVATION THROUGH SCIENTIFIC RESEARCH

We conduct scientific research that fills crucial gaps in our understanding of songbird conservation. By translating research findings into actionable strategies, we aim to make a tangible difference in the protection and preservation of songbird populations.

Our programme funds novel and innovative research across the whole of the UK, contributing to the conservation evidence base. Projects are prioritised for their potential to halt or reverse songbird declines and where they are supporting the species included in our most at-risk list.

In 2024/2025 two new projects were commissioned and two continued, with expert guidance and advice provided by our external Scientific Research Advisory Committee (SRAC) and internal scrutiny from our Research Sub-Committee.



PROTECT SONGBIRDS BY RAISING AWARENESS AND INSPIRING ACTION

Our focus in this goal is raising awareness about songbird population decline and its causes.

In 2024/2025 our campaigns motivated behaviour change and promoted ways to help songbirds based upon science.

Our Vet Drugs campaign, National Robin Day, and RHS Chelsea Garden all secured significant national and regional press and increased social media reach and engagement.



Wood warbler

SAFEGUARD THE MOST AT-RISK SONGBIRD SPECIES IN THE UK

Our goal is to address the issues facing these vulnerable species. By working closely with partners, we strive to implement targeted conservation measures.

To achieve resilient and balanced UK songbird populations, we focus on safeguarding the species most at risk. This includes commissioning new research or prioritising campaigns and education on threats and solutions.

The 'most at risk' list, reviewed annually, includes species like house martin, nightingale and willow tit. We'll consider factors including the IUCN UK list and steep population declines. This flexible approach ensures we adapt to changing species needs.

18 MOST AT RISK SPECIES: chaffinch, starling, greenfinch, swallow, house martin, sedge warbler, mistle thrush, wheatear, whinchat, spotted flycatcher, marsh tit, pied flycatcher, yellow wagtail, twite, wood warbler, nightingale, willow tit, hawfinch

RESEARCH STRATEGY

Working with the Scientific Research Advisory Committee of specialists and experts from Universities across the UK, we are implementing our five-year 2023-2028 research strategy.

The current programme of research stems from evidence gaps identified in our independent 2022 Evidence Review led by Professor Paul Dolman from the University of East Anglia and Dr Alex Lees from Manchester Metropolitan University. This helped us better understand the drivers of change in songbird species populations and pinpoint priorities of critical research where knowledge was limited, to better support the recovery of their populations. These included:

- the need to understand the importance of regional variation in predation pressures.
- a lack of understanding of the drivers causing declining trends in woodland species.
- identifying the cascading impact of supporting generalist species (e.g. through supplementary feeding of garden birds) on other species.
- resolving uncertainty around the impact of the decline of insects on songbirds.

As a result, two new research projects were initiated in 2024/2025, and it continues to feed the pipeline of projects.

There will be a progress review and strategy refresh in 2025/2026.



Willow tit

SCIENTIFIC RESEARCH

AIM:
To deliver a programme of independent scientific research targeting specific gaps in the conservation evidence base relating to songbird declines and prioritised relating to their potential to make a positive impact to achieve the organisational mission.

RESEARCH PROJECTS UNDERWAY IN 2024/2025:

META-ANALYSIS OF NEST CAMERA STUDIES – WHAT CAN NEST CAMERAS REVEAL ABOUT NEST PREDATION?

SongBird Survival collaborated with the University of East Anglia and the British Trust for Ornithology on a meta-analysis of avian nest-camera studies conducted across Britain and Ireland.

This research was published in August 2025 in the peer-reviewed journal Ibis and has given the most comprehensive analysis of predation events at birds' nests to date within England, Wales, Scotland and the Isle of Man.

THE AIM: To provide the conservation community with a clearer, more detailed understanding of which predator species are responsible for nest predation across different habitats.

Whilst predation is a natural part of the predator-prey cycle, it can disproportionately affect certain species - particularly those already in decline or confined to specific habitats. Predator management strategies are often contentious and may lack a foundation in robust scientific evidence.

KEY FINDINGS: Drawing on data from just over 200 nests involving both passerines and wading birds, the research identified a diverse range of predators including birds, mammals and even reptiles. The findings revealed that avian predators

VETERINARY DRUGS – DO FLEA AND TICK TREATMENTS FOR DOGS AND CATS HARM NESTING BIRDS?

WHAT IS THE NEED: Many species of songbird utilise hair or wool in their nesting materials. Little thought is given to whether that hair/wool is safe, but most livestock or companion animals have been treated with veterinary flea treatment at some point.

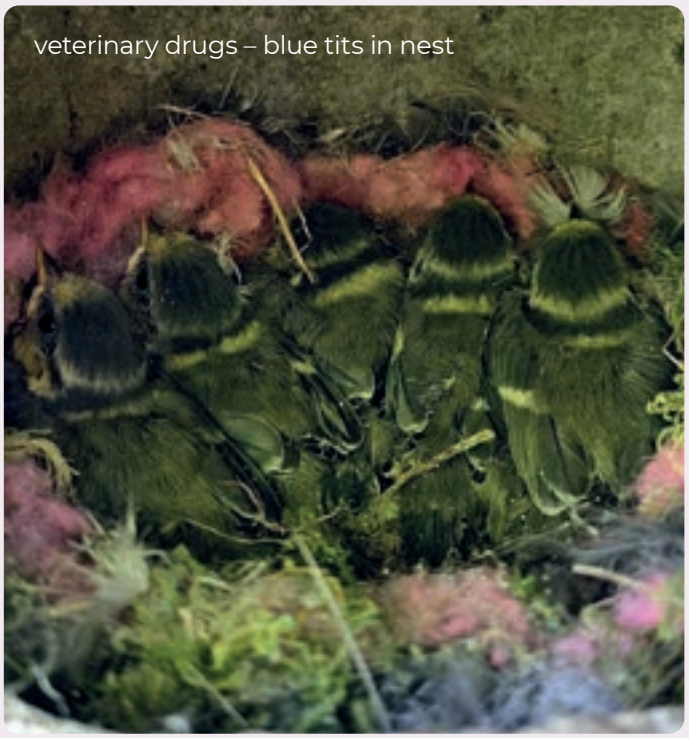
THE STUDY: This project looks at whether wool treated with 'spot-on' style flea treatments has any negative impacts on nesting blue and great tits. The progress of eggs and chicks provided with wool will be monitored over the breeding season to see if vet products can have unintended consequences to wildlife.

PROGRESS UPDATE: Dr. Cannelle Tassin de Montaigu, of the University of Sussex, continued her post-doctoral work with Professor Dave Goulson investigating how chemicals in pet flea treatments affect songbirds.

Spot-on flea treatments for dogs and cats often contain potent insecticides such as fipronil and imidacloprid. Because many birds use animal fur and hair to line their nests, the University of Sussex team enlisted volunteers from across the UK to collect bird nests found after the breeding season, so they could be analysed for chemical residues in the fur they contained.

KEY FINDINGS: From 103 nests examined - all from blue tits and great tits – every single one contained detectable levels of insecticides, with fipronil found in every single nest. The study also revealed a concerning link: nests with higher concentrations of these chemicals were linked to increased numbers of unhatched eggs and/or dead chicks.

These findings indicate widespread exposure of nesting birds to insecticides, with veterinary flea



veterinary drugs – blue tits in nest

treatments identified as the most likely source. The work is ongoing with further papers in the pipeline.

IMPACT: The results are informing our campaign for stricter environmental risk assessments for pet flea and tick treatments (page 15) and raising awareness of the issues amongst pet owners.



"No nest was free from insecticides in our study, and this significant presence of harmful chemicals could be having devastating consequences on the UK's bird populations."

Cannelle Tassin de Montaigu

posed a greater threat to nests located in the high canopy, whereas mammalian predators were more likely to target ground-level nests. Jays, members of the Corvid family, accounted for the majority (24%) of all identified passerine nest predation events in woodland.

The study delivered valuable insights but also revealed a major gap: that very few nest-camera studies exist for passerines. Further research is needed. Current findings should be interpreted with caution, as they represent a limited range of species and exclude key habitats such as peri-urban, urban areas and farmland.



Song thrush nest and eggs

NEW STUDIES COMMISSIONED IN 2024/2025:

ENDOCRINE DISRUPTING CHEMICALS – ARE POLLUTED WATERWAYS PUTTING SONGBIRDS AT RISK?

WHAT IS THE NEED: Research has shown that our waterways are increasingly polluted by a wide range of chemicals, yet little is known about how these pollutants affect wildlife. The study attempts to establish if there is a pathway from wastewater systems to songbird species and unpick how these chemicals impact reproductive success.

THE STUDY: In autumn 2024, PhD candidate Jenny Darby at Manchester Metropolitan University began investigating whether there is a pathway from chemicals from wastewater systems to songbirds, especially birds that feed on the wing like martins and swallows, as well as aquatic insect-feeding wagtails and dippers. If so, how may endocrine-disrupting chemicals (EDCs) specifically be impacting their breeding success.

PROGRESS UPDATE: Jenny has identified several field sites including wastewater treatment facilities that serve as insect-rich habitats for many bird species, particularly insectivores such as martins and swallows. From these locations she has collected water, sediment, and invertebrate samples to analyse concentrations of EDCs. Jenny has also taken part in bird ringing activities at Rutland Nature Reserve.

With a Home Office licence now secured, Jenny will begin sampling blood from wild songbirds in early spring 2026, focusing on Hirundines such as sand martins. This next phase aims to uncover whether exposure to EDCs is linked to changes in reproductive success.

IMPACT: The results may inform policy change with water companies and the Environment Agency.



"Following the completion of the first breeding season, I have collated breeding success data which shows significantly lower hatching success at polluted sites. So far this analysis is very preliminary as the actual chemical data is still to be analysed, but this difference is promising in terms of future results." **Jenny Darby**

RECREATIONAL DISTURBANCE – HOW ARE WOODLAND BIRDS IMPACTED BY OUR RECREATIONAL HOBBIES AND ACTIVITIES?

WHAT IS THE NEED: Whilst spending time in nature is highly beneficial for human health, there is now an emerging body of evidence that disturbance impacts may also adversely affect passerine populations in both open and wooded habitats. Despite this, there is limited research specifically focused on the impacts to songbirds.

THE STUDY: We are funding a PhD at Exeter University which is investigating both the ecological and social dimensions of recreational disturbance in relation to woodland songbirds. It will determine if breeding birds are impacted by their immediate area becoming 'disturbed' by walkers and their dogs and other recreational users, reducing settlement and breeding activity. PhD candidate Gavin Kellerman's research includes engaging with them to better understand their perspectives, priorities and behaviours.

PROGRESS UPDATE: In his first year, Gavin has identified key woodland sites within Dartmoor National Park that experience varying levels of recreational pressure. These sites are part of a long-standing, 50-year nestbox monitoring scheme, which includes species such as pied flycatcher, marsh tit, nuthatch, and redstart, some of which are in decline. Gavin is also conducting a comprehensive literature review to assess the global ecological impacts of recreation on songbirds.

IMPACT: This research will ultimately inform the development of more effective management and mitigation strategies to reduce the impact of recreational disturbance on wildlife. This could include working with landowners to reduce the impact of walkers on our wildlife through increased signage, seasonal closures, dog champions etc.



"Working in a UK-specific woodland context, I will begin by investigating the current impacts of recreation on a broad range of bird species, transition to an examination of the physical and social factors that inform the spatiotemporal dynamics of recreational disturbance, and end with an empirical trial of a novel mitigation strategy." **Gavin Kellerman**



DRIVING CHANGE: ENGAGEMENT, EDUCATION AND ADVOCACY

AIMS:

To provide the public with information and guidance on how they can actively preserve and protect songbirds, while encouraging greater engagement in their conservation.

To develop a programme of proactive engagement with policy makers to influence change in relevant laws and make positive change for the benefit of songbirds.

The emphasis on our education and campaign efforts continued to grow in 2024/2025. All activities build on turning our scientific research findings into practical solutions and targeting specific audiences with different campaigns.

This year our priorities have sparked an interest in conservation in young people through our Ruby Robin award; we've started a new campaign targeted at pet owners to reduce the detrimental impact veterinary drugs can cause for nesting birds.

We also continue to ensure that the proven behaviour changes discovered in our 'cats and their owners' research and 'gardens for birds' studies deliver a legacy of impact through our ongoing educational programmes.



RUBY ROBIN AWARD – INSPIRING YOUNG MINDS IN CONSERVATION

We know that young people want to protect wildlife but often lack the tools and awareness to act. Conservation education can bridge this gap, reconnecting young people to nature and inspiring them to protect our natural world.

The second Ruby Robin Award ran from December 2024 to February 2025 and was available free of charge for all participants to ensure there is no barrier to taking part and enabling us to reach a wide number of communities.

GOAL: This set of activities for children aged 5-11, aims to spark an interest in birds and conservation at an early age.

Through completing a series of four challenges such as bird spotting, or crafts to make bird feeders, the award winners learn more about the challenges birds face and how to help them.

Children from all across the UK took part in their homes, schools and clubs. Almost half of those taking part were from an urban environment.

RESULTS: The Award goes from strength to strength with registrations almost doubling year on year to 28,000 with 10,000 children claiming their award badge and certificate. The social media reach was higher than targeted at 685,000 and 28,000 activity sheets were downloaded.

Feedback from groups, parents and children show that the Ruby Robin Award continues to deliver powerful, measurable, educational and environmental outcomes. It is an inclusive, scalable, and impactful initiative that nurtures children's connection to nature and conservation. And it is all provided free of charge thanks to the generosity of supporters and funders.

The activities were frequently praised for their quality and content, especially regarding inclusivity: they were easily adaptable and accessible for children of various ages and needs.

IMPACT: Participants reported continued interest and actions to help songbirds since completing the award:
Feeding birds: 117 – 92.9%
Providing water: 94 – 74.6
Providing shelter: 68 – 54%

"A great project! The children took ownership of their own learning and have continued to encourage wildlife into their lives." Paula 2024

CAMPAIGN CASE STUDY: VETERINARY DRUGS

In early 2025, we launched a campaign in response to University of Sussex research previously funded by SongBird Survival, which revealed that chemicals from pet flea treatments contaminate bird nests and thus may increase chick mortality. Our goals were clear:

- ✔ Inform policymakers and push for regulatory change via the Veterinary Medicines Directorate (VMD).
- ✔ Raise awareness among vets and pet owners about the environmental risks of flea treatments. This campaign showcased the power of science-led, strategic communications to elevate songbird conservation onto the national agenda and highlight the hidden impact of pesticides.

PARTNERSHIPS & ENGAGEMENT

We engaged over 40 stakeholders, including Government bodies, political figures, veterinary bodies, conservation and animal welfare charities. Lead researcher Dr. Cannelle Tassin de Montaigu and our CEO delivered a webinar to more than twenty animal welfare organisations, sharing the study's findings and implications. Recognising sensitivities for pet owners, we worked with the British Veterinary Association to include their guidance in our PR materials - grounding our message in trusted advice.

MEDIA IMPACT

Our carefully crafted messaging secured an exclusive with The Guardian, followed by widespread coverage. A second wave, targeting pet owners, warning against leaving treated pet fur for nesting birds and encouraging informed vet discussions - featured on Channel 4 News.

REACH & RESULTS

- ✔ **Policy progress:** The Government confirmed VMD support for an international review of environmental risk assessments for veterinary drugs and is organising a policy roundtable with SongBird Survival and vet bodies.
- ✔ **Stakeholder backing:** Public and private support from Pesticide Action Network, RSPB, British Veterinary Association, Royal College of Veterinary Surgeons, and Vet Sustain.
- ✔ **Public engagement:** 2.9 million media views and over 15,000 social interactions.
- ✔ **Recognition:** Shortlisted for Third Sector Awards – Communications Campaign of the Year and Chartered Institute of Public Relations Awards - Environmental campaign.

UK SONGBIRDS: THREATS AND SOLUTIONS REPORT



In our comprehensive 28-page report, published in May 2025, the current evidence and knowledge around the threats and issues affecting UK songbirds are summarised across nine categories and presented with visually appealing graphics.

The report provides an overview of the drivers influencing the population sizes of the 84 annually breeding songbird species in the UK, which are complex, interconnected, and ever changing. There is no single major cause of change that affects the overall songbird assemblage as a whole. Species populations are limited, and regulated, by multiple mechanisms including food supply, weather, habitat suitability, predation and landscape-scale processes.

Following the report launch we provided individual briefings to targeted stakeholders from conservation and political worlds, along with sharing more widely through a mix of channels and audiences.

GLOBAL BIRDFAIR



In July, we again highlighted our work at the Global BirdFair - an inspiring annual gathering of bird enthusiasts from the UK and around the world. We promoted our latest report, *UK Songbirds: Threats and Solutions*, with a talk that highlighted nine key challenges facing our beloved songbirds. Sue Morgan our CEO was also joined by our Chelsea Garden designer, Nicola Oakey, for a second talk on creating a bird-friendly garden.

SUMMER GARDEN BIRD FEEDING

In summer 2025 we urged the public to rethink summer bird care sharing our position on this key issue via media and digital channels.

With drought and heatwaves putting songbirds at risk, we asked people to provide fresh water instead of food. Our position in this area is based upon research which shows that feeding birds in summer can unintentionally spread disease and disrupt natural ecosystems, while water is essential for survival.

FUNDRAISING

AIM:
To increase income from existing audiences through excellent stewardship, alongside diversifying the portfolio of activity and investing in generating income from new audiences.



Blackcap
Image: Sophie Warman

SongBird Survival's work relies entirely on the generosity of our members and supporters, as we receive no government funding. This year, our focus has been on strengthening income from existing audiences through excellent stewardship and compelling cases for support. We have also focused on growing our database of supporters and identifying new activities to focus on in future years.

Securing sustainable income is vital to our mission, and this report highlights the achievements, challenges, and impact of our fundraising efforts throughout 2024/2025.



MEMBERSHIP

Membership remains the heart of our much-valued supporter base, and we continue to be grateful for the loyalty and generosity of our members. Numbers of members remain at around the 1,500 level and we always welcome new joiners.

Following the changes we made to the individual and joint memberships in 2023/2024, we refreshed our corporate membership offer in 2024/2025. There are two categories of corporate membership - Greenfinch and Nightingale - with tiered fees and associated ranges of benefits. Existing corporate members are being asked to convert to one of the new memberships and we look forward to their support and partnership in the future.





Firecrest
Image: Paul Kaiser

BIG GIVE CHRISTMAS CHALLENGE SUCCESS

Our Big Give Christmas Challenge was a resounding success for our education programme. Running from 3-10 December 2024, the campaign aimed to raise £40,000 through a match-funding model: £20,000 in online donations unlocking £20,000 pledged by three major donors and our Big Give Champion, the Reed Foundation.

We exceeded expectations, raising £52,107 (including Gift Aid) - 11% above target.

Supporters engaged enthusiastically with the matched funding opportunity, reflecting both the generosity of our community, the strength of our planning and communications, and the importance of our educational work.

Funds supported key education activities, including reaching 28,240 children through the Ruby Robin Award, creating materials for RHS Chelsea Flower Show, and delivering talks at Global Birdfair to 170 attendees. Overall, our education work reached over 400,000 people.

ACTION FOR SONGBIRDS FUND APPEAL

As part of our 25th year celebrations, the 'Action for Songbirds' appeal was launched to raise £258,000 over three years. This fund would be used to support ongoing scientific research projects, undertake further priority research, and our education campaigns. To achieve this ambitious goal, the fundraising strategy focused on securing multi-year pledges from major donors willing to commit between £1,000 and £10,000 annually, with a core ask of £3,000–£5,000 per year. Our target for the year was to raise £58,000, with longer-term commitments totalling £100,000 for both 2025/2026 and 2026/2027.

By end September 2025, we successfully raised £44,040, the majority of which was secured at our major donor event at RHS Chelsea Flower Show. Whilst we were unable to secure the volume of long-term pledges we had hoped for, we are immensely grateful to the two donors who have committed £3,000 annually for the next 3–4 years. Their support provides a crucial foundation as we continue our fundraising efforts to meet our three-year target and ensure the continuation of our scientific research and awareness building.



House sparrow
Image: Pascal Chagot

TRUSTS AND FOUNDATIONS

We are incredibly grateful to the charitable trusts and foundations whose support has been instrumental this year. With contributions from 55 donors, we have been able to make meaningful progress towards our mission. We're especially grateful to the trusts and foundations listed for their exceptional generosity and enduring commitment to protecting UK songbird populations.

The income generated from trusts and foundations provides essential funding that enables SongBird Survival to work alongside experts to advance scientific research, expand our reach across our education and engagement programmes, and drive for changes that support songbird conservation.

With the ongoing support of trusts and foundations, we are hopeful in our plans to make a positive impact for songbirds in the face of their devastating decline. Together, we will continue to ensure our scientific research and educational activities lead to lasting, positive changes for songbirds and the ecosystems they inhabit.

DONATIONS OF £10,000+

- ★ David Barnett Charitable Trust
- ★ Garfield Weston Foundation
- ★ Mrs Charlotte Heber Percy Charitable Trust
- ★ The Dulverton Trust

DONATIONS UP TO £10,000

- Mrs Charlotte Herber Percy Charitable Trust
- A E H Salvesen's Charitable Trust
- Big Give
- CCG Trust
- Charles Hayward Foundation
- David Wentworth-Stanley Charitable Trust
- Elvetham Charitable Trust
- Foundation Scotland
- Hamish & Doris Chrichton Charitable Trust
- Hanbury Turvey Foundation
- Henry Starnes Charitable Settlement
- Holkham Charitable Trust
- House of Hodge
- Hull City Council
- Inchcape Foundation
- Loinel Lyster (1980) Memorial Trust
- Mainhouse Charitable Trust
- March Brown Charitable Trust
- Michael Marks Charitable Trust
- Moneybury Charitable Trust
- Mrs J W E Hudson's Charitable Trust
- Nigel Bertram Charitable Trust
- Norfolk Community Foundation
- National Philanthropic Trust UK (NPT UK) – Cazenove Capital Donor Advised Fund
- Ofenheim Charitable Trust
- Patricia Routledge Foundation
- Princes Exchange Foundation
- Privy Purse Charitable Trust
- Public Interest Foundation
- Ronald Miller Foundation
- Simon Gibson Charitable Trust
- Sir Robert Gooch Trust
- The Belstead Ganzoni Charitable Settlement
- The Britford Bridge Trust
- The Golden Bottle Trust
- The Grocers' Charity
- The Hamamelis Trust
- The Hobhouse Charitable Trust
- The Paul Bassham Charitable Trust
- The Stonewall Park Charitable Trust
- Townsend Family Charitable Trust
- Trustees of the Weld 1994 Settlement
- Vinson Family Charitable Fund
- William Dean Countryside & Educational Trust
- Woodhall Charitable Trust

WHAT OUR MEMBERS AND SUPPORTERS SAY

Our annual survey guides all areas of our work and provides an important voice from our community of members and supporters. We use the valuable feedback throughout the year to guide our work.

Many of our members are long-term loyal supporters who have been contributing to our work for more than five years. We are also pleased to be building our wider supporter base, bringing in new individuals and 63% have started supporting us in the last three years.

This year the feedback has specifically helped us to update which issues we talk about in our monthly e-news and to make some changes to the Dawn Chorus member magazine. It is also indicting which new activities would be most beneficial.

Satisfaction levels rated a very positive 8.4 out of 10 and the vast majority (more than 80%) also feel appreciated, think that we spend the donations wisely, provide good communications and keep them informed about our work.

"I feel I am really helping to make a positive and meaningful difference to our songbird populations with honest and well-designed research, not stereotyping and scapegoating"

"I like reading the information you provide especially how to make your garden bird friendly and how to feed"

LEGACIES

Gifts in wills remain a cornerstone of our long-term success. These thoughtful contributions provide vital funding that allows us to protect songbirds today and secure their future for generations to come. By choosing to remember SongBird Survival in their wills, supporters make an enduring impact on conservation and without them many of our critical research studies would not be possible.In 2024/25, legacy income totalled £19,341 - lower than recent years when we received one or two larger bequests. While this income is invaluable, it can be unpredictable, which is why encouraging more legacy pledges is so important. These gifts enable us to commit to ambitious research projects that deliver lasting change.

Our veterinary drugs study - now paving the way for national policy change on the harmful effects of pet flea and tick treatments - was only possible because of a legacy gift. That generosity allowed us to act quickly when the potential issue was first uncovered during our Pesticides and Songbirds research. Without it, vital evidence might never have come to light. This is the power of a gift in a will: creating lasting impact and enabling urgent action that protects songbirds for generations to come.

We are deeply grateful to everyone who has chosen to leave a legacy. Their generosity ensures our mission continues with confidence and hope.

CORPORATE PARTNERSHIPS

We work with companies in many ways, and each partnership is tailored and based upon shared values. This year we have introduced an updated corporate membership offer and plan to focus further on diversifying and growing our income in this area.

In 2024/2025 our 4-year partnership with Copdock Mill came to an end and we are very grateful for their support which raised awareness of our work on all the wild bird food packaging and contributed £50,000 to our work.

This year we continued our collaborations with Eco Bird Food and Finches Friend. We hugely appreciated the level of generous support from many companies towards the development of the RHS Chelsea Garden, enabling us to lever the maximum income and awareness from this one-off opportunity. None of this would have been possible without the generous support from the philanthropic grant making charity, Project Giving Back, without whom the idea for a garden at Chelsea Flower Show could never have become a reality.

THANKS TO:

- Knight Frank: Event Sponsor
- VHEY Visit Hull and East Yorkshire Event Sponsor
- TCM Distribution: Haulage sponsor
- Swallowtail: Brochure printing
- Hull Trains: Travel
- PlantGro: Garden materials

WE DO NOT RECEIVE ANY GOVERNMENT FUNDING: 100% of our income comes from donations, and our work relies on the generosity of members and supporters. We have signed up to the Fundraising Regulator's fundraising promise, and we strictly adhere to the Fundraising Regulator's code of fundraising practice and all the relevant Chartered Institute of Fundraising guidance, including 'Treating Donors Fairly.' SongBird Survival has not received any complaints regarding aspects of our fundraising during the year. We have not received any notifications from the Fundraising Preference Service during 2024/2025.

EXTERNAL COMMUNICATIONS

AIM:
To raise awareness of the organisation, it's mission and impact, building a positive brand reputation and increased engagement with key stakeholder groups and audiences.



Jack Marriner-Brown filming in the SongBird Survival garden at the RHS Chelsea Flower Show

Our communications activity aims to support the overall growth of the charity. We have three clear goals for our communications activity. It should allow us to:

- ✔ Inspire action to help songbirds by our target audiences, through increasing their understanding and opportunities and motivation to act
- ✔ Speak up using science to influence policy makers
- ✔ Protect and build our reputation and position us as a trusted, expert voice

2025 has been a milestone year for SongBird Survival. It's our 25th anniversary year and we've celebrated some amazing communications achievements – from National Robin Day success to extensive media coverage of the vet drugs research; from our songbird-inspired garden at Chelsea Flower Show to being short-listed for two industry communications awards; it's been a busy year. We've also been assessing the potential impact of emerging Artificial Intelligence (AI) technologies on our communications, considering opportunities and challenges it may bring.

SOCIAL MEDIA

There are a number of challenges in using social media statistics to measure the success of our communications activities. For example, a supporter may see us on Instagram, search for us on Google and then receive an email from us, so it isn't a linear journey. Also, the social media platforms change their algorithms regularly and prioritise paid content, which makes organic growth and engagement even more difficult.

Having said that, it is still fundamental for our charity to have a presence on the main social channels to raise awareness and share our core messages, to build trust and educate our supporters about the key issues facing songbirds, and to share success stories.

Over the past year, across our two main social channels, we have grown our followers with Facebook up by 11.53% and Instagram up by 50.75% but reach and engagement have declined. We will be reviewing our social media strategy over the coming months to ensure that we are continuing to get the best out of our financial and staff resource commitments.

NATIONAL ROBIN DAY

We celebrated our eighth annual National Robin Day on Saturday 21st December 2024. We identified two goals for the campaign:

- ✔ Increase brand awareness of SongBird Survival and our work, through increased press coverage, and increased reach and engagement on our social channels
- ✔ Encourage action to help garden birds during the tough winter months, through engaging with our video content and signing up to our newsletter.

We took a "video first" approach to campaign content, investing in high quality video content featuring simple low-cost ways of helping garden birds at home. We also had a fresh focus on wellbeing - the benefits for both songbirds and people of helping garden birds. This helped to boost our reach and engagement, despite the awareness day falling on the last Saturday before Christmas.



Our reach on both Facebook and Instagram increased compared to 2023, and whilst our engagement dipped slightly on Facebook, it increased significantly on Instagram. We saw over 15.5K visitors to our National Robin Day page in December and we gained over 2,400 new email subscribers who signed up for a series of 5 emails focussing on practical ways of helping songbirds in the winter months.

SONGBIRD SURVIVAL GARDEN AT CHELSEA FLOWER SHOW

In May 2025, we celebrated our 25th anniversary with the amazing SongBird Survival Garden at the RHS Chelsea Flower Show. Thanks to funding from Project Giving Back, and the imagination and skill of our talented garden designer, Nicola Oakey, we created a garden specially designed for songbirds.

The aim of the garden was to shine a spotlight on the issues facing songbirds, whilst inspiring the next generation of songbird champions to create songbird-friendly gardens in their own homes. The garden design was inspired by the narrative of a bird's daily life, showing how the three key elements of food, shelter, and water are vital in supporting birds' lives.

Our garden design featured six birds - greenfinch, house martin, skylark, starling, willow tit, and yellowhammer - which are in significant decline and serve as powerful symbols and a representative group to illustrate and underscore the urgency of the crisis facing songbirds.

Our success at Chelsea would not have been possible without our fabulous volunteers. Their dedication, enthusiasm, and hard work were fundamental to making our garden so welcoming. From engaging with the public to answering questions, and sharing their own passion for songbirds and gardens, they were absolute stars.

We were thrilled to be awarded a prestigious





RHS Silver-Gilt medal. The Chelsea Flower Show was a powerful platform for us, one that amplified our voice and connected us with potential new supporters - with over 160,000 people visitors over the week. There was genuine interest in songbirds from everyone who came to see our garden. It was truly a landmark event for our charity.

Immediately after the finish of the Show, the SongBird Survival Garden was dismantled plant by plant and relocated from Chelsea to Hull where it has a new permanent home at the Neighbourhood Network charity in the Bransholme area of the city. The garden provides a vibrant green space for local residents and will be a haven for songbirds. We know the team in Hull will enable the garden to flourish for many years to come.

"We are so excited to have been selected as the permanent home for the SongBird Survival Garden after the show. It's such a great opportunity for our local residents to get involved, learn more about songbirds, enjoy the space and volunteer in the garden to help it thrive for years to come." Sarah Weichardt, Joint Chief Executive, Neighbourhood Network

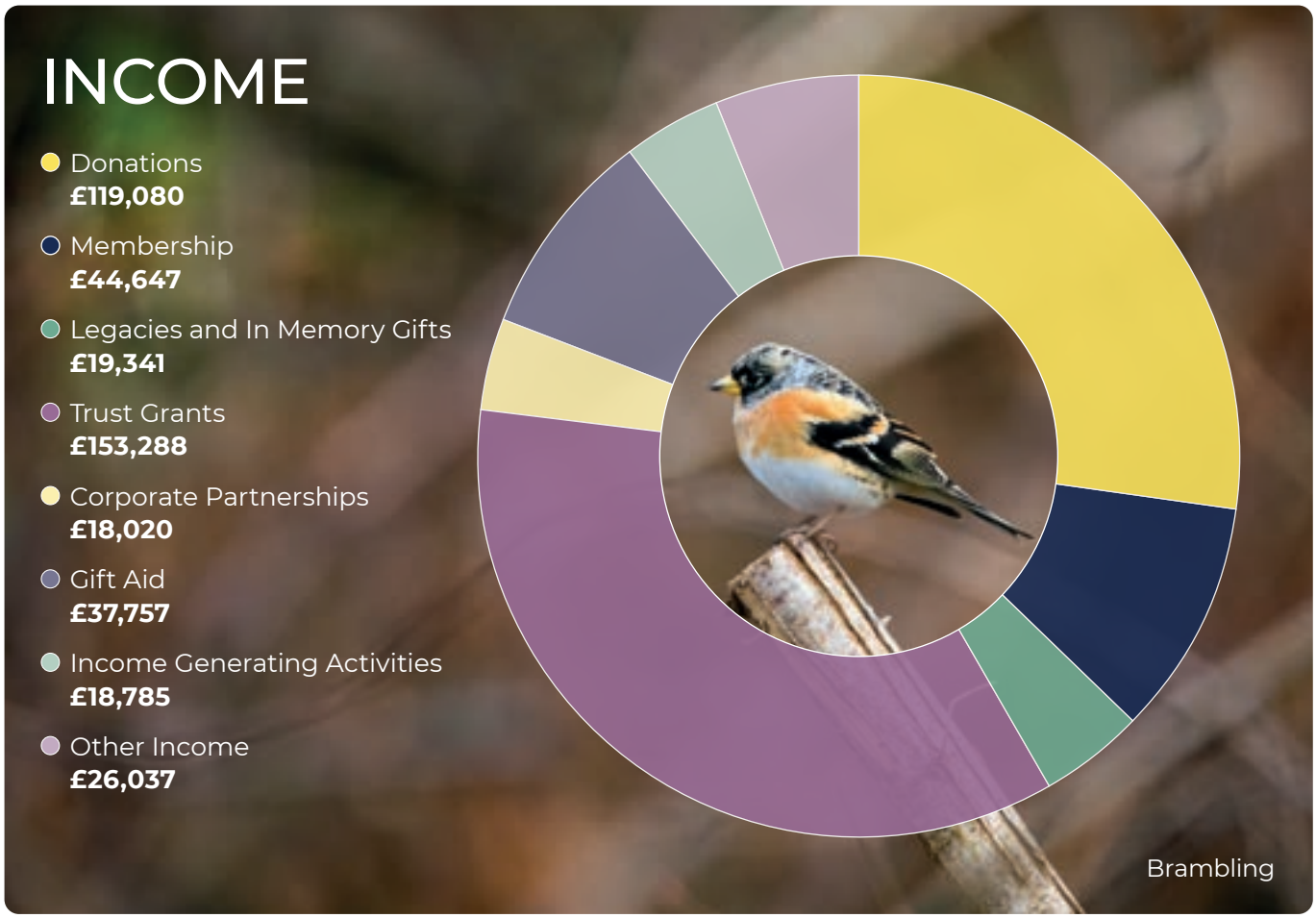
PRESS AND MEDIA

The National Robin Day public awareness campaign achieved six items of national press coverage (including the Sun and Ideal Home magazine) and 18 items of regional coverage (including seven BBC radio interviews).

The results from our research into the effects of pet flea and tick treatments on blue and great tits saw a significant level of public interest. We worked with a freelance PR specialist and the team at the University of Sussex and our coverage started with an exclusive feature in the Guardian at the end of January. Interest in this story from the public and the media continued to grow resulting in over 40 pieces of coverage including several more in the Guardian, Private Eye and a number of key vet publications. We also achieved TV coverage on regional ITV (Meridian) and had a special feature on Channel 4 News.

Working with a horticulturalist specialist PR freelancer for the SongBird Survival Garden at RHS Chelsea Flower Show, we achieved over 50 pieces of regional and national print/online/TV coverage. Television highlights included three features on the BBC1 and BBC2 Chelsea highlights shows, a feature on the BBC One Show and two features on the BBC Morning Live programme. Print highlights included articles in the Observer and Telegraph. Regional interest in the relocation of the garden in the east Yorkshire region was also high. We had several interviews across the regional BBC radio network, and the regional BBC television lunchtime and evening magazine shows covered the relocation extensively.

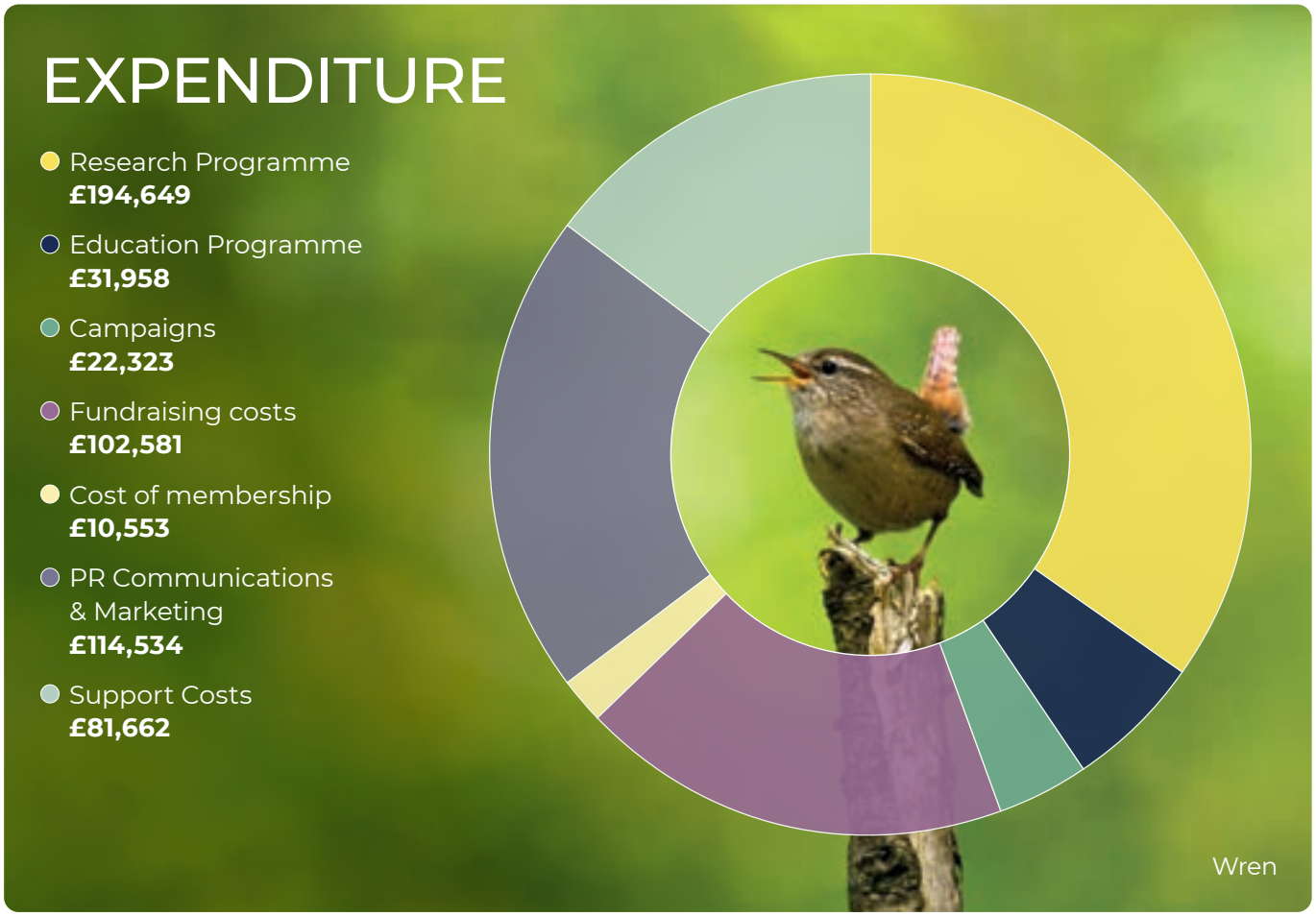
FINANCIAL REVIEW



INCOME

We generated income from a diverse range of sources, reducing long-term risk and supporting plans for growth. Despite sector-wide challenges, income was £436,955 increasing by 7% year on year, reflecting a significant effort to target different audiences with compelling cases for support.

- **Individual Donations**
  Individual giving remains a cornerstone of our income, rising by 16% this year. Growth was boosted by our first Big Give Christmas campaign and our 25th anniversary summer appeal. While these focused on one-off gifts, developing regular committed giving is now a priority, supported by a planned restructure of roles next year.
- **Membership**
  Membership income grew slightly, benefiting from the full-year impact of the revised subscription model introduced previously. Attrition remains low, but overall member numbers continue to decline slowly.
- **Legacies**
  Legacy income is unpredictable and was lower than in previous years. We continue to promote gifts in wills throughout the year and will increase efforts to encourage pledges in the coming months.
- **Trust Funding**
  Growth slowed compared to last year, in line with wider sector trends. However, we secured multi-year grants, providing income pledged for up to three years. We remain grateful for the continued support of long-term funders.
- **Other Income**
  A one-off auction linked to the RHS Chelsea Flower Show contributed £15,000, though this will not be repeated.



EXPENDITURE

Expenditure rose by £19,608 to £558,260, a planned increase aligned with our strategy to invest in research and campaigning. The most significant changes were increased research funding and PR/campaign delivery, particularly around the RHS Chelsea garden and the veterinary drugs campaign. Education spend was lower than previous years, keeping overall spending at budgeted levels whilst focusing on the prime opportunities as well as through cost reductions achieved by activities being delivered through partnerships.

Multi-year research commitments continued, including Year 2 funding for a postdoctoral project at Sussex University and two PhDs. Managing these commitments and associated cash flow remains central to our financial planning.

Staff costs increased slightly due to cost-of-living adjustments, with headcount stable at 5.85 FTE.

We maintained tight control of fundraising costs, achieving efficiencies without compromising delivery.

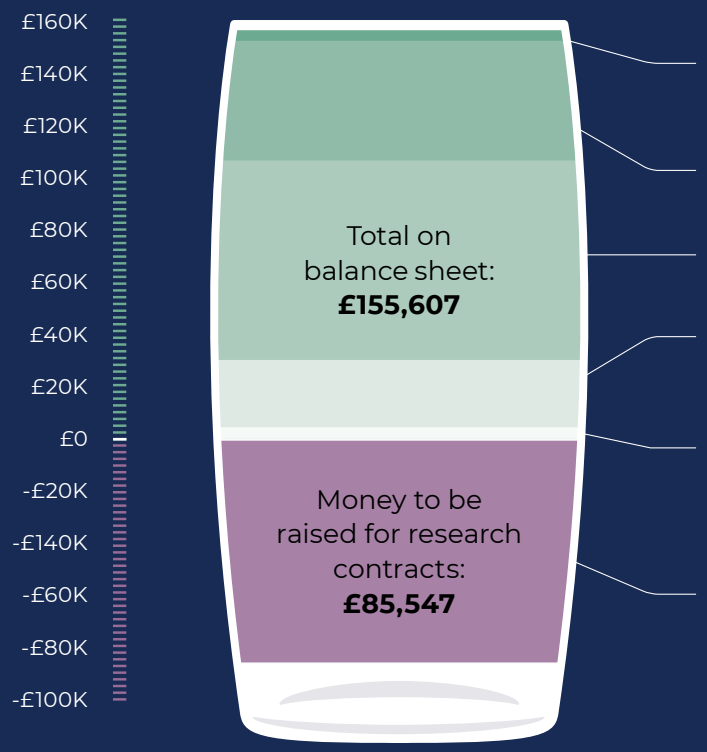
NET POSITION

A planned deficit of -£121,305 was recorded, the second year of this approach following a period of surplus, supporting multi-year commitments. Next year, we aim for a break-even operational budget, supported by restricted and designated funds for research and education programmes.

CONCLUSION

Our financial position remains strong, underpinned by a clear reserves policy and prudent management. Designated funds ensure continuity for research and education, while safety reserves provide stability in uncertain times. Looking ahead, we will continue to diversify income, grow regular giving, and seek efficiencies—embracing innovation and adapting to a fast-changing environment—to secure the resources needed to protect UK songbirds for generations to come.

TOTAL FUNDS AT 30/09/2025



Free reserves £1,860
Funds in the bank available to use for new opportunities

Safety reserve £50,000
As per the reserves & investment policy

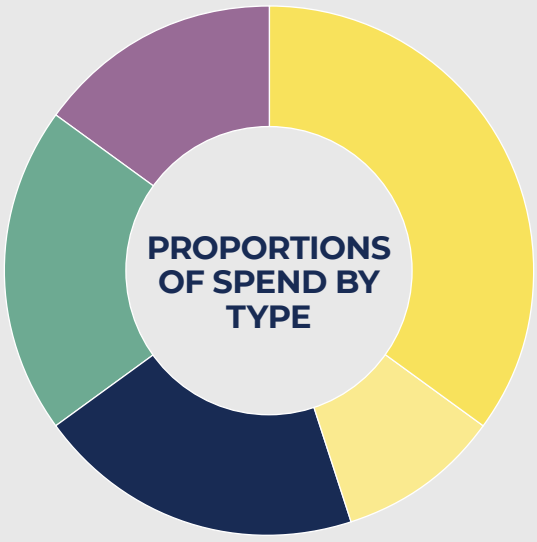
General reserve £74,000
As per the reserves & investment policy

Education Fund (Restricted) £27,947
Funds already received towards 2025-26 education

Research Fund (Restricted) £1,800
Funds already received towards 2025-26 research projects

Provision for future contracts £85,547
Contracts for research which the charity has committed to from October 2025 through to September 2027.

The chart demonstrates that, despite responsible financial management, we are operating with very limited financial flexibility. Our current cash flow is tight, and securing additional funding is essential to expand our work and provide the necessary resilience to launch new, ambitious projects for songbirds.



Work of the charity
- Research **35%**
- Education **10%**
- Fundraising **20%**
- Communications and PR **20%***
- Running the charity **15%**

At the year-end our Unrestricted Free Reserves amounted to £1,860

As per the Charity's Reserves and Investment Policy, £124,000 are held in Reserve. In addition, £85,547 of reserves are designated towards the future contract liabilities i.e. the remainder of the long-term research projects or are Designated Funds towards the Research and Education Programmes.

Funds already received and restricted for use on our research and education programmes amounted to £29,747

FINANCIAL RESERVES POLICY

The following reserves will be held:
i) A "safety reserve" of £50,000 to cover budget variances, to allow contingency actions to be affected, and to provide a buffer for more radical action in the event of a more serious or more sustained variance than anticipated.

ii) A "general reserve" of £74,000 to be used to support the growth of the charity, in

particular to ensure key staff contracts and operational costs can be continued in a crisis. This is calculated based upon three months of operating costs.

RESTRICTED AND DESIGNATED FUNDS:

Restricted & Designated Funds:

1. The Research Fund. A total of £194,649 was spent from this fund towards our research programme as described in the Report of the Directors. At the year end the restricted fund amounted to £1,800 with £85,547 of unrestricted funds designated towards contractual liabilities over the coming 2 years.
2. The Duckworth Fund. This began in 2013 and has been used to fund the Keith Duckworth Scholarship fund. At the year end this fund amounted to nil.
3. The PR Fund. This fund was set up in 2012 to help towards the cost of promoting the work of the charity. The fund is ongoing with a regular income pledged to help with these costs. At the year end this fund amounted to nil after a total of £61,727 was spent during the year.
3. The Education Fund. This fund was set up to help fund our Education programme and the Charity spent £31,958 during the year and at the year end the fund amounted to £27,947.

All funds are actively fundraised for and donations which are restricted to that purpose pass through their respective fund accordingly.

Any shortfall in spending from any fund is made up with transfers from unrestricted funds.

RISK MANAGEMENT

The Board takes all reasonable steps to ensure that major risks are identified and recorded.

The risk register which identifies both operational and strategic risks is reviewed and updated every six months by the senior staff team. The board conduct a more robust review on an annual basis.

This year four newly identified risks were added to the register, with three of the four rated as low-risk status.

PRINCIPAL RISKS AND UNCERTAINTIES

The significant risks identified during the risk management process were:

⚠ The risk of the cost-of-living crisis affecting the ability to fundraise

✔ *A wider range of product options have been produced, and wider audiences have been attracted. A more targeted appeal product beginning to offer good return.*

⚠ Limitations in forging partnerships and collaborations due to lack of national brand awareness

✔ *Continuing use of agreed strategy and communications plans to improve brand awareness and mitigate this risk.*

⚠ Government Policy changes to environmental, charity or other laws/ guidance which effect SongBird Survival functions

✔ *Monitoring & evaluation continues and CEO is engaging more actively with policymakers.*

⚠ Security of reserves and banking

✔ *New bank account monitoring, cash flow forecasting and addition of new Treasurer to monthly review implemented and have reduced the risk profile.*

⚠ Committed investment in new research is higher that can be met by known income sources leading to a high deficit or insolvency

✔ *The monthly check and quarterly review of long-range forecasts for both income and possible future projects continue.*

⚠ Lack of diversity and representation on the Board and staff teams

✔ *Improvements to the Board and staff recruitment processes being made to reduce unconscious bias and market opportunities to a more diverse audience.*

⚠ The capacity of staff time which could cause errors or mistakes due to hasty working was added as a risk in 2024/2025 as our portfolio of activity grows without an increase in headcount.

✔ *A review of staff roles and plans to outsource some tasks or rationalise activities is ongoing.*

OUR FUTURE PLANS


Linnet

2025 marked SongBird Survival's silver anniversary – a milestone that serves as a launchpad for the next phase of our mission, saving songbirds with science.

At the heart of everything we do is a commitment to turning robust scientific evidence into real-world change. Our research portfolio, built over two decades, continues to inform policy and practice, and while we will always seek to fill emerging knowledge gaps around new threats, we remain focused on ensuring that existing evidence continues to drive tangible outcomes.

In the year ahead, our work will centre on three strategic themes: demonstrating impact, inspiring action, and raising awareness of the songbird crisis.

To achieve this, we will sharpen our focus on influencing decision-makers and opinion-formers - government bodies, NGOs, and key partners - where systemic change can deliver the greatest benefit. While public engagement remains important, our primary efforts will target policy influencers, ensuring our evidence reaches those who shape national strategies. At the same time, we will continue to harness the emotional connection people have with songbirds, using campaigns like National Robin Day and the Ruby Robin Award to engage communities and inspire practical action.

Partnerships will be pivotal. From scaling up our veterinary drugs campaign through joint advocacy to collaborating with organisations such as the Aga Khan Centre Gallery, we will amplify our voice and extend our reach. Recognising our size and specialist nature, we will prioritise projects with national impact and those that connect us to new audiences. Building on the success of our RHS Chelsea garden, we will champion Gardens for Birds, promoting natural solutions, pesticide-free gardening and playing a lead role in the conversation on responsible bird feeding – an issue gaining traction nationally.

Education and outreach will remain core, with plans to launch a new webinar series, translating scientific solutions into practical steps for songbird conservation. Our evidence-based advocacy will continue across priority areas: garden bird feeding, domestic cats, disease, pesticides, and predation.

Alongside this, we will publish new findings from our veterinary drugs study and scale up campaigns to influence policy change.

We are also acutely aware of the rapid rise of AI and its potential to transform the way charities operate. In 2025/2026, we will explore how AI can help us drive efficiencies, enhance research analysis, and strengthen communications. Our goal is to equip our team with the skills and knowledge to use AI responsibly and effectively, ensuring it becomes a tool for innovation rather than risk. By embracing this technology thoughtfully, we aim to unlock new opportunities for impact while maintaining the integrity and trust that underpin our work.

To underpin these ambitions, we will strengthen our income base through diversified fundraising, growing corporate partnerships, and expanding regular giving. A mini restructure in our fundraising team and the recruitment of an additional part-time fundraiser will support this growth. Increasing brand awareness will also be critical - through targeted PR, media engagement, and enhanced digital presence - to ensure our research and message reach the widest possible audience.

Guided by eight organisational objectives, 2025/2026 will be a year of bold steps: externally focused, partnership-driven, and strategically aligned to deliver lasting impact for songbirds and the ecosystems they sustain.

REPORT OF THE TRUSTEES
YEAR TO 30TH SEPTEMBER 2025

The Trustees present their annual report, together with the accounts for the year ended 30th September 2025, which have been prepared in accordance with the statutory requirements and the charity's governing documents.

The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (FRS 102) in preparing the annual report and financial statements of the charity.

STRUCTURE AND GOVERNANCE

The Trustees have paid due regard to the guidance published by the Charity Commission on Public Benefit, when reviewing the activities of the charity.

Charitable status
The company is a registered charity. Its registration number is 1085281 with the Charity Commission of England and Wales.

Legal status and organisation
The Charity is constituted as a company limited by guarantee and, therefore, governed by articles of association. The members of the Charity elect the Trustees at each annual general meeting. The Trustees meet around six times a year to decide how the Charity should carry out its aims.

The Trustees delegate day to day running of the charity to the CEO and staff; with monthly oversight to ensure activites are within agreed parameters.

Results and Dividends
The results of the Charity are set out on the following pages.

The articles of Association specifically prevents payment of any dividend or material benefits to members.

Appointment of Trustees
Trustees are elected at the annual general meeting by the membership. Five new Trustees joined the board during the year ending 30th September 2025.

Services of volunteers
The charity depends on the unpaid work of its Trustees, all of whom donate their time. The money saved by not paying Trustees for their professional expertise has not been quantified but is estimated to be in the region of £36,000 in the year.

Trustees
The Trustees (Directors) who served the company are shown on page 2.

Insurance
The Charity has purchased liability insurance for the Trustees and officers.

Small company status
The report of the Trustees has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 20th January 2026.

INDEPENDENT EXAMINER'S REPORT
TO THE MEMBERS OF SONGBIRD SURVIVAL

I report on the accounts of the charity for the year ended 30th September 2025, which are set out on pages 24 to 31.

Respective responsibilities of trustees and examiner
The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report
My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements
- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Adam James MAAT
Eric Southwick & Co
Charity Accountants
51 The Avenue
Seaham
Co Durham
SR7 8NS

Date: 15th December 2025

Eric Southwick & Co
CHARITY ACCOUNTANTS

STATEMENT OF FINANCIAL ACTIVITIES

INCLUDING INCOME AND EXPENDITURE ACCOUNT
YEAR TO 30TH SEPTEMBER 2025

		2025			2024		
		Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	Notes	£	£	£	£	£	£
Income and Endowments from:							
Donations and Legacies	4	205,893	159,183	365,076	212,563	148,509	361,072
Charitable Activities	5	18,785	-	18,785	3,287	-	3,287
Other trading activities	6	175	-	175	224	-	224
Investment Income	7	4,458	-	4,458	7,050	-	7,050
Other	7	48,461	-	48,461	33,439	2,486	35,925
Total income and Endowments		**277,772**	**159,183**	**436,955**	**256,563**	**150,995**	**407,558**
Expenditure on							
Charitable activities:							
Research	9	-	194,649	194,649	-	180,243	180,243
Education	10	-	31,958	31,958	-	32,402	32,402
Campaigns	9	-	22,323	22,323	-	31,330	31,330
Raising funds:							
Membership	10	10,553	-	10,553	25,030	-	25,030
Fundraising	10	101,281	-	101,281	110,004	-	110,004
Activities:	10	1,300	-	1,300	8,265	-	8,265
PR	10	52,807	61,727	114,534	-	68,369	68,369
Trading activities	11	289	-	289	230	-	230
Support costs	12	81,373	-	81,373	82,779	-	82,779
Total Expenditure		**247,603**	**310,657**	**558,260**	**226,308**	**312,344**	**538,652**
Net income / expenditure		30,169	(151,474)	(121,305)	30,255	(161,349)	(131,094)
Transfers between funds	29	(150,519)	150,519	-	(192,051)	192,051	-
Net movement in funds		(120,350)	(955)	(121,305)	(161,796)	30,702	(131,094)
Reconciliation of funds:							
Total funds brought forward		**246,210**	**30,702**	**276,912**	**408,006**	**-**	**408,006**
Total funds carried forward		**125,860**	**29,747**	**155,607**	**246,210**	**30,702**	**276,912**

BALANCE SHEET
YEAR TO 30TH SEPTEMBER 2025

	Notes	2025 Total £	2024 Total £
Fixed Assets			
Tangible Assets	20	1,204	1,818
Current Assets			
Stock		-	289
Cash at bank - Current Account		154,020	216,083
Cash at bank - Deposit Account		25,000	150,000
Cash in hand		421	421
Funds in transit		789	1,474
Debtors	24	3,633	1,586
Total current assets		**183,863**	**369,853**
Creditors: Amounts falling due within one year	25	**(28,547)**	**(94,759)**
Provision for long-term Contracts	26	**(85,547)**	**(218,561)**
Net current assets		**69,769**	**56,533**
Total assets less current liabilities		**70,973**	**58,351**
Funds:			
Unrestricted Funds	27	125,860	246,210
Restricted Funds	27	29,747	(187,859)
Total c/fwd		**155,607**	**58,351**

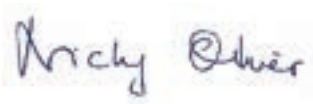
These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard FRS 102. The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2025. The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 September 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Directors on 20th January 2026 and were signed on its behalf by:



Nicky Oliver, Director

The notes on pages 26 to 31 are an integral part of these accounts.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

ACCOUNTING POLICIES

1) STRUCTURE AND CONTROL

SongBird Survival is a company limited by guarantee and not having a share capital. The maximum liability of each member does not exceed £1. Company number 4078747. The registered office is 50 Princes Street, Ipswich, Suffolk. IP1 1RJ. SongBird Survival is a registered charity. Registered in England and Wales Number 1085281. The Charity is under the control of the Board of Trustees, each of whom are a Director.

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

2) BASIS OF ACCOUNTING

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011, Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019. The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern. Whilst the Trustees expect there could be an impact from the current uncertain economic environment on the charity's operations and reserves in the coming months and years, the charity has sufficient reserves to be able to meet these challenges.

3) INCOMING RESOURCES

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations, subscriptions and gifts and is included in full in the Statement of Financial Activities when receivable, except as follows:
i) When donors specify that donations given to the Charity must be used in future accounting periods, the income is deferred until those periods.
ii) When donors impose pre-conditions which have to be fulfilled before the Charity becomes entitled to us such income, the income is deferred until the pre-condition have been met.

Legacies are included on a receivable basis where the Charity is entitled to the income, it can be measured reliably and receipt is probable. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is not included in income but is treated as a contingent asset and disclosed if material.

Investment income is included when receivable.

ANALYSIS OF INCOMING RESOURCES

4) DONATIONS AND LEGACIES

	2025 Unrestricted Funds	2025 Restricted Funds	2025 Total	2024 Total
	£	£	£	£
Donations	68,290	50,790	119,080	102,877
Membership	44,647	-	44,647	36,009
Legacies and In Memory gifts	19,341	-	19,341	39,185
Trust Grants	71,595	81,693	153,288	150,270
Corporate Partnerships	2,020	16,000	18,020	29,731
Gifts in Kind – Professional Services	-	10,700	10,700	3,000
	205,893	**159,183**	**365,076**	**361,072**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

5) INCOME GENERATING ACTIVITIES

	2025 Unrestricted Funds	2025 Restricted Funds	2025 Total	2024 Total
	£	£	£	£
Lottery and Raffles	2,560	-	2,560	2,425
Auctions	15,600	-	2,560	-
Events	-	-	-	-
Other activities	625	-	625	862
	18,785	**-**	**18,785**	**3,287**

6) OTHER TRADING ACTIVITIES

Sales	175	-	175	224
	175	**-**	**175**	**224**

7) OTHER

Investment Income	4,458	-	4,458	7,050
Gift aid	37,757	-	37,757	30,872
Other Revenue	204	-	204	53
Employment allowance	10,500	-	10,500	5,000
	52,919	**-**	**52,919**	**42,975**

8) APPLICATION OF RESOURCES EXPENDED

Resources expended are included in the statement of financial activities on an accruals basis inclusive of any VAT which cannot be recovered. Expenditure which is directly attributable to specific activities has been included in the relevant cost categories. Where costs are attributable to more than one activity they have been apportioned across the cross categories on a basis consistent with the use of these resources.

ANALYSIS OF EXPENDITURE ON:

9) COST OF CHARITABLE ACTIVITIES

	2025 Unrestricted Funds	2025 Restricted Funds	2025 Total	2024 Total
	£	£	£	£
Research Programme	-	194,649	194,649	180,243
Education Programme	-	31,958	31,958	32,402
Campaigns	-	22,323	22,323	31,330
	-	**248,930**	**248,930**	**243,975**

10) RAISING FUNDS

Fundraising costs	101,281	-	101,281	110,004
Cost of membership	10,553	-	10,553	25,030
Cost of activities	1,300	-	1,300	8,265
Communications	52,807	61,727	114,534	68,369
	165,941	**61,727**	**227,668**	**211,668**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

11) COST OF OTHER TRADING ACTIVITY

	2025 Unrestricted Funds	2025 Restricted Funds	2025 Total	2024 Total
	£	£	£	£
Cost of sales	289	-	289	230
	289	**-**	**289**	**230**

12) SUPPORT COSTS

Staff costs	62,950	-	62,950	61,665
Staff expenses	4,176	-	4,176	5,704
Trustee meetings and expenses	831	-	831	1,140
Insurances	1,852	-	1,852	1,373
Professional services	2,098	-	2,098	2,100
Bank charges	1,733	-	1,733	1,520
Rent rates and power	3,360	-	3,360	3,451
Office, telephone and stationery	2,728	-	2,728	3,940
Equipment and software	531	-	531	862
Depreciation	1,114	-	1,114	1,024
	81,373	**-**	**81,373**	**82,779**

13) NET INCOME / EXPENDITURE

	2025 Unrestricted Funds	2025 Restricted Funds	2025 Total	2024 Total
	£	£	£	£
Total income	277,772	159,183	436,955	407,558
Total expenditure	247,603	310,657	558,260	538,652
	30,169	**(151,474)**	**(121,305)**	**(131,094)**

14) STAFF COSTS

Wages and Salaries	222,732	-	222,732	216,350
Employer's National Insurance	25,310	-	25,310	20,047
Pension contributions	5,084	-	5,084	4,646
Staff training	2,085	-	2,085	4,189
Recruitment costs	6,608	-	6,608	863
Other employment costs	1,144	-	1,144	1,341
	262,963	**-**	**262,963**	**247,436**

	2025	2024
Number of with salaries over £60k	1	-

The average number of FTE staff per month was 5.81 (2024: 5.38) and the average head count was 7 (2024: 7)

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

15) TRUSTEE'S EXPENSES
Trustees were reimbursed expenses that they incurred whilst carrying out Trustee duties. The nature of these expenses was travel, mileage and subsistence costs.

16) TRUSTEES' REMUNERATION
No Trustee received remuneration during the year.

17) ACCOUNTANCY AND EXTERNAL SCRUTINY FEES
During the year accountancy and external scrutiny fees amounted to £1,560 (2024: £1,560).

18) PENSION SCHEME
The Charity has arranged a defined contribution scheme for its staff. Pension costs charged in the SOFA represent the contributions payable by the Charity in the period.

19) TAXATION
No provision is made for taxation because the company is a registered charity without taxable activity levels.

20) FIXED ASSETS

	Computer equipment	Office equipment	Total
	£	£	£
Cost			
Balance b/fwd	2,968	1,436	4,404
Additions in the year	500	-	500
Disposal in the year	-	-	-
Balance c/fwd	**3,468**	**1,436**	**4,904**
Depreciation			
Balance b/fwd	2,179	407	2,586
Charge for the year	889	225	1,114
Elimination on disposal	-	-	-
Balance c/fwd	**3,068**	**632**	**3,700**
Net book value			
Balance b/fwd	**789**	**1,029**	**1,818**
Balance c/fwd	**400**	**804**	**1,204**

21) FIXED ASSETS
Fixed assets are included at cost less depreciation. Depreciation is charged so as to write off the cost of fixed assets over their estimated useful lives. The Trustees estimate that the following classes of assets have the following useful lives:

Computer - 3 years
Office equipment - 5 years

22) STOCK
Stock represents the purchase of goods that are initially recognised at cost. Provision for slow-moving or obsolete lines is made, reducing their carrying value to expected realisable sales or written off and disposed.

23) CASH
Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

24) DEBTORS

	2025 Total	2024 Total
	£	£
Gift aid recoverable	3,513	1,498
Prepayments	-	-
Other debtors	120	88
	3,633	**1,586**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

25) CREDITORS

	2025 Total	2024 Total
	£	£
Creditors	1,382	2,368
Pensions and HMRC payable	983	979
Accruals	26,182	91,412
	28,547	**94,759**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

26) PROVISION FOR LONG TERM CONTRACTS

	2025-26	2026-27	Total
Research contracts:	£	£	£
Veterinary drugs	-	-	-
Recreational Disturbance	35,670	12,668	48,338
Endocrine disrupting chemicals	30,290	6,919	37,209
Total Provision:	**65,960**	**19,587**	**85,547**

27) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Tangible fixed assets	1,204	-	1,204
Current assets	40,022	29,747	69,769
Current liabilities	28,547	-	28,547
Long term liabilities	-	85,547	85,547
Net assets as at 30/09/25	**12,679**	**(55,800)**	**(43,121)**

28) FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general activities of the Charity. Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of appeal.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2025

29) MOVEMENT IN FUNDS

	At 01/10/2024	Incoming Resources	Outgoing Resources	Transfers	At 30/09/2025
	£	£	£	£	£
Restricted Funds:					
Made up of:					
Research Fund	10,484	44,082	194,649	141,883	1,800
Duckworth Fund	-	10,500	-	(10,500)	-
PR Fund	-	28,500	61,727	33,227	-
Education Fund	20,218	76,101	54,281	(14,091)	27,947
Total Restricted Funds	**30,702**	**159,183**	**310,657**	**150,519**	**29,747**
Unrestricted Reserves:					
Made up of:					
General reserve	74,000	-	-	-	74,000
Safety reserve	50,000	-	-	-	50,000
Designated funds:					
Research programme	100,000	-	-	(14,453)	85,547
Education programme	25,000	-	-	(25,000)	-
Provision for future contracts	(218,561)	-	(133,014)	-	(85,547)
Total Reserves and Designated Funds	30,439	**-**	**(133,014)**	**(39,453)**	**124,000**
Unrestricted Funds	**246,210**	**277,772**	**247,603**	**(150,519)**	**125,860**
Of which Free Reserves	**215,771**	**277,772**	**380,617**	**(111,066)**	**1,860**
Total restricted and unrestircted Funds	**276,912**	**436,955**	**558,260**	**-**	**155,607**

See page 19-20 for full explanation about our funds, reserves and designated funds.



SONGBIRD SURVIVAL

Saving songbirds with science

Spotted flycatcher
Image: Simon Marlow

THANK YOU FOR HELPING TO PROTECT UK SONGBIRDS

Songbirds are struggling, and creating a future where they flourish will take sustained research and dedication. That's where legacy giving makes all the difference.

Leaving a gift in your will is a beautiful way to care for birds beyond your lifetime. Legacy gifts mean we can plan ahead to find answers to the scientific questions no-one is asking, often supporting decades of vital research.

Will you help make sure the dawn chorus never falls silent?

Contact us on 01379 641715 or dawn-chorus@songbird-survival.org.uk, or visit songbirdsos.org/legacy

SONGBIRD SURVIVAL

England & Wales - Charity number 1085281

Accounts

SONGBIRD SURVIVAL REPORT & ACCOUNTS

FOR THE YEAR ENDED
30TH SEPTEMBER 2024



SONGBIRD SURVIVAL
Saving songbirds with science

A company limited by guarantee | Registered Charity No. 1085281 | Company No. 4078747

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19 Our Future Plans
20 Report of the Trustees
21 Independent Examiner's Report
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Wood warbler

SUMMARY INFORMATION

DIRECTORS
Tom Leicester
Clive Sherwood
Nick Forde
Colin Strang Steel
Nicky Oliver
Peter Roberts
Steve Guest
Alison Spottiswoode
Julia Shroeder
(Co-opted)
Gerald Kaye (Co-opted)
Keith Cowieson
(Co-opted)

CEO
Susan Morgan

INDEPENDENT EXAMINERS
Adam James MAAT
Eric Southwick & Co
Chartered Accountants
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Norwich
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IP22 1WW

REGISTERED OFFICE
50 Princes Street
Ipswich
Suffolk
IP1 1RJ

REGISTERED NUMBER
4078747

CHARITY NUMBER
1085281
(Charity Commission for England and Wales)

Cover photo by Paul Kaiser, Kaiserchief Photography

INTRODUCTION FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER

THIS REPORT ACCOUNTS FOR ACTIVITY FROM OCTOBER 2023 TO SEPTEMBER 2024.


Colin Strang Steel Susan Morgan

We are delighted to present SongBird Survival's Annual Report for 2023/2024. In this report we outline our progress whilst also recognising the ongoing crisis facing songbirds.

Sixty-six million years after the last mass extinction, we are now experiencing the sixth one, driven by our unsustainable use of the environment. The UK is now one of the most nature-depleted countries in the world, retaining less than 50% of its biodiversity.

Birds are essential to our ecosystem, playing crucial roles including pest control and seed dispersal, but more than half of the 84 UK annually breeding species are on the Birds of Conservation Concern amber or red list. Over half are also included in the Defra Wild Bird Populations Indicators, highlighting the significant challenges ahead to achieve a positive future for songbirds. This urgency drives our ambition for change.

To make a tangible impact, we must be focused and strategic. Our new strategic goals provide this clarity, as reflected in the research studies we commissioned and the campaigns we delivered in 2023/2024.

Our strategic focus remains on funding critical scientific studies to fill gaps in the evidence base around threats to songbirds. Without this, we cannot fully understand the complex interplay of issues causing the decline of many species.

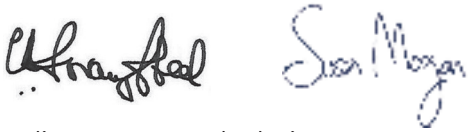
This year, we made progress with our research strategy, starting a postdoctoral study at the University of Sussex in January 2024 and commissioning two PhDs in autumn 2024. All three new studies address issues that will need a strong and determined voice to achieve positive change. We are confident and committed to tackling these challenges in the best interests of the songbirds we are working to protect.

Our efforts to use the research results to provide solutions and influence positive action are also growing. 2023/2024 also saw new ways of working. We exhibited at Global Bird Fair for the first time, aiming to build more partnerships and raise awareness of SongBird Survival in the wider conservation community. Our collaboration with Cats Protection to educate cat owners on reducing the impact of cats hunting birds was highly successful, extending the coverage and impact of our message. Such collaborations will be key in the future.

As the year ended, we were planning our 25th anniversary in 2025. This milestone gives us a chance to reflect on our activities and impact over the last quarter-century and re-energise for the continuing challenge, as the situation for songbirds remains critical.

We remain determined in our mission to change the future for songbirds. The environmental backdrop may be bleak, but with the support of our committed members and supporters, we believe we can make a difference.

Thank you to everyone who played a part in saving songbirds in 2023/2024. We are extremely grateful and assure you our efforts will only increase as we move into 2024/2025.



Colin Strang Steel, Chairman
& Susan Morgan, CEO

The Trustees present their annual report, together with the accounts for the year ended 30th September 2024, which have been prepared in accordance with the statutory requirements and the charity's governing documents. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (FRS 102) in preparing the annual report and financial statements of the charity.


Yellow wagtail

PRINCIPAL OBJECTIVES AND ACTIVITIES OF SONGBIRD SURVIVAL

OBJECT

The objective of the charity is to improve protect and preserve the population of song and other small birds for the benefit of national biodiversity and the public. It aims to achieve this by commissioning and funding scientific research; supporting the conservation and restoration of habitats; by education of the public and by advocacy where changes in the law may be deemed necessary to protect song and other small birds.

OUR VISION AND STRATEGY

The charity's vision is to see resilient and balanced UK songbird (and other small bird) populations sustained through sound management strategies.

What this will look like: A resilient and balanced UK songbird population would ideally consist of healthy and diverse bird species, with stable or increasing numbers. These birds would be well-adapted to their habitats, able to withstand environmental challenges, and maintain sustainable breeding populations.

OUR AIM IS TO IMPROVE, SUSTAIN OR HALT THE DECLINE OF SONGBIRD POPULATIONS

What this means: Each species is affected by a unique and complex mix of threats and circumstances which affect their population trend and status. Therefore, our strategy and aim for each species or family will be varied and different to enable overall achievement of our vision.

ORGANISATION STRATEGY

Our new strategic goals encompass three key themes:

DRIVE IMPACTFUL CONSERVATION THROUGH SCIENTIFIC RESEARCH

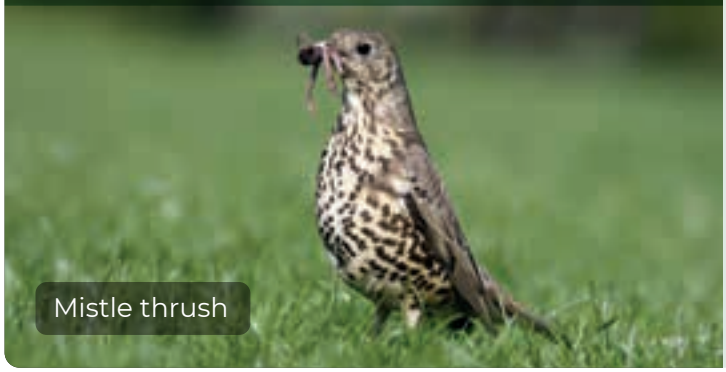


Spotted flycatcher

We conduct scientific research that fills crucial gaps in our understanding of songbird conservation. By translating findings into actionable strategies, we aim to protect and preserve songbird populations.

Our programme funds novel and innovative research across the UK, contributing to the conservation evidence base. Projects are prioritised for their potential to halt or reverse songbird declines.

PROTECT SONGBIRDS BY RAISING AWARENESS AND INSPIRING ACTION



Mistle thrush

Our focus is raising awareness about songbird population decline and its causes. In 2023/2024, our campaigns motivated behaviour change and outlined ways to help songbirds, based on science.

The National Robin Day, Gardens for Birds, and Get EduCATed campaigns secured national and regional press, increased social media reach, and gained advocates like Cats Protection and gardening influencer Toby Buckland. Through the Pesticide Collaboration, we supported a campaign for change in pesticide use in urban settings.

SAFEGUARD THE MOST AT-RISK SONGBIRD SPECIES IN THE UK



Marsh tit

Our goal is to address the issues facing these vulnerable species. By working closely with partners, we strive to implement targeted conservation measures.

To achieve resilient UK songbird populations, we'll focus on safeguarding species most at risk. This includes commissioning new research or prioritising campaigns and education on threats and solutions. The 'most at risk' list, reviewed annually, includes species like house martin, nightingale, and willow tit. We'll consider factors including the IUCN UK list and steep population declines. This flexible approach ensures we adapt to changing species needs.

RESEARCH STRATEGY

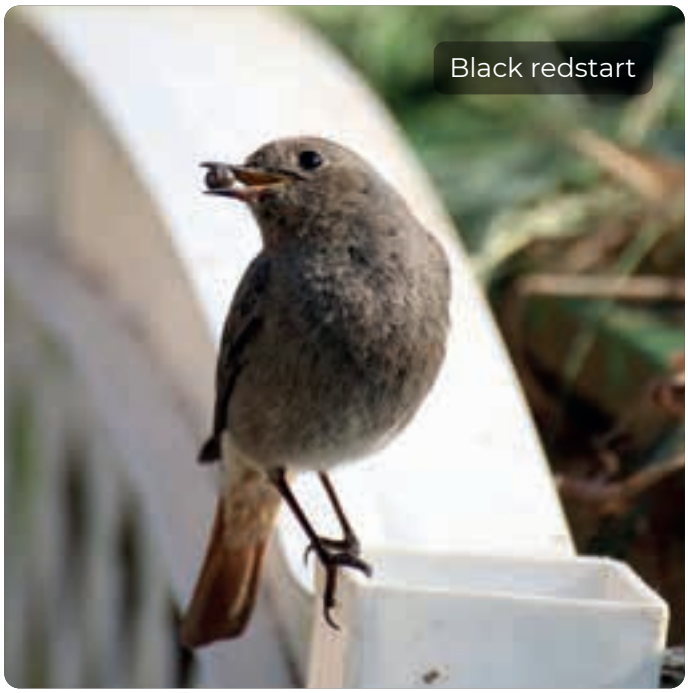

Chaffinch

Working with our Scientific Research Advisory Committee of specialists and experts from Universities across the UK, we are in the early stages of implementing our five-year 2023-2028 research strategy.

In 2022, SongBIrd Survival funded a team of independent researchers led by Professor Paul Dolman from the University of East Anglia and Dr Alex Lees from Manchester Metropolitan University, to deliver an evidence review of all scientific knowledge regarding UK songbirds and the threats they face. By putting together all this information and studying it, we hoped to better understand the drivers of change in songbird species populations and identify gaps in the evidence base. As a result, we were able to pinpoint priorities of critical research where knowledge was limited, to better support the recovery of our songbird populations. These included:

- the need to understand the importance of regional variation in predation pressures
- a lack of understanding of the drivers causing declining trends in woodland species.
- identifying the cascading impact of supporting generalist species (e.g. through garden bird feeding) and its effect on other species.
- resolving uncertainty around the impact of the decline of insects on songbirds.

As a result of what we've discovered, three new research projects have already been commissioned, and this evidence review will continue to feed the research pipeline in coming years.


Black redstart

SCIENTIFIC RESEARCH

GOAL:
To deliver a programme of independent scientific research targeting specific gaps in the conservation evidence base relating to songbird declines and prioritised relating to its potential to make a positive impact to achieve the organisational mission.

RESEARCH PROJECTS UNDERWAY IN 2023/2024

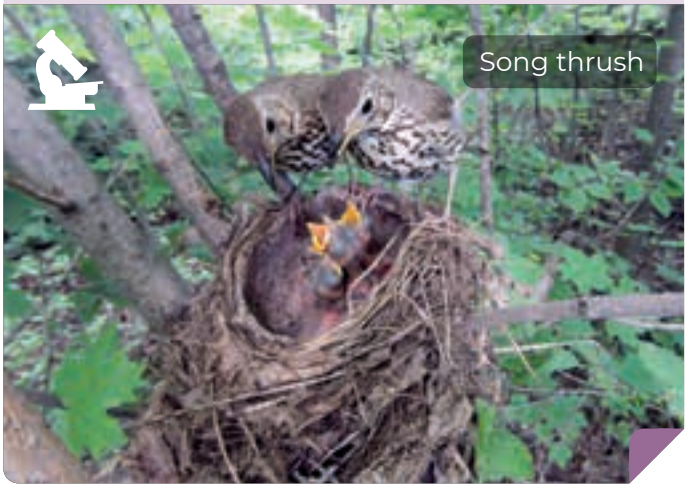
In winter 2023, SongBird Survival began working with the University of East Anglia and the British Trust for Ornithology on a meta-analysis of avian nest camera studies.

By focusing on nest camera studies that look at true natural nests across the UK, the aim is to provide an accurate snapshot of which different predator classes are contributing to nest predation events across the UK.

Current predator control strategies are often controversial, and may be poorly informed by scientific evidence, so we are examining both published and unpublished data to get the most complete picture possible.

This will enable us to determine whether there are gaps in the understanding of nest predation, or if there is a need to lobby for current management strategies to be revised.

The study was completed in September 2024 and submitted for peer review and publication.


Song thrush

NEW STUDIES COMMISSIONED IN 2023/2024



Do veterinary drugs harm nesting tits?

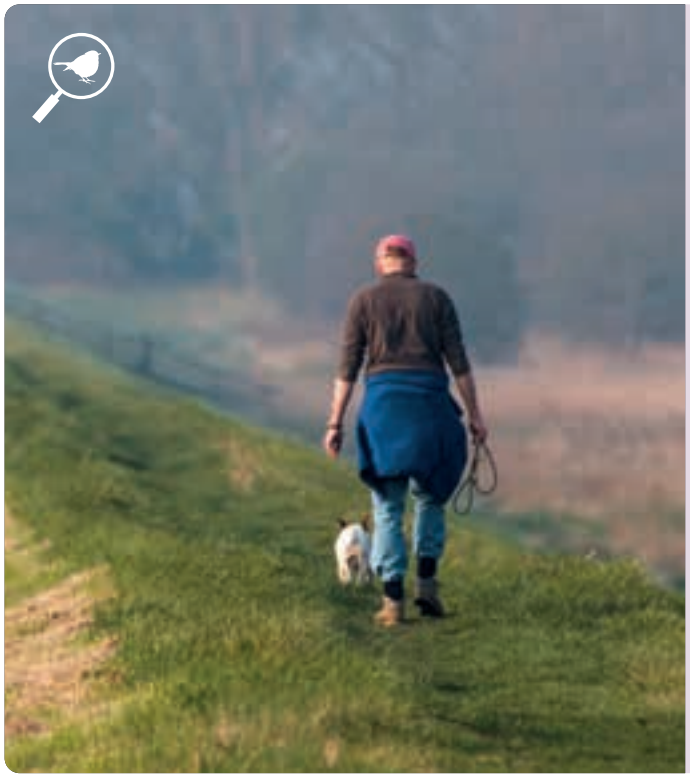
What is the need: Many species of songbird utilise hair or wool in their nesting materials. Little thought is given to whether that hair/wool is safe, but most livestock or companion animals have been treated with veterinary flea treatment at some point.

The study: This project looks at whether wool treated with 'spot-on' type flea treatments has any negative impacts on nesting blue and great tits. The progress of eggs and chicks provided with wool will be monitored over the breeding season to see if vet products can have unintended consequences to wildlife.

The two-year post doctorate study is being completed by Dr Cannelle Tassin de Montagu with Professor Dave Goulson at Sussex University.

Impact: The results may inform the need to campaign to stop the use of damaging treatments, providing advice for alternatives and working with vets to promote awareness of the issue.

NEW STUDIES COMMISSIONED IN 2023/2024



Understanding impacts of recreational disturbance on woodland/shrubland birds

What is the need: There is now an emerging body of evidence that disturbance impacts may also affect passerine populations in both open and wooded habitats.

The study: We are funding a PhD at Exeter University which will determine if breeding birds are impacted by their immediate area becoming 'disturbed' by walkers and their dogs and other recreational users reducing settlement and breeding activity.

Impact: The results will help us to create better mitigation measures and work together with landowners to reduce the impact of walkers on our wildlife. This could include increased signage, seasonal closures, dog champions etc.



Sand martins

Endocrine disrupting chemicals in waterways and the impact on sand martins

What is the need: In recent years, the landscape of chemical pollutants and its effect on wildlife has become a widely recognised issue. Wastewater treatment facilities and the surrounding areas are safe havens for many bird species - especially birds that feed on the wing like martins and swallows, as well as wagtails and dippers. Our evidence review study highlighted that British songbirds are being increasingly exposed to complex cocktails of diverse chemicals, some of which are known to have direct and indirect physiological or population level impacts.

The study: Starting in autumn 2024, a PhD at Manchester Metropolitan University will attempt to establish if there is a pathway from wastewater systems to songbird species and unpick how these chemicals impact the reproductive success.

Impact: The results may inform policy change with water companies and the Environment Agency.

ENGAGEMENT AND EDUCATION

CAMPAIGNS

GOAL:
To provide guidance and information to the public on how to take active steps to preserve and protect songbirds, and encourage meaningful engagement with this.

Throughout the year, we help people by answering their questions and sharing useful advice about protecting songbirds. We also run special campaigns based on our scientific research to spread the word and inspire action.

Our education and campaign efforts are growing steadily. We aim to turn our research findings into practical solutions that resonate with specific audiences. By doing this, we hope to make a real difference in songbird conservation and encourage everyone to get involved in protecting these beautiful creatures and their habitats.

CAMPAIGN CASE STUDY: GET EDUCATED



GOAL:
To educate cat owners with science-based solutions to reduce cat hunting of songbirds.

The campaign, in spring 2024, focused on raising awareness of the issue of cat predation on songbird populations and encouraged cat owners to take steps to reduce the hunting behaviours of their pets.

We shared messaging through trusted cat welfare professionals, via blogs, through partnerships, and provided new information in the form of downloadable fact sheets and online quizzes to educate the public on the science-based solutions found by Songbird Survival funded research.

After conducting a poll with YouGov to 1000 cat owners, we found that 76% weren't concerned about their cats' impact on wildlife, and almost half were not aware of any ways to reduce cat predation. We hoped our campaign would better equip people with the knowledge and encourage cat owners to adopt one of our win-win solutions such as changing what food they feed their cat, playing with them for 5-10 minutes a day or keeping them in from dusk until dawn.

The key elements of this campaign were blog and social media posts, sharing the advice of trusted cat behaviour and welfare professionals to influence owners, a poll, a PR campaign and new resources in print and online.

RESULTS:

get educated

INFORMATION
A new bank of resources was developed for this campaign, including an information leaflet on how to care for your cat and wildlife, information on how to create your own cat wand, and simple infographics on the science-based solutions. Veterinary clinics were also targeted with a vet clinic poster about the best ways to curb cat hunting available for download.

PARTNERSHIPS
We partnered with Cats Protection, issuing a joint press release, which generated significant media interest. Our CEO was featured with an expert from Cats Protection on ITV News, reaching over 1.8 million people. Our press release resulted in over 100 items of regional and national media coverage. We also engaged with popular vet influencer Dr James Greenwood, who featured the campaign on BBC One's Morning live, reaching 1 million people.

WEBSITE
The campaign created an increase in website traffic of 100% compared to the previous quarter. Over 15,000 visits were recorded to the campaign pages, with nearly 6,000 completing our online educational quiz and we received more than 100 new newsletter subscribers.

ENGAGEMENT AND REACH
The campaign was a huge success reaching over 7.1 million people using TV and print media and paid for social media adverts reaching over 195,000 people.



EDUCATION CASE STUDY: NORWICH SCIENCE FESTIVAL

GOAL:

To inspire children to become interested in nature and songbirds through hands-on activities and spread awareness of the dangers of pesticide usage on our wildlife.

SongBird Survival participated in the 'Bugs, Birds and Beasts Day' at the Norwich Science Festival to educate children about the dangers of pesticides and excite them about songbirds.

RESULTS:

Around 8,000 visitors to the Explorium engaged with Susan, Charlotte, and Lisa from our team. We offered child-friendly resources like pesticide awareness worksheets, bird spotting guides, and wildlife-friendly garden tips. Parents could also get involved with information leaflets and take-home worksheets.

Children enjoyed activities like 'Bird spot corner,' a calming space to learn about birds, and 'Pesticide junction,' which used visual aids to explain the impact of pesticides on the environment.

These activities made learning fun and accessible, benefiting both children and the charity by raising awareness and fostering a love for nature.

EDUCATION CASE STUDY: RUBY ROBIN AWARD

GOAL:

This free challenge for children aged 5-11, aims to spark an interest in birds and conservation at an early age.

Through completing a series of four challenges such as bird spotting, crafts to make bird feeders, fact sheets learning about songbirds and some fun tasks to share their learning, the award winners learn more about the challenges birds face and how to help them.

Children from all across the UK, took part in their homes, schools and clubs. Almost half of those taking part were from an urban environment.

"My daughter loved taking part in the Ruby Robin challenge. It helped her understand more about songbirds and nature and why it's so important that we help to protect them."

"The pupils who took part enjoyed the range of activities immensely and request regular bird watching on the school grounds."



RESULTS:

This first year was a resounding success with 15,000 children registered and 3,600 securing the award. Website traffic also increased significantly.

WHO TOOK PART:
With parents/grandparents at home: **68%**
At a club e.g. brownies, forest school, scouts: **10%**
At school: **22%**

83% agreed they developed a deeper understanding of nature.
80% agreed they had more of a curiosity about songbirds.

FUNDRAISING

GOAL:
To increase income from existing audiences through excellent stewardship, alongside diversifying the portfolio of activity and investing in generating income from new audiences.



We do not receive any government funding: 100% of our income comes from donations, and our work relies on the generosity of members and supporters. We have signed up to the Fundraising Regulator's fundraising promise and we strictly adhere to the Fundraising Regulator's code of fundraising practice and all the relevant Chartered Institute of Fundraising guidance, including 'Treating Donors Fairly.'

SongBird Survival has not received any complaints regarding aspects of our fundraising during the year. We have not received any notifications from the Fundraising Preference Service during 2023/2024.

This year has seen the recruitment of a specialist fundraiser who is leading the growth in income from Trusts and Foundations, the cornerstone of our fundraising strategy for income growth.

Securing long-term sustainable income is vital and we continue to aim to broaden the range of ways in which individuals and organisations can get involved.

MEMBERSHIP

A membership review resulted in the development of an updated suite of membership materials and the first increase in membership fees for seventeen years. This was unavoidable after a period of rising costs and the need to ensure that a realistic proportion of the membership income is available to support the charitable activities. We are very grateful to our members for being supportive of this change with minimal cancellations as a result.

A new category of membership was introduced for families, aiming to encourage learning and support for songbirds at an early age. Monthly activities are provided. Although initial numbers are low we will aim to grow through marketing the product more widely.



BIG GIVE SUCCESS

Matched funding from the Big Give Green Match Fund was a catalyst for a successful spring appeal. With donors responding very positively to this matched funding offer, we raised £21,835, beating the target of £20,000, within only a few days. The funds will be directed to support scientific research, and we send a heartfelt thanks to all the generous donors.

FUNDRAISING WEEK

A fundraising week was held in June 2024 to encourage individuals to fundraise on behalf of the charity in their communities. We are grateful for the support of many individuals who took part and for their creative and fun ideas.



Nightingale

TRUSTS & FOUNDATIONS

We extend our sincere gratitude to the charitable trusts and foundations whose support has been instrumental this year. With contributions from 49 generous partners, we have been able to make meaningful progress toward our mission. We are especially grateful to the trusts and foundations listed for their exceptional generosity and enduring commitment to protecting and nurturing UK songbird populations.

The income generated from trusts and foundations provides essential funding that enables SongBird Survival to work alongside experts to advance critical research and expand our education and engagement programmes to drive impactful results for songbird conservation.

Looking ahead, we are committed to building on the progress made this year, with a continued focus on growing income to support our research and engagement efforts. In the coming year, we aim to deepen partnerships with experts to deliver our pipeline of research priorities and create solutions that we can share through educational outreach. With the ongoing support of trusts and foundations, we are hopeful in our plans to make a positive impact for songbirds in the face of their devastating decline. Together, we will work to ensure that our programmes continue to create lasting, positive impacts for songbirds and the ecosystems they inhabit.

DONATIONS OF £10,000 OR MORE

- HDH Wills 1965 Charitable Trust
- Master Charitable Trust
- The John Swire 1989 Charitable Trust
- The Big Give
- David Barnett Charitable Trust

TRUST DONORS

- Mrs Charlotte Herber Percy Charitable Trust
- Elizabeth Gilmour Charitable Foundation
- Tansy Trust
- Mainhouse Charitable Trust
- Lionel Lyster (1980) Memorial Trust
- Barratt Family Charitable Trust
- Charles Hayward Foundation
- Trustees of the Weld 1995 Settlement
- Morrison-Bell Charitable Trust
- David Wentworth-Stanley Charitable Trust
- Ofenheim Charitable Trust
- Privy Purse Charitable Trust
- Stephen Cockburn Charitable Trust
- CCG Trust

WHAT OUR SUPPORTERS SAY:

Our annual survey provides an invaluable voice from our community of members and supporters. Supporters continue to be highly satisfied with the charity and they truly guide the nature and focus of our work.

The base of supporters includes a number of long-term loyal members, with 45% contributing to our work for more than 5 years. The community also includes a significant proportion of new supporters providing a vibrant and engaging community.

This year the feedback has specifically helped us to shape some updates of The Dawn Chorus, our supporter magazine, and the AGM format for 2025.

Satisfaction levels rated 8.4 out of 10 and the vast majority (more than 80%) also feel appreciated, think that we spend the donations wisely, provide good communications and keep them informed about our work.

"I love your communication and research and the way you interact with your supporters"

"You provide good responses to wild bird questions and queries, the human touch"

"I like knowing that we, as an organisation, truly care about our native songbirds and their struggle against the odds, and that dedicated and often invisible individuals are doing everything they can to keep their songs heard"

LEGACIES

Legacy giving plays a pivotal role in the ongoing success of SongBird Survival. These thoughtful bequests provide essential funding that enables us to continue our critical work in songbird conservation. By remembering SongBird Survival in their wills, our members and supporters help ensure that our efforts to protect these beautiful creatures can persist long into the future.

In 2023/2024 we received £39,185 of legacy income. This enduring generosity not only supports our current projects but also lays the foundation for future initiatives, allowing us to make a lasting difference in the protection of songbirds. However, income can understandably be unpredictable and changeable. This year was lower than the previous two years and it is important that we encourage more giving in this way as it can make all the difference in enabling commitment to critical larger projects.

We are profoundly thankful for the legacy gifts that empower us to carry forward our mission with confidence and hope.



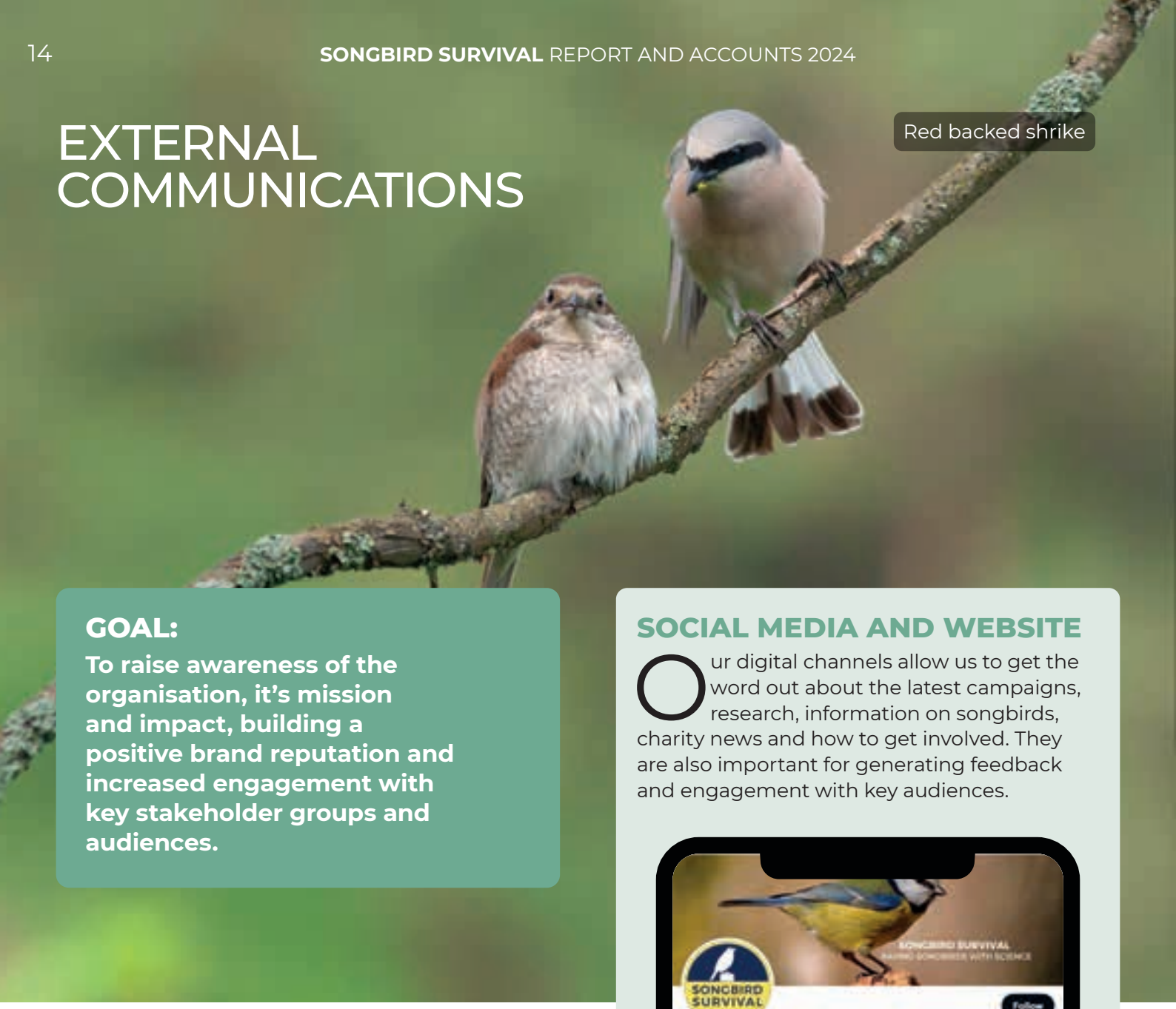

Finches Friend feeder


Eco Bird Food stall

CORPORATE PARTNERSHIPS

We work with companies in many ways and each partnership is tailored and based upon shared values. This is an area of income generation which we are aiming to grow, and this year are pleased to continue to be working with Copdock Mill, now in the 3rd year of our partnership and Eyebrook. We also established new collaborations with Finches Friend and Eco Bird Food and are very grateful for all their support.

EXTERNAL COMMUNICATIONS



Red backed shrike

GOAL:

To raise awareness of the organisation, it's mission and impact, building a positive brand reputation and increased engagement with key stakeholder groups and audiences.

During 2023/2024 the Board approved a new communications strategy with three clear goals to help support the growth of the charity.

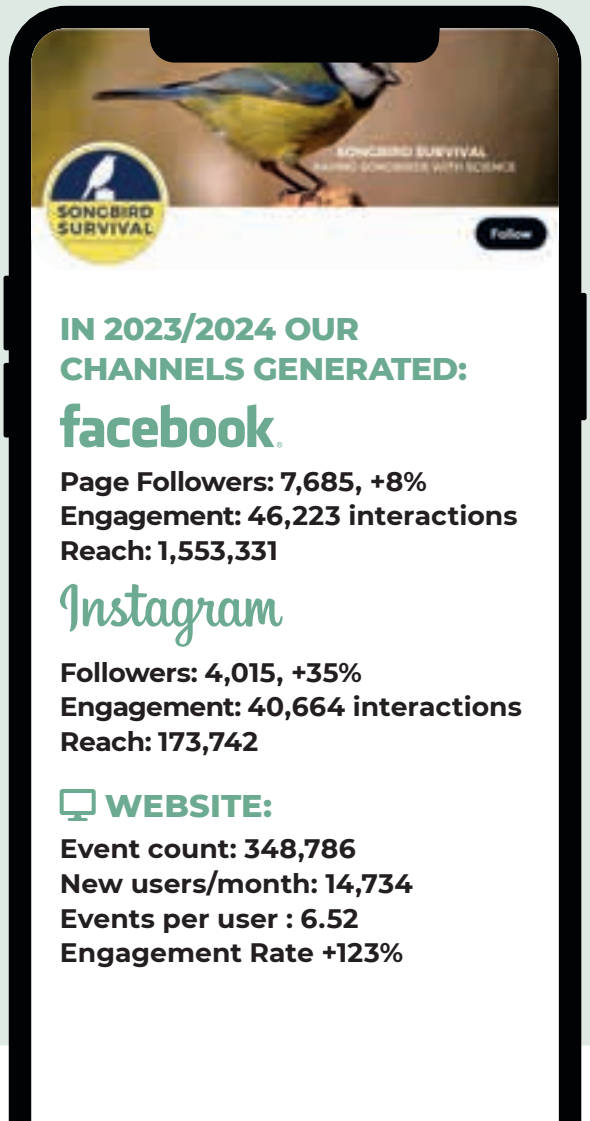
Our communications will:

- ✔ Inspire action to help songbirds by our target audiences, through increasing their understanding and opportunities and motivation to act
- ✔ Speak up using science to influence policy makers
- ✔ Protect and build our reputation and position us as a trusted, expert voice

With the appointment of a new Communications Manager this year, we have started implementation of a strategy to enhance brand awareness and reputation. This is elevating the profile of our organisation and its work. Prioritising partnerships is key to achieving a greater impact, and we are adopting a more targeted and focused approach to our messaging around key policy areas.

SOCIAL MEDIA AND WEBSITE

Our digital channels allow us to get the word out about the latest campaigns, research, information on songbirds, charity news and how to get involved. They are also important for generating feedback and engagement with key audiences.



IN 2023/2024 OUR CHANNELS GENERATED:

facebook

Page Followers: 7,685, +8%
Engagement: 46,223 interactions
Reach: 1,553,331

Instagram

Followers: 4,015, +35%
Engagement: 40,664 interactions
Reach: 173,742

WEBSITE:

Event count: 348,786
New users/month: 14,734
Events per user : 6.52
Engagement Rate +123%



NATIONAL ROBIN DAY

Our seventh annual awareness event on 21st of December 2023 had three key goals, all of which were achieved.

- ✔ To Increase leads by 4,000 over a four-week period
- ✔ To increase brand awareness of SongBird Survival through securing PR coverage and social media reach
- ✔ To launch a new children focused educational activity, supported through social media and PR.

The strategy was focused to translate more people into supporters, with audiences being people with an interest in nature, families with young children and bird enthusiasts.

We commissioned polling to understand children's views on and their involvement with helping birds. These results provided the backdrop for our messaging.

In the national press the campaign was featured on the CBBC Newsround website with a news reach of 494,000, the Daily Mail gardening column and a feature in Scotland grows.

The campaign also featured in regional press and three BBC radio interviews covering 5 counties

Social media activity reached 782,000 people and led to a significant impact on follower numbers. #NationalRobinDay trended in the UK in the top 10 on 21st December.

Over 4,000 new supporters signed up to receive our advice and ongoing information and there was a 110% increase in visitors to the website compared to the pre-campaign period.



GLOBAL BIRD FAIR

Our first ever stand at Global Bird Fair in July 2024, helped us to raise awareness of our work and connect with organisations and individuals with shared interests and aims.

Focusing on a UK map of regional songbird decline alongside messaging around pesticides and garden bird feeding we had engaging conversations around the key issues and messages we were promoting. Many of the 13,000 attendees visited to view the materials and information on offer on our stand.

PRESS AND MEDIA

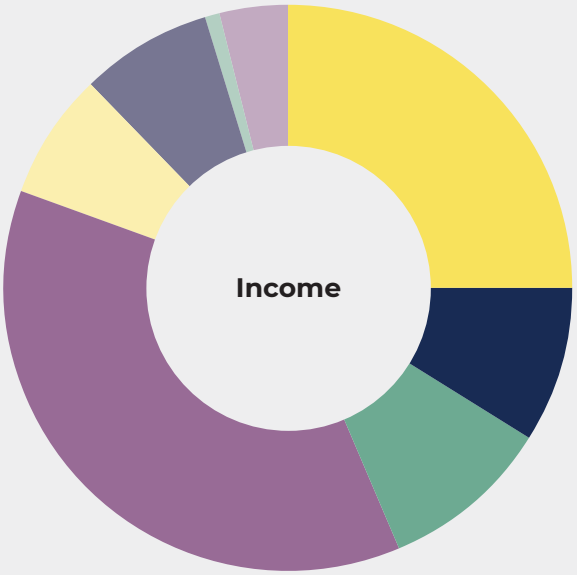
Working with external freelance PR support, SongBird Survival was featured once again across a broad range of print, online and radio broadcasting in 2023/2024. These activities all supported our aim to raise awareness of the charity and our work, build a positive brand reputation and increase engagement with key stakeholder groups and audiences.

Highlights included:

- The Get EduCATed cat campaign and SongBird Survival featuring on ITV news and Morning Live
- National Robin Day BBC regional radio appearances across the UK
- Letter printed in the Telegraph relating to cat research
- Guest interviews on the Roots and All Garden Podcast

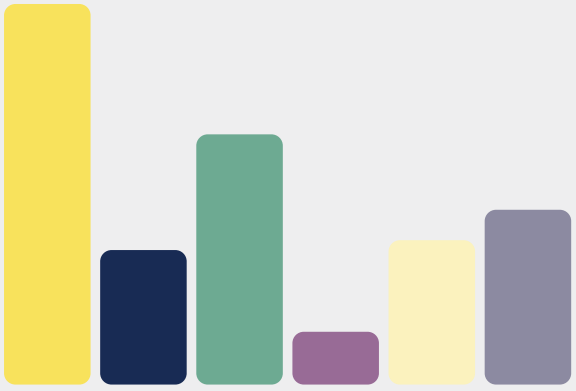
FINANCIAL REVIEW

INCOME



- Donations **£102,877**
- Membership **£36,009**
- Legacies and In Memory Gifts **£39,185**
- Trust Grants **£150,270**
- Corporate Partnerships **£29,731**
- Gift Aid **£30,872**
- Income Generating Activities **£3,287**
- Other Income **£15,327**

EXPENDITURE



- Research Programme **£180,243**
- Education Programme **£63,732**
- Fundraising costs **£118,499**
- Cost of membership **£25,030**
- PR, communications and marketing **£68,369**
- Support Costs **£82,779**

INCOME

Income decreased by 7% to £407,558 (2023, £437,882). Income was generated from a mixed portfolio of income streams as we continue to invest in the development of voluntary income generation. Having this spread of income sources is helping minimise the risk longer term as well as supporting plans for growing the total.

Individual donations remain a key source of income with the total increasing by 5% in this financial year. We are very grateful for the loyal and committed support of these individuals. This income was boosted by our new programme of summer and winter appeals. With these having a focus on one-off donations, we now need to do more to develop regular committed giving from individuals.

Membership subscription income grew slightly, partly due to the increased subscription model introduced in the year. The further impact of this should be further seen in 2024/2025 although actual member numbers are static.

Legacy income is unpredictable and can change significantly year on year. 2023/2024 was a low year compared to previous results with three gifts received and is the key reason for the year-on-year income reduction. Marketing the opportunity to leave a gift in a will is continuing all year round and efforts in this will be further increased in coming months.

Trust Funding has seen very positive growth of 41% with more larger grants alongside the generous and welcome support of many long-term trust funders.

EXPENDITURE

Expenditure increased by £136,829 to £538,652. This was a planned increase, investing funds gathered for this purpose in a new programme of scientific research.

The most significant changes relate to increased research funding, investment in fundraising development and delivery of communications and PR campaigns.

In 2023/2024 staff costs increased due to cost of living pay increases for existing staff, a full year in post of a professional fundraiser and the recruitment of a Communications Manager in May. Total headcount rose from 5.4 FTE to 5.85 FTE.

A new research project was commissioned and started at University of Sussex as well as the funding of a short study by University of East Anglia and the British Trust for Ornithology. Year 1 funding of two new PHD's was also expended for projects starting at the end of the financial period.

Investment in education and campaigning is now a priority area of our work and grew slightly in the year but with actual spend less than planned due to cost savings made through partnerships with other organisations.

Cost of generating income is managed carefully, remaining relatively stable year on year for many aspects. There is some minor increase for the development of more professional methods and tools to maintain a competitive approach in a challenging market. The significant increase seen this year relates to salaries for a full-time fundraising post and associated income growth is being achieved and is expected to grow further in the next year.

NET INCOME

A net deficit of £131,094 was achieved in 2023/2024. This was anticipated and planned by the Board following a multi-year period of net surplus. Reserves have been built and a fund generated which has now allowed the commissioning of new longer-term research projects, where funding is needed for several years.

Closing total assets were £58,351.

As per the Charity's Reserves and Investment Policy, £249,000 of these funds are held in Reserve or are Designated Funds towards the Research and Education Programmes. Provision for long-term research contracts means the free reserves of the charity are £27,912.

FINANCIAL RESERVES POLICY

The following reserves will be held:
i) A "safety reserve" of 50,000 pounds to cover budget variances, to allow contingency actions to be affected, and to provide a buffer for more radical action in the event of a more serious or more sustained variance than anticipated.
ii) A "general reserve" of 74,000 pounds to be used to support the growth of the charity, in particular to ensure key staff contracts and operational costs can be continued in a crisis. This is calculated based upon three months of operating costs.

See pages 30-31 for detail.

RESTRICTED AND DESIGNATED FUNDS

Research Fund – donations to this fund are actively fundraised for and restricted income ring-fenced to pay for specific project contracts and their associated direct and organisational costs. Income to this fund was £98,431 in the year. £180,243 was expended with £10,484 in restricted income explicitly donated for spending during the following financial year.

Provision for long term research contracts which have been signed within the year are restricted against the Research Fund and are included in this fund's outgoing resources. The balance of this fund at the year-end amounted to £-208,077. Fundraising for this fund is an ongoing priority.

The charity has designated £100,000 of year-end reserves to use on the Research Programme expenditure in the coming financial year.

Duckworth Fund – this fund was set up in memory of Keith Duckworth and income from his Estate is restricted to funding PhD studentships. £15,000 was received during the year and transferred into the Research Fund for this purpose. At the year-end the fund amounted to nil.

PR Fund – this fund was set up to ensure enough funds are raised to enable the charity to communicate effectively to all audiences about the work and results of the charity. Restricted income to this fund was £15,000 in the year and £68,369 was expended. The fund balance at the year-end was nil after £53,369 was transferred from unrestricted funds. New avenues of income for this fund are actively sought.

Education Fund – donations to this fund are actively fundraised for and restricted income is ring-fenced to pay for specific activities and campaigns and the associated costs of these. Income generated for this fund was £22,564 in the year. £63,732 was expended with £20,418 in restricted income explicitly donated for spending during the following financial year. Fundraising for this fund is an ongoing priority.

The charity has designated £25,000 of year-end reserves to use on the Education Programme expenditure in the coming financial year.

All restricted funds are actively fundraised for and donations which are restricted to that purpose pass through their respective fund accordingly. Any shortfall in spending from any particular fund is made up with transfers from unrestricted funds.

RISK MANAGEMENT

The Board takes all reasonable steps to ensure that major risks are identified and recorded.

A new risk management policy was developed and agreed by the Board in July 2024.

The risk register which identifies both operational and strategic risks is reviewed and updated every six months by the senior staff team. The board conduct a more robust review on an annual basis.

PRINCIPAL RISKS AND UNCERTAINTIES

The main risks identified during the risk management process were:

⚠ Limitations in forging partnerships and collaborations due to lack of national brand awareness.

✔ *The external communications and PR activity is driving progress and mitigating this risk.*

⚠ Security of reserves and banking.

✔ *New accounts and a spread of funds between multiple accounts has been implemented to mitigate this.*

⚠ Not understanding and a lack of connection to specific different types of audiences.

✔ *The ongoing development and implementation of the communications strategy is working to reduce this risk.*

⚠ The risk of Government policy changes to environmental, charity or other laws/guidance which affect SongBird Survival functions was added to the register in 2023/2024.

✔ *It was agreed to prioritise more time to the review and update on activity in the external environment especially in the light of a government change in summer 2024.*

⚠ The risk of the cost-of-living crisis and economic environment limiting the capacity to raise required funds was added to the register.

✔ *New products have been added to the fundraising portfolio but need more promotion and a renewed focus on new audiences for income is a priority.*

⚠ Lack of diversity and representation on Board and staff teams was added to the register.

✔ *Work is needed to develop a better understanding of what is needed before implementation. Recruitment for staff and volunteers is undertaken with this in mind using processes to limit bias and enable diversification.*

⚠ Not understanding and connecting with different types of audiences.

✔ *A communications strategy has been developed and will be implemented in 2024/2025 with support from a specialist in house post and external PR advisors.*

THE SONGBIRD SURVIVAL TEAM

Our staff team mostly work remotely across the UK with a small office hub in Diss, Norfolk where our supporter services team are based.



George Bradley
Operations & Finance Manager



Robyn Cooper
Trusts & Foundations Fundraising Manager



Susan Morgan
Chief Executive Officer



Charlotte Bartleet-Cross
Research & Engagement Manager



Tracey Spensley
Commu-nications Manager

OUR FUTURE PLANS

2025 marks the silver anniversary of SongBird Survival, providing the backdrop for some new activities and projects.
With clear strategic goals and supporting research and communication strategies, we anticipate significant development and growth in 2024/2025.

Our key themes will focus on demonstrating impact, encouraging action for songbirds, and raising awareness of their crisis and our efforts to address it. We will forge partnerships and collaborate with other organisations to amplify our work's outcomes.

Recognising the limitations as a small, specialist charity, we will prioritise and target issues where we can make the most difference. Our new report, "Threats to UK Songbirds," will provide a comprehensive overview of their state, the issues they face, and highlight gaps, sparking conversations with the wider conservation community to find solutions.

We are delighted that there will be a SongBird Survival garden at the RHS Chelsea Flower Show in May 2025, funded by Project Giving Back. This will be an amazing opportunity to raise the profile of the charity whilst also showcasing practical solutions for helping songbirds in gardens.

We will continue National Robin Day in December 2024 and expand the Ruby Robin Award, targeting children aged 5-11. We will also speak up on priority policy areas where we have evidence: garden bird feeding, domestic cats, disease, pesticides, and predation.



Our Gardens for Birds Campaign will reach a mass audience, motivating practical action to help birds. We will also launch a new webinar series to educate on turning scientific solutions into tangible outcomes for songbirds.

Our work will be guided by eight organisational objectives, focusing our annual plans and supporting our strategy. We will publish findings from the nest camera meta-analysis and expect results from the veterinary drugs study, potentially leading to campaigns for change.

Fundraising to develop a sustainable income base will remain a major priority, including engaging wider audiences and building our supporter base. We will grow our corporate partnerships and committed regular giving, with personalised support to build a loyal community.

Increasing brand awareness is crucial to building relationships with stakeholders and achieving our goals. We will maximise our research impact through media promotion, public education, and targeted PR campaigns, enhancing our social media profile, website, and digital communication.

2025 will also bring changes to our Board, with new Trustees and a new Chairman. As several long-term Trustees reach the end of their terms, 2025 will mark a new chapter for the charity building on the strong foundations they have laid.

GET IN TOUCH



Lisa Beamish
Fundraising & Supporter Care



Gemma Spall
Fundraising & Supporter Care

If you have any questions about how to get involved, support our work or find out more how you can help songbirds, please get in touch. We'd love to hear from you.

Supporter services:
Email: dawn-chorus@songbird-survival.org.uk
Tel: 01379 641715 (9am-4pm Monday to Friday)

Email:
research@songbird-survival.org.uk
fundraising@ songbird-survival.org.uk
pr@songbird-survival.org.uk
education@songbird-survival.org.uk

Follow us on social media:
SongBirdSBS | SongBirdSBS
songbird-survival | songbirdsurvival

REPORT OF THE TRUSTEES
YEAR TO 30TH SEPTEMBER 2024

STRUCTURE AND GOVERNANCE

Structure and Governance
The Trustees have paid due regard to the guidance published by the Charity Commission on Public Benefit, when reviewing the activities of the charity.

Charitable status
The company is a registered charity. Its registration number is 1085281 with the Charity Commission of England and Wales.

Legal status and organisation
The Charity is constituted as a company limited by guarantee and, therefore, governed by a memorandum and articles of association. The members of the Charity elect the Trustees at each annual general meeting. The Trustees meet around six times a year to decide how the Charity should carry out its aims.

The Trustees delegate day to day running of the charity to the CEO and staff; with monthly oversight to ensure activites are within agreed parameters.

Results and Dividends
The results of the Charity are set out on the following pages

Clause 6 of the Memorandum of Association specifically prevents payment of any dividend or material benefits to members.

Appointment of Trustees
Trustees are elected at the annual general meeting by the membership. One-third of the Trustees must retire at each general meeting. 3 new Trustees were co-opted onto the board during the year ending 30th September 2024.

Services of volunteers
The charity depends on the unpaid work of its Trustees, all of whom donate their time. The money saved by not paying Trustees for their professional expertise has not been quantified but is estimated to be in the region of £36,000 in the year.

Trustees
The Trustees who served the company during the year were as follows:
Tom Leicester
Clive Sherwood
Nicholas Forde
Colin Strang Steel
Nicky Oliver
Peter Roberts
Steve Guest
Alison Spottiswoode
Julia Shroeder (Co-opted)
Gerald Kaye (Co-opted)
Keith Cowieson (Co-opted)

Insurance
The Charity has purchased liability insurance for the Trustees and officers.

Small company status
The report of the Trustees has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 14th January 2025.

INDEPENDENT EXAMINER'S REPORT
TO THE MEMBERS OF SONGBIRD SURVIVAL

I report on the accounts of the charity for the year ended 30th September 2024, which are set out on pages 22 to 31.

Respective responsibilities of trustees and examiner
The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:
- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report
My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements
   - to keep accounting records in accordance with section 130 of the 2011 Act; and
   - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Adam James MAAT
Eric Southwick & Co
Charity Accountants
51 The Avenue
Seaham
Co Durham
SR7 8NS

Date: 10th January 2025

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
YEAR TO 30TH SEPTEMBER 2024

		2024			2023		
		Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	Notes	£	£	£	£	£	£
Income and Endowments from:							
Donations and Legacies	2	212,563	148,509	361,072	287,256	105,367	392,623
Charitable Activities	3	3,287	-	3,287	6,874	-	6,874
Other trading activities	4	224	-	224	506	-	506
Investment Income	5	7,050	-	7,050	5,762	-	5,762
Other	5	33,439	2,486	35,925	32,165	-	32,165
Total income and Endowments		**256,563**	**150,995**	**407,558**	**332,563**	**105,367**	**437,930**
Expenditure on							
Charitable activities:							
Research	6	-	180,243	180,243	-	107,572	107,572
Education	6	-	32,402	32,402	-	32,396	32,396
Campaigns	6	-	31,330	31,330	12,749	15,139	27,888
Raising funds							
Membership	7	25,030	-	25,030	30,373	-	30,373
Fundraising	7	110,004	-	110,004	61,830	-	61,830
Activities	7	8,265	-	8,265	4,540	-	4,540
PR	7	-	68,369	68,369	-	48,036	48,036
Trading activities	8	230	-	230	155	-	155
Support costs	9	82,779	-	82,779	89,033	-	89,033
Total Expenditure		**226,308**	**312,344**	**538,652**	**198,680**	**203,143**	**401,823**
Net income / expenditure		30,255	(161,349)	(131,094)	133,883	(97,776)	36,107
Transfers between funds	17	(192,051)	192,051	-	(97,776)	97,776	-
Net movement in funds		(161,796)	30,702	(131,094)	36,107	-	36,107
Reconciliation of funds:							
Total funds brought forward		**408,006**	**-**	**408,006**	**371,899**	**-**	**371,899**
Total funds carried forward		**246,210**	**30,702**	**276,912**	**408,006**	**-**	**408,006**

BALANCE SHEET
YEAR TO 30TH SEPTEMBER 2024

		2024 Total	2023 Total
	Notes	£	£
Fixed Assets			
Tangible Assets	12	1,818	1,731
Current Assets			
Stock		289	519
Cash at bank - Current Account		216,083	275,494
Cash at bank - Deposit Account		150,000	200,000
Cash in hand		421	308
Funds in transit		1,474	627
Debtors	13	1,586	2,872
Total current assets		**369,853**	**479,820**
Creditors: Amounts falling due within one year	14	**(94,759)**	**(73,545)**
Provision for long-term Contracts	15	**(218,561)**	**-**
Net current assets		**56,533**	**406,275**
Total assets less current liabilities		**58,351**	**408,006**
Funds:			
Unrestricted Funds	17	246,210	408,006
Restricted Funds	17	(187,859)	-
Total c/fwd		**58,351**	**408,006**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard FRS 102.

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2024

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 September 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Directors on 14th January 2025 and were signed on its behalf by:



Colin Strang Steel, Director

The notes on pages 24 to 31 are an integral part of these accounts.

STATEMENT OF CASH FLOW
YEAR TO 30TH SEPTEMBER 2024

	2024		2023	
	£	£	£	£
Net Income / Expenditure		(131,094)		36,107
Adjustments for:				
Purchases / disposals of assets	590		1,142	
Depreciation of fixed assets	1,024		593	
Dividends, interest and rents from investments	(7,050)		(5,762)	
Increase / decrease in stock	230		155	
Increase / decrease in debtors	1,286		67	
Decrease / increase in creditors	21,214		27,653	
Cash flows from operating activities		(113,800)		59,955
Cash flows from investing activities				
Purchase of property, plant and equipment	(1,701)	(1,701)	(2,050)	(2,050)
Dividends, interest and rents from investments	7,050	7,050	5,762	5,762
Change in cash and cash equivalents in the year		(108,451)		63,667
Cash and cash equivalents at the beginning of the year		476,429		412,762
Total cash and cash equivalents at the end of the year		**367,978**		**476,429**

Cashflow restrictions
Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the period.

Analysis of changes in cash during the period

	2024	2023	Change
	£	£	£
Cash at hand and in bank	**367,978**	**476,429**	**(108,451)**

	2023	2022	Change
	£	£	£
Cash at hand and in bank	**476,429**	**412,762**	**63,667**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

1) ACCOUNTING POLICIES

SongBird Survival is a company limited by guarantee and not having a share capital. Company number 4078747. The registered office is 50 Princes Street, Ipswich, Suffolk. IP1 1RJ. SongBird Survival is a registered charity. Registered in England and Wales Number 1085281.

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

BASIS OF ACCOUNTING

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011, Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern. Whilst the Trustees expect there could be an impact from the current uncertain economic environment on the charity's operations and reserves in the coming months and years, the charity has sufficient reserves to be able to meet these challenges.

INCOMING RESOURCES

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations, subscriptions and gifts and is included in full in the Statement of Financial Activities when receivable, except as follows:

i) When donors specify that donations given to the Charity must be used in future accounting periods, the income is deferred until those periods.

ii) When donors impose pre-conditions which have to be fulfilled before the Charity becomes entitled to us such income, the income is deferred until the pre-condition have been met.

Legacies are included on a receivable basis where the Charity is entitled to the income, it can be measured reliably and receipt is probable. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is not included in income but is treated as a contingent asset and disclosed if material.

Investment income is included when receivable.

APPLICATION OF RESOURCES

Resources expended are included in the statement of financial activities on an accruals basis inclusive of any VAT which cannot be recovered. Expenditure which is directly attributable to specific activities has been included in the relevant cost categories. Where costs are attributable to more than one activity they have been apportioned across the cross categories on a basis consistent with the use of these resources.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general activities of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of appeal.

FIXED ASSETS

Fixed assets are included at cost less depreciation. Depreciation is charged so as to write off the cost of fixed assets over their estimated useful lives. The Trustees estimate that the following classes of assets have the following useful lives:

Computer - 3 years
Office equipment - 5 years

STOCK

Stock represents the purchase of goods that are initially recognised at cost. Provision for slow-moving or obsolete lines is made, reducing their carrying value to expected realisable sales or written off and disposed.

DEBTORS

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

CASH

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

TAXATION

No provision is made for taxation because the company is a registered charity.

The Charity is entitled to reclaim tax on gift aid donations.

CREDITORS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

PENSION SCHEME

The Charity has arranged a defined contribution scheme for its staff. Pension costs charged in the SOFA represent the contributions payable by the Charity in the period.

COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee, not having a share capital.

The maximum liability of each member does not exceed £1.

TRUSTEES' EXPENSES

Details of the Trustees' expenses can be found on page 28. Trustees were reimbursed expenses that they incurred whilst carrying out Trustee duties. The nature of these expenses was travel, mileage and subsistence costs.

TRUSTEES' REMUNERATION

No Trustee received remuneration during the year.

ACCOUNTANCY AND EXTERNAL SCRUTINY FEES

During the year accountancy and external scrutiny fees amounted to £1,560 (2023 £1,300).

CONTROL

The Charity is under the control of the Board of Trustees, each of whom are a Director.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

ANALYSIS OF INCOMING RESOURCES

	2024			2023
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
2) DONATIONS AND LEGACIES				
Donations	53,818	49,059	102,877	97,746
Membership	36,009	-	36,009	34,384
Legacies and In Memory gifts	39,185	-	39,185	138,029
Trust Grants	53,820	96,450	150,270	106,413
Corporate Partnerships	29,731	-	29,731	13,051
Gifts in Kind - Professional Services	-	3,000	3,000	3,000
	212,563	**148,509**	**361,072**	**392,623**
3) INCOME GENERATING ACTIVITIES				
Lottery and Raffles	2,425	-	2,425	5,970
Auctions	-	-	-	-
Events	-	-	-	-
Other activities	862	-	862	904
	3,287	**-**	**3,287**	**6,874**
4) OTHER TRADING ACTIVITIES				
Sales	224	-	224	506
	224	**-**	**224**	**506**
5) OTHER				
Investment Income	7,050	-	7,050	5,762
Gift aid	28,386	2,486	30,872	27,038
Other Revenue	53	-	53	127
Employment allowance	5,000	-	5,000	5,000
	40,489	**2,486**	**42,975**	**37,927**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

ANALYSIS OF EXPENDITURE ON:

	2024			2023
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
6) COST OF CHARITABLE ACTIVITIES				
Research Programme	-	180,243	180,243	107,572
Education Programme	-	32,402	32,402	32,396
Campaigns	-	31,330	31,330	27,888
	-	**243,975**	**243,975**	**167,856**
7) RAISING FUNDS				
Fundraising costs	110,004	-	110,004	61,830
Cost of membership	25,030	-	25,030	30,373
Cost of activities	8,265	-	8,265	4,540
Communications	-	68,369	68,369	48,036
	143,299	**68,369**	**211,668**	**144,779**
8) COST OF OTHER TRADING ACTIVITY				
Cost of sales	230	-	230	155
	230	**-**	**230**	**155**
9) SUPPORT COSTS				
Staff costs	61,665	-	61,665	65,550
Staff expenses	5,704	-	5,704	7,901
Trustee meetings and expenses	1,140	-	1,140	3,109
Insurances	1,373	-	1,373	1,468
Professional services	2,100	-	2,100	1,724
Bank charges	1,520	-	1,520	950
Rent rates and power	3,451	-	3,451	3,044
Office, telephone and stationery	3,940	-	3,940	3,518
Equipment and software	862	-	862	1,176
Depreciation	1,024	-	1,024	593
	82,779	**-**	**82,779**	**89,033**
10) NET INCOME / EXPENDITURE				
Total income	256,563	150,995	407,558	437,930
Total expenditure	226,308	312,344	538,652	401,823
	30,255	**(161,349)**	**(131,094)**	**36,107**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

	2024			2023
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£

11) STAFF COSTS

Wages and Salaries	216,350	-	216,350	158,201
Employer's National Insurance	20,047	-	20,047	16,257
Pension contributions	4,646	-	4,646	3,753
Staff training	4,189	-	4,189	3,248
Recruitment costs	863	-	863	6,192
Other employment costs	1,341	-	1,341	430
	247,436	**-**	**247,436**	**188,081**

	2024	2023
Employees with salaries over £60k	-	-
Number of these employees	-	-
Total benefits received by these employees, including pension contributions	-	-
The average monthly employees during the period	6	5

12) FIXED ASSETS

	Computer equipment	Office equipment	Total
	£	£	£
a) Cost			
Balance b/fwd	1,978	1,175	3,153
Additions in the year	1,440	261	1,701
Disposal in the year	(450)	-	(450)
Balance c/fwd	**2,968**	**1,436**	**4,404**
b) Depreciation			
Balance b/fwd	1,238	184	1,422
Charge for the year	801	223	1,024
Elimination on disposal	140	-	140
Balance c/fwd	**2,179**	**407**	**2,586**
c) Net book value			
Balance b/fwd	**740**	**991**	**1,731**
Balance c/fwd	**789**	**1,029**	**1,818**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

13) DEBTORS

	2024 Total	2023 Total
	£	£
Gift aid recoverable	1,498	1,582
Prepayments	-	1,290
Other debtors	88	-
	1,586	**2,872**

14) CREDITORS

Amounts falling due within one year:		
Creditors	2,368	4,337
Pensions and HMRC payable	979	819
Accruals	91,412	68,389
	94,759	**73,545**

15) PROVISION FOR LONG TERM CONTRACTS

	2024-25	2025-26	2026-27	Total
Research contracts:	£	£	£	£
Veterinary drugs	68,791	-	-	68,791
Recreational disturbance	33,933	35,670	12,668	82,271
Endocrine disrupting chemicals	30,290	30,290	6,919	67,499
Total Provision:	**133,014**	**65,960**	**19,587**	**218,561**

16) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Tangible fixed assets	1,818	-	1,818
Current assets	339,151	30,702	369,853
Current liabilities	94,759	-	94,759
Long term liabilities	-	218.561	218,561
Net assets as at 30/09/24:	**246,210**	**(187,859)**	**58,351**

See page 17 for explanation about our funds and provision for research contracts.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2024

17) MOVEMENT IN FUNDS

	At 01/10/2023	Incoming Resources	Outgoing Resources	Transfers	At 30/09/2024
	£	£	£	£	£
Restricted Funds:	**-**	**150,995**	**530,905**	**192,051**	**(187,859)**
Research Fund:	-	98,431	398,804	92,296	(208,077)
Duckworth Fund:	-	15,000	-	(15,000)	-
PR Fund:	-	15,000	68,369	53,369	-
Education Fund:	-	22,564	63,732	61,386	20,218
Unrestricted Funds:	**408,006**	**256,563**	**226,308**	**(192,051)**	**246,210**
Total funds:	**408,006**	**407,558**	**757,213**	**-**	**58,351**

18) RESERVES AND DESIGNATED FUNDS

	At 01/10/2023	Incoming Resources	Outgoing Resources	Transfers	At 30/09/2024
	£	£	£	£	£
General Reserve	74,000	-	-	-	74,000
Safety Reserve	50,000	-	-	-	50,000
Designated funds:					
Research programme	196,000	-	-	(96,000)	100,000
Education Programme	72,000	-	-	(47,000)	25,000
Provision for Future contracts	-	-	218,561	-	(218,561)
Total:	**392,000**	**-**	**218,561**	**(143,000)**	**30,439**
Surplus/Deficit:	**16,006**	**407,558**	**538,652**	**143,000**	**27,912**
Free reserves	**-**	**-**	**-**	**-**	**27,912**

See page 17 for explanation about our funds, reserves and designated funds.



THANK YOU TO EVERYONE WHO HAS SUPPORTED OUR WORK THIS YEAR

Our songbirds are facing a challenging time, with population numbers plummeting at an ever increasing rate. We need to work together to build a world where songbirds can thrive. If we don't act soon, we may lose our dawn chorus forever.

The key to restoring songbird populations is our independent, high-quality scientific research. However, it's becoming increasingly difficult to raise funds for conservation research. While we grapple with funding challenges, songbirds remain in a bit of a flap.

Just £5 a month from you can be the lifeline our songbirds desperately need. Your contribution means that we can share practical and expert advice, making sure that at-risk birds get the support they need to thrive.

For those who are able to give a little more and make an even bigger impact, £20 a month can help fund groundbreaking research. Imagine being the force behind studies that unravel the mysteries of how pesticides impact our birds. Your generosity leads us towards solutions that kick pesticides to the curb and let birds soar without the damaging effects.

Are you ready to make a difference and join us in the fight to save our songbirds?

Donate here:

SONGBIRD SURVIVAL

Saving songbirds with science

SONGBIRD SURVIVAL

England & Wales - Charity number 1085281

Accounts

SONGBIRD SURVIVAL REPORT & ACCOUNTS

FOR THE YEAR ENDED
30TH SEPTEMBER 2023



SONGBIRD SURVIVAL
Saving songbirds with science

A company limited by guarantee
Registered Charity No. 1085281 Company No. 4078747

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Pied flycatcher

SUMMARY INFORMATION

Cover image: Robin by Frank Heinrich

DIRECTORS
Tom Leicester
Clive Sherwood
Nick Forde
Colin Strang Steel
Nicky Oliver
Peter Roberts
Steve Guest
Alison Spottiswoode

CEO
Susan Morgan

INDEPENDENT EXAMINERS
Adam James MAAT
Eric Southwick & Co
Chartered Accountants
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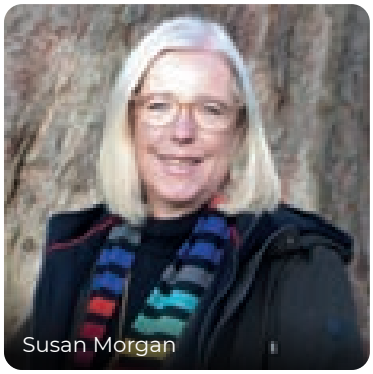
REGISTERED NUMBER
4078747

CHARITY NUMBER
1085281
(Charity Commission for England and Wales)

INTRODUCTION FROM THE CHAIRMAN AND CHIEF EXECUTIVE

THIS REPORT ACCOUNTS FOR ACTIVITY FROM OCTOBER 2022 TO SEPTEMBER 2023.


Colin Strang Steel


Susan Morgan

The past year (2022/2023) has been one of significant growth and ambition as we strive to address the crisis facing UK songbirds. Our annual report for the year ending September 2023 captures the progress we've made and acknowledges the challenges ahead.

We take pride in our strong foundations, expanding organisational capacity, and the dedication of our skilled staff, loyal members, generous supporters, and hardworking trustees. Our shared commitment to a positive future for songbirds remains unwavering. Together, we are collaborating to make a meaningful impact on our goals.

This year, we've updated our overall strategy to guide our work. Recognising the serious decline of songbirds, we carefully direct our efforts where they can have a clear and impactful outcome.

Working with our Scientific Research Advisory Committee we have developed a robust five-year strategy (2023-2028) to address crucial evidence gaps for the conservation of UK songbirds. We've initiated a new scientific research investment programme to support this effort.

Progress has also been made in our educational campaigns, such as Gardens for Birds. These campaigns translate our research into practical actions for songbird conservation and are reaching new and broader audiences.

To achieve our goals, we rely on the vital support of our members and donors. Despite external economic challenges, we had a successful year and remain committed to the highest standards of professionalism and stewardship in our fundraising. Our small size allows us to maintain a personalised approach, valuing and listening to the input of our members.

As we enter 2023/2024, increased investments in research and partnerships are planned, including a focus on engaging younger audiences. Leveraging our digital presence and building brand awareness will be key to ensuring the success of our research and campaigns.

Looking forward, SongBird Survival remains steadfast in our commitment to build on the successes of 2022/2023. Our plans are grounded in a clear strategic framework, a strong research agenda, and an unwavering dedication to our mission. This is backed by a determination to be courageous when needed and not shy away from what can be difficult conversations about the most pressing threats and issues to the songbirds which share our natural world.

Together, we will continue to navigate challenges, inspire action, and work towards a future where songbirds thrive.



Colin Strang Steel, Chairman
& Susan Morgan, CEO

The Trustees present their annual report, together with the accounts for the year ended 30th September 2023, which have been prepared in accordance with the statutory requirements and the charity's governing documents. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (FRS 102) in preparing the annual report and financial statements of the charity.

PRINCIPAL OBJECTIVES AND ACTIVITIES OF SONGBIRD SURVIVAL

OBJECTS

The object of the charity is to improve protect and preserve the population of song and other small birds for the benefit of national biodiversity and the public. It aims to achieve this by commissioning and funding scientific research; supporting the conservation and restoration of habitats; by education of the public and by advocacy where changes in the law may be deemed necessary to protect song and other small birds.

OUR VISION AND AIM

The charity's vision is to see a resilient and balanced UK songbird (and other small bird) population sustained through sound management strategies.

Our aim is to improve, sustain or halt the decline of UK songbird populations.



Wren

ORGANISATION STRATEGY

STRATEGY

A new strategic framework was developed by the Board in summer 2023. Work continues to develop the detail of this strategy due to be published in 2023/2024.

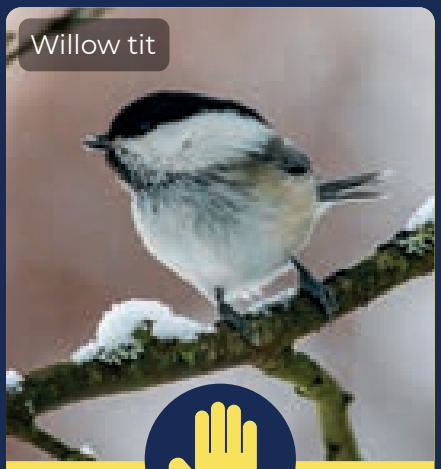
Our strategic goals encompass three key themes:



1 Raising awareness of the rapid decline of songbirds in order to activate and motivate action for change



2 Funding independent scientific research which fills critical evidence gaps and leads to action and demonstrable impact



3 Arresting the decline of the most at-risk songbirds which breed annually in the UK.

How we will succeed

We are proud to be ambitious, growing and ready to take on the next stage in our organisational development. Five core themes are incorporated in all that we do to support the achievement of our goals.

- ✔ Turning scientific research into solutions which have a tangible impact
- ✔ Growing income from new audiences and nurturing our membership
- ✔ Having a focused stronger voice on targeted issues
- ✔ Educating people on the issues affecting songbirds why these are a significant problem. Young audiences are a priority
- ✔ Collaboration and partnerships to amplify our reach and impact

RESEARCH STRATEGY

Working with our Scientific Research Advisory Committee of specialists and experts, a new five-year research strategy for 2023-2028 is now in place.

Our scientific research programme funds songbird specific research across the whole of the UK. We fund novel and innovative research that fills gaps in the conservation evidence base. Projects are prioritised where there is potential for the biggest impact on halting and/or reversing songbird declines.

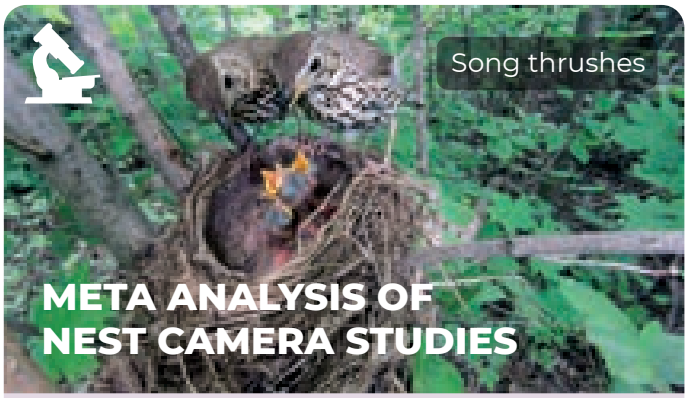
This strategy sets out our specific priorities for scientific research to benefit the declining UK songbird population. These priorities were identified through an independently led comprehensive review of the scientific evidence. The study assessed the relative importance of potential drivers of change in species population size of UK annually breeding passerines with 83 species considered. The outcome determined gaps in evidence base relating to songbird declines in the UK and has led to a number of new studies which are now in the commissioning pipeline.

Main activities and achievements

Scientific research is at the heart of our work to influence and achieve a more positive future for songbirds, but this works alongside our other core activities.

- **Scientific research** into the causes of decline of songbirds, and using the results of this research to demonstrate what is happening to songbirds
- **Suitable education** of the public and key audiences through targeted campaigns to engage them in actions to benefit songbirds
- **Publicising the causes** of decline in songbird numbers and acting as the voice for songbirds in conveying relevant facts and information to the public
- **Lobbying** other conservation organisations and government to effect changes of policy and where necessary, the law
- **Influencing** and educating farmers, landowners, government, other NGO's and the public about the need for conservation of natural and semi-natural habitats, predator control, and re-creation of habitats in which the songbirds may live

NEW RESEARCH PROJECT



This project is looking at UK nest camera data to give a greater understanding of the threats facing UK songbird populations. Independent researchers from the University of East Anglia and the British Trust for Ornithology are creating a database of previously published nest camera studies.

By putting together all this information and studying it, we will figure out exactly which types of animals are causing problems for nesting birds in different contexts. The results will then be compared to existing perceptions about how wildlife interact, including relevant literature and policies. This will help us to determine if existing theories about predation are reliable.

The outcomes of this project, due in 2023/2024 will:

- ✔ better inform policies and strategies for predator control
- ✔ aid conservation efforts for songbirds and other small birds
- ✔ inform advocacy efforts
- ✔ enhanced public engagement
- ✔ influence the design of future research studies

RESEARCH PIPELINE

The Scientific Research Advisory Committee and the SongBird Survival Board have agreed a number of new PhD projects which are now in the process of commissioning. These include

- Understanding impacts and mitigation of recreational disturbance on woodland and shrubland birds
- Endocrine disrupting chemicals in waterways and the impact on the survival and breeding success of hirundines.

SCIENTIFIC RESEARCH

GOAL:
To deliver a programme of independent scientific research targeting specific gaps in the conservation evidence base relating to songbird declines and prioritised relating to their potential to make a positive impact to achieve the organisational mission.

Two long term studies were underway during 2022/2023.

Cats, their owners and the environment reached its conclusion in 2022/2023 and the **Pesticides and songbirds** project at University of Sussex continued to deliver some critical findings.



CATS, THEIR OWNERS AND THE ENVIRONMENT

Cats are the second most popular pet in the UK with more than 12 million animals and living in 28% of households. Their presence as companion animals provides many with much needed love and company but understanding the impact that cats have on our songbird populations is a crucial area of research.

The project working with the University of Sussex has focused on understanding more about cat behaviour and cat owner attitudes to hunting to move beyond the social conflict that has plagued the issue of cat predation on wildlife.

The project took an innovative approach through engagement and collaborative research with cat welfare organisations and cat owners. A series of nine papers have been published which have identified key practical solutions proven to minimise hunting and these have generated significant media interest in the findings.

A multi-partner meeting was held in spring 2022 gathering together key individual and organisational stakeholders to work together towards shared goals to support the reduction in cats' hunting. The meeting was convened and led by The University of Exeter and we hope this will lead to beneficial partnerships as we use the study's findings to make a positive impact for songbirds.



PESTICIDES AND SONGBIRDS

Now entering its third year, this study which is working to understand pesticide use and how it may affect UK songbirds is producing much anticipated results.

Published in the Journal of the Total Environment, the paper *'Habitat quality, urbanisation & pesticides influence bird abundance and richness in gardens'* investigated bird-friendly features in domestic gardens and looks at the use of pesticides in gardening and the effects these have on our common garden songbirds.

Key findings

- Pesticide use by gardeners is associated with lower abundance of common birds such as house sparrows and robins
- When looking at the potential impact on bird abundance, the study has shown that house sparrow numbers were reduced by 25% in gardens where glyphosate was used and by 39% in gardens applying metaldehyde slug pellets.
- The numbers of bird species and the overall abundance of birds recorded was higher in gardens offering wildlife-friendly habitats. Simple measures such as planting hedgerows, shrubs and other trees or creating a pond, along with avoiding the use of pesticide can make a significant difference to the garden birds present in your garden.



Cannelle Tassin de Montaigu, the lead author, said *"House sparrow population is declining fast in the UK and pesticide use could be one of the factors. Pesticides are not fundamentally necessary in our gardens and many towns in the UK and around the world are now pesticide free, let's do the same in our own gardens!"*

ENGAGEMENT AND EDUCATION

CAMPAIGNS

GOAL:
To provide information and guidance to the general public on how they can take more active actions to preserve and protect songbirds and actively encourage proactive engagement with this.

Every day we respond to enquiries and promote advice and information. We also run targeted campaigns based upon messaging linked to our scientific research.

Our campaign and education activity continues to grow. Our campaigns are designed to turn our scientific research outcomes into solutions which make an impact through targeted audiences.



EDUCATION CASE STUDY:



Kelso Showground: Border Union Agricultural Society (BUAS) Spring Schools Event, 16th May 2023

130 teachers brought 1,300 primary aged school children to the event to learn about countryside activities and organisations. Susan our CEO, Colin, our Chairman and volunteers Bob Black and Bob Dawson attended the event, taking with them various resources and Garden for Birds 2023 materials to hand out to the teachers and children. This is an enthusiastic audience and fuels our aim to do more to educate younger people.

Gardens For Birds



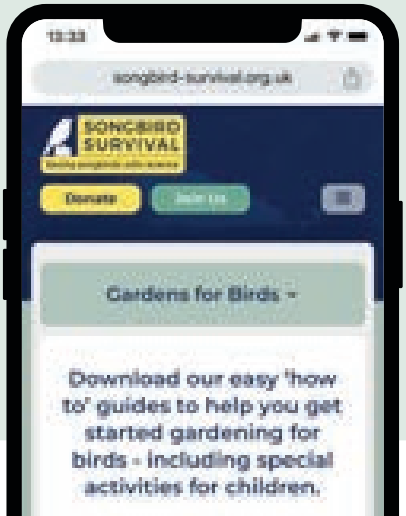
Goldfinch

CAMPAIGN CASE STUDY:

Gardens for Birds: A campaign to get people to think proactively about birds and how they can support them in their gardens.

The campaign focused on education, awareness, and inclusivity, sharing messaging for the universal accessibility of bird-friendly gardening, irrespective of garden size or gardening expertise. The success of this initiative was reflected in the increased outreach to diverse audiences, individuals unfamiliar with the charity, and those who had not considered bird-centric gardening before.

Key elements included a campaign section on the website, show stands at a number of events to reach gardeners, a PR campaign and provision of information resources in print and online.



RESULTS:

Information
A resource bank of materials and dedicated campaign on the website provided targeted information for gardeners

Shows and Events
With four shows attended, including the Royal Norfolk Show and Toby's Garden Festival, we reached more than 3,400 people face to face, providing advice and also some welcome feedback on our work and identification of the most unknown issues.

Partnerships
Our partner, Grazers, invited us to share their space at various events across February, March and April, including the Garden Press Event which gained a lot of interest and was of invaluable support with the PR and radio aspects of our Garden for Birds Campaign.

Website
The campaign drew visitors to the website with 1,100 downloads of resources and almost 5,000 campaign site visits.

Social media followers increased by 335% compared to usual increase and adverts reached 66,511 people

ENGAGEMENT & REACH

Total reach was 287,741 (excluding press) and engagement with 23,995 individuals.

FUNDRAISING



We do not receive any government funding: 100% of income comes from donations, and our work relies on the generosity of members and supporters. We have signed up to the Fundraising Regulator's fundraising promise and we strictly adhere to the Fundraising Regulator's code of fundraising practice and all the relevant Chartered Institute of Fundraising guidance, including 'Treating Donors Fairly.'

SongBird Survival has not received any complaints regarding aspects of our fundraising during the year. We have not received any notifications from the Fundraising Preference Service during 2022/2023.

Securing long-term sustainable income is vital and we continue in our aim to broaden the range of ways in which individuals and organisations can get involved. A priority area in our fundraising strategy is developing income from Trusts and Foundations and this year we have invested in recruiting a new specialist team member who will lead growth in this area.

Our members continue to be the core of our supporter base. 60 new members were recruited but there was a net decline of 6% during the year. These loyal supporters often support in many ways and play a significant role in providing financial support and guiding our work through the feedback they provide.

LEGACIES

Supporting a charity through a legacy can provide loyal members and supporters with a wonderful way of ensuring that their desire for a positive future for songbirds can become a reality. Legacies received in recent years have enabled us to have the confidence to commit to investment in critical long-term research projects. In 2022/2023 we received £155,717 of legacy income. Using a new suite of legacy marketing materials, we continue to promote the value and benefits of supporting us in this way.





WHAT OUR SUPPORTERS SAY:

Listening to our members and supporters provide an important and helpful guide for our work. In 2023 our annual supporter survey demonstrated that our commitment to stewardship continues to have a positive impact. Satisfaction levels remained at 8.7 out of 10 and the vast majority (almost 90%) also feel appreciated, think that we spend the donations wisely, and keep them informed about our work.

TRUSTS

We are grateful for the support received from charitable trusts and foundations and would like to thank the 45 Trusts and Foundations who donated to us in the year. A full list of these can be found on our website.

The income from Trusts and Foundations provides vital funds which enable our research and engagement programmes to be achieved.

Our Gardens For Birds Campaign was only made possible by funding from 16 Trusts. This support meant we were able to reach new audiences and help educate them on ways they can help songbirds. This funding has also provided campaign materials which will be used in coming years, expanding our reach and impact.

We would specifically like to thank the Dulverton Trust for their £10,000 donation towards our Meta Analysis research project, plus their welcome support in keeping our running costs low through the loan of their boardroom.

With our Trusts and Foundations Manager, we aim to build on existing relationships with Trusts and develop new connections that support our research projects and education programmes based on these scientific findings.





Copdock promotion at the Royal Norfolk Show



Tree sparrow by Sharon Wilson

CORPORATE PARTNERSHIPS

Our corporate partnership with Copdock Mill was renewed for another two years raising £25,000 across two years and also raising awareness of SongBird Survival through a range of branded packaging on the packaging of the wild bird food range.

"We are delighted to work with SongBird Survival to protect songbirds and to support their work through the sales of our wild bird food range."

Marie Podkormorzy, Marketing Manager

We are keen to develop partnerships with companies and this year have started working with Metal Motif, Grazers and Zembra. We are very appreciative of their support.

INDIVIDUALS

The fundraising efforts of our members and supporters are very much appreciated and we love to hear about all the wonderful ways they choose to raise money. This years' great ideas have included Open Gardens, sponsored bird counts and coffee mornings. We enjoy supporting our fundraisers and provide a Fundraising Pack with resources to help those who want to take action and support our work.

APPEALS

The generosity of our supporters and members to our appeals is very much appreciated and forms the cornerstone of our income generation. We had a terrific response to our two main appeals in winter and summer which this year went towards funding our educational activity and a new meta-analysis of nest cameras research studies.



COMMUNICATIONS


Nightingale

GOAL:

To raise awareness of the organisation, its mission and impact, building a positive brand reputation and increased engagement with key stakeholder groups and audiences.

Activity to support this goal has been an important area in 2022/2023. We do not underestimate the importance of a positive brand reputation and high organisational awareness in supporting our strategic goals. We launched a new website in autumn 2022 and have a new Communications Strategy in place.

Investment in specialist communications expertise is growing with recruitment underway to appoint a new Communications Manager. We will also continue to be supported by expertise from specialist external PR professionals to ensure we maximise the impact of our research results and campaigns.

PRESS AND MEDIA

Working with external freelance PR support, SongBird Survival was featured once again featured across a broad range of print online and radio broadcasting in 2022/2023. These activities all supported our aim to raise awareness of the charity and our work, build a positive brand reputation and increase engagement with key stakeholder groups and audiences.

SOCIAL MEDIA

Our digital channels allow us to get the word out about the latest campaigns, research, information on songbirds, charity news and how to get involved. They are also important for generating feedback and engagement with key audiences.



IN THE NEWS



The **Gardens for Birds** Campaign secured more than 111,000 listeners on radio appearances throughout the campaign across eleven stations. Print articles in the *Daily Mail, Yorkshire Post* and a host of garden-related publications also shared the messaging to encourage gardeners to provide bird-friendly habitat in their outdoor space.

A press campaign to share the findings of the **Pesticides and Gardens** study resulted in coverage in several national publications. These included the *Daily Express*, *The Guardian*, *The Herald* in Scotland, *BBC Radio Devon*, *BBC Radio Norfolk* and *My Science*. Total audience reach for coverage of the study was over 125m.



Sophie Wesley (Curious PR), Sue Morgan and Hannah Kapff (Curious PR)



The **Cats and Cat owners campaign** led by Curious PR for SongBird Survival, secured a media reach of over 673 million across three waves of activity. It was a finalist in the Third Sector Awards 2022 in the Communications Campaign of the Year category.



NATIONAL ROBIN DAY

Our sixth annual awareness event on 21st of December 2022 was a highlight in 2022/2023.

Our goals were: To drive action at home to help songbirds throughout December 2022 through signups to a National Robin Day campaign, website traffic and engagement on social media.

To increase brand awareness of SongBird Survival and position the charity as the 'go-to' on saving the UK's songbirds in December 2022, through securing PR coverage and social media reach. The focus was on encouraging people to helping birds in winter through cost effective and DIY solutions.

Social media activity reached 208,000 people

with **over 12,000 reactions** and a significant impact on follower numbers.

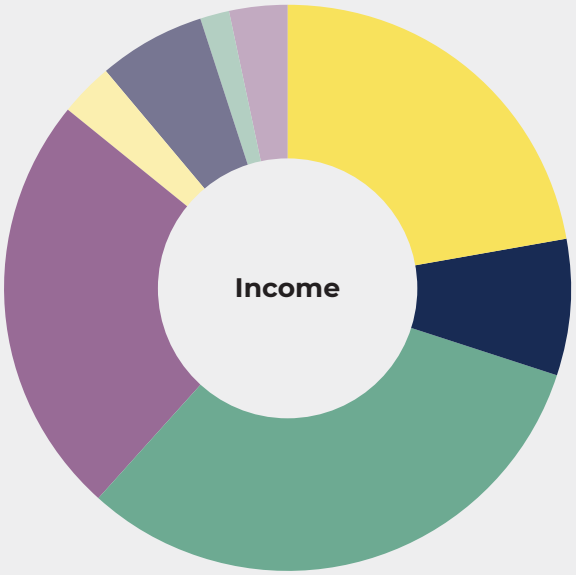
#NationalRobinDay trended in the UK in the top 10 for most of the day.

Over 2,700 new supporters signed up to receive our advice and ongoing information

and there was an **81% increase in visitors to the website**.

FINANCIAL REVIEW

INCOME decreased by 5% to £437,930 (2022 £460,392).



- Donations **£97,746**
- Membership **£34,384**
- Legacies and In Memory Gifts **£138,029**
- Trust Grants **£106,413**
- Corporate Partnerships **£13,051**
- Gift Aid **£27,038**
- Income Generating Activities **£6,874**
- Other Income **£14,395**

Income was generated from a broadening portfolio of income streams as we continue to invest in the development of voluntary income generation. Individual donations lowered year on year, as expected, as multi-year-pledgers who donated to the 2020 Future Appeal came to a close. However, individual donations remain strong, and we are very grateful for the committed support of these individuals.

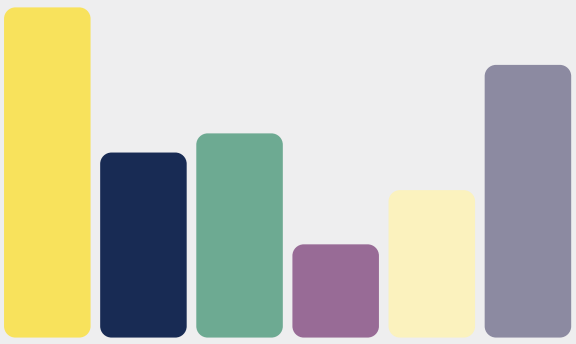
The response to the programme of an annual winter and summer appeal was good and we are investing time and energy into stewardship of these donors who are very engaged and loyal.

Membership subscription income grew slightly due to some new life and corporate memberships with higher subscription rates despite overall member numbers dropping slightly.

Legacy income is unpredictable and can change significantly year on year. Five significant gifts were received in 2022/2023.

Trust Funding continues to be a key income provider with income increasing by 32% and this is a key area we have identified and are investing in for future growth.

EXPENDITURE increased by £60,553 to £401,823.



- Research Programme **£107,572**
- Education Programme **£60,284**
- Fundraising costs **£66,525**
- Cost of membership **£30,373**
- PR, communications and marketing **£48,036**
- Support Costs **£89,033**

The most significant changes relate to staff costs, increased research funding and investment in campaigns and education and engagement.

- In 2022/2023 staff costs increased due to cost of living pay increases for existing staff and the recruitment of a professional fundraiser. Total headcount rose from 4.4 FTE to 5.4 FTE.
- A new research project was commissioned while we continued to fund our longer-term study at Sussex Universities.
- Investment in education and campaigning is now a priority area of our work and investment in this is growing year on year.
- Cost of generating income is managed carefully, remaining relatively stable year on year but with some minor increase for development of more professional methods and tools to maintain a competitive approach in a challenging market.

NET INCOME

A net surplus of £36,107 was achieved in 2022/2023. This surplus was planned to enable the charity to retain its agreed reserves and build a fund that will allow the commissioning of new longer-term research projects, where funding is needed for several years. This surplus is designated for this purpose and will be allocated to priority research projects identified in 2022/2023.

Closing total assets were £408,006

At the year-end our unrestricted reserves amounted to £408,006. As per the Charity's Reserves and Investment Policy, £392,000 of these funds are held in Reserve or are Designated Funds towards the Research and Education Programmes. This means the free reserves of the charity are £16,006.

FINANCIAL RESERVES POLICY

The following reserves will be held:
i) A "safety reserve" of £50,000 pounds to cover budget variances, to allow contingency actions to be affected, and to provide a buffer for more radical action in the event of a more serious or more sustained variance than anticipated.
ii) A "general reserve" of £74,000 pounds to be used to support the growth of the charity, in particular to ensure key staff contracts and operational costs can be continued in a crisis. This is calculated based upon three months of operating costs.

RESTRICTED AND DESIGNATED FUNDS

1. The Research Fund. A total of £107,572 was spent from this fund towards our research programme as described in the report of the Directors. At the year end the fund amounted to nil with £196,000 held in reserve for future spending.
2. The Duckworth Fund. This began in 2013 and has been used to fund the Keith Duckworth Scholarship fund for Research. At the year end this fund amounted to nil.
3. The PR Fund. This fund was set up in 2012 to help towards the cost of promoting the work of the charity. The fund is ongoing with a regular income pledged to help with these costs until the end of 2025. At the year end this fund amounted to nil after a total of £48,036 was spent during the year.
4. The Education Fund. This fund was set up to help fund our Education programme and the Charity spent £47,535 during the year and at the year end the fund amounted to nil with £72,000 held in reserve for future spending.

All funds are actively fundraised for and donations which are restricted to that purpose pass through their respective fund accordingly.

Any shortfall in spending from any particular fund is made up with transfers from unrestricted funds.

RISK MANAGEMENT

The Board takes all reasonable steps to ensure that major risks are identified and recorded.

The risk register which identifies both operational and strategic risks is reviewed and updated every six months by the senior staff team. The Board conduct a more robust review on an annual basis.

PRINCIPAL RISKS AND UNCERTAINTIES

The main risks identified during the risk management process were:

- ⚠ Dependency on limited range of income sources and inability to raise sufficient income.
  ✔ ***Work continues to broaden the portfolio of activity and implement a fundraising strategy. Year One included recruitment of a specialist fundraiser.***
- ⚠ Unable to forge partnerships and collaborations due to lack of positive brand awareness.
  ✔ ***The PR activity is driving progress and mitigating this risk along with the development of the new website.***
- ⚠ Gap in leadership when key Board positions come to the end of terms of office.
  ✔ ***To mitigate a skills audit of trustees has been undertaken and a recruitment campaign planned for 2024***.
- ⚠ Not understanding and connecting with different types of audiences.
  ✔ ***A Communications strategy has been developed and will be implemented in 2023/2024 with support from a specialist in house post and external PR advisors***.

OUR FUTURE PLANS


Nuthatch by Lucy Goodson

The last year has seen continued change within the charity especially in relation to having clear strategic goals and supporting plans. Thanks to the generous support of our donors, 2023/2024 will see an increased investment in research with the start of several new projects. This new suite of studies has been identified to fill gaps in the evidence base and where they have potential to make tangible and significant impact.

In 2023/2024 we will add the nuance and practical detail in our new strategic framework. Developing partnerships and working to inspire action from younger audiences are strong themes in our forthcoming work.

The Scientific Research Advisory Committee will guide this area of our work providing expert and objective steerage of our research programme as we actively commission new research studies.

Our work will continue to be guided by eight organisational objectives which give us focus for our annual plans and support the delivery of the strategy.

Our original 'Birds and Pesticides' projects will conclude in 2023/2024, although we now anticipate a potential follow-on study to delve further into findings relating to the negative impact of veterinary drug treatments applied to pets but affecting chicks in nests. Although 'Cats and their owners' research has ended we are increasingly devoted to supporting cat owners to take proactive decisions to minimise the hunting by their cats. 2023/2024 will see a new educational campaign and associated petition to change relevant regulatory elements.

Fundraising to develop a sustainable income base will continue to be a priority in 2023/2024 and beyond. This will include engaging with wider audiences and building our supporter base. We will develop our membership programme and introduce a new lottery fundraising product. Stewardship and a high level of personalised support will be fundamental to build our community of loyal supporters.

Our brand awareness must be increased to enable us to build relationships with stakeholders and supporters and realise our ambitious goals. A major part of this will be to maximise the impact of our research through promoting the publication of papers in the media and where applicable educating the public and advising what they can do to help reverse the decline of songbird populations. This will be achieved through targeted PR campaigns, building our profile on social media, further developing our new website, and maximising our use of digital communication.

We will develop our engagement campaigns which ensure our scientific findings are turned into practical action and a positive impact for songbirds. In 2024 this will include a second year of Gardens for Birds and the Ruby Robin Award for children aged 5-11.

THE SONGBIRD SURVIVAL TEAM

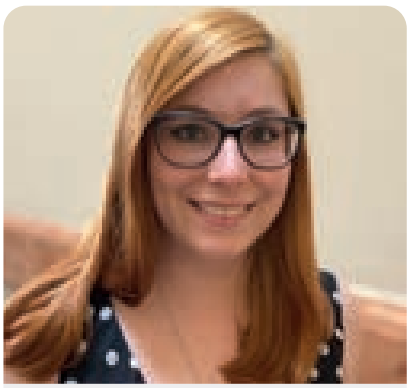
Our staff team mostly work remotely across the UK with a small office hub in Diss, Norfolk where our supporter services team are based.



Sue Morgan
CEO



George Bradley
Operations & Finance Manager



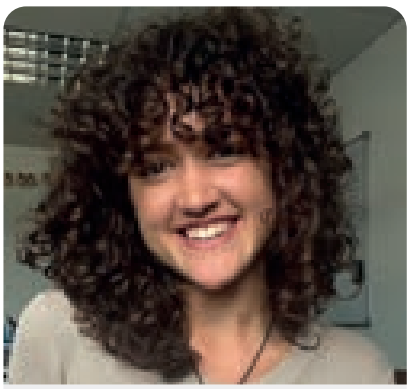
Charlotte Bartleet-Cross
Research & Engagement Manager



Robyn Cooper
Trusts & Foundations Fundraising Manager



Lisa Beamish
Fundraising & Supporter Care



Sofia Chapman
Fundraising & Supporter Care

A new post of Communications Manager will be introduced in 2024.

GET IN TOUCH

If you have any questions about how to get involved, support our work or find out more how you can help songbirds, please get in touch. We'd love to hear from you.

Supporter services:
Email: dawn-chorus@songbird-survival.org.uk
Tel: 01379 641715 (9am-4pm Monday to Friday)

Email:
research@songbird-survival.org.uk
fundraising@ songbird-survival.org.uk
pr@songbird-survival.org.uk
education@songbird-survival.org.uk

Follow us on social media:
SongBirdSBS | SongBirdSBS
songbird-survival | songbirdsurvival

REPORT OF THE TRUSTEES
YEAR TO 30TH SEPTEMBER 2023

STRUCTURE AND GOVERNANCE

Structure and Governance
The Trustees have paid due regard to the guidance published by the Charity Commission on Public Benefit, when reviewing the activities of the charity.

Charitable status
The company is a registered charity. Its registration number is 1085281 with the Charity Commission of England and Wales

Legal status and organisation
The Charity is constituted as a company limited by guarantee and, therefore, governed by a memorandum and articles of association. The members of the Charity elect the Trustees at each annual general meeting. The Trustees meet around six times a year to decide how the Charity should carry out its aims.

The Trustees delegate day to day running of the charity to the CEO and staff; with monthly oversight to ensure activities are within agreed parameters.

Results and Dividends
The results of the Charity are set out on the following pages.

Clause 5 of the Memorandum of Association specifically prevents payment of any dividend or material benefits to members.

Appointment of Trustees
Trustees are elected at the annual general meeting by the membership. One-third of the Trustees must retire at each general meeting. No new trustees were appointed in 2022-2023.

Services of volunteers
The charity depends on the unpaid work of its Trustees, all of whom donate their time. The money saved by not paying Trustees for their professional expertise has not been quantified but is estimated to be in the region of £36,000 in the year.

Trustees
The Trustees who served the company during the year were as follows:
Tom Leicester
Peter Roberts
Clive Sherwood
Steve Guest
Nicholas Forde
Nigel Macpherson (ret March 2023)
Colin Strang Steel
Alison Spottiswoode
Nicky Oliver

Insurance
The Charity has purchased liability insurance for the Trustees and officers.

Small company status
The report of the Trustees has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 23rd January 2024.

INDEPENDENT EXAMINER'S REPORT
TO THE MEMBERS OF SONGBIRD SURVIVAL

I report on the accounts of the charity for the year ended 30th September 2023, which are set out on pages 22 to 31.

Respective responsibilities of trustees and examiner
The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:
- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report
My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements
- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Adam James MAAT
Eric Southwick & Co
Charity Accountants
51 The Avenue
Seaham
Co Durham
SR7 8NS

Date: 18th January 2023

Eric Southwick & Co
CHARITY ACCOUNTANTS

STATEMENT OF FINANCIAL ACTIVITIES

INCLUDING INCOME AND EXPENDITURE ACCOUNT
YEAR TO 30TH SEPTEMBER 2023

		2023			2022		
		Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	Notes	£	£	£	£	£	£
Income and Endowments from:							
Donations and Legacies	2	287,256	105,367	392,623	372,099	43,777	415,876
Charitable Activities	3	6,874	-	6,874	8,266	-	8,266
Other trading activities	4	506	-	506	831	-	831
Investment Income	5	5,762	-	5,762	1,010	-	1,010
Other	5	32,165	-	32,165	34,409	-	34,409
Total income and Endowments		**332,563**	**105,367**	**437,930**	**416,615**	**43,777**	**460,392**
Expenditure on							
Charitable activities:							
Research	6	-	107,572	107,572	-	83,028	83,028
Education	6	-	32,396	32,396	-	26,022	26,022
Campaigns	6	12,749	15,139	27,888	2,268	-	2,268
Raising funds							
Membership	7	30,373	-	30,373	27,614	-	27,614
Fundraising	7	61,830	-	61,830	56,049	-	56,049
PR	7	-	48,036	48,036	-	66,479	66,479
Activities	7	4,540	-	4,540	4,675	-	4,675
Trading activities	8	155	-	155	126	-	126
Support costs	9	89,033	-	89,033	75,009	-	75,009
Total Expenditure		**198,680**	**203,143**	**401,823**	**165,741**	**175,529**	**341,270**
Net income / expenditure		133,883	(97,776)	36,107	250,874	(131,752)	119,122
Transfers between funds	17	(97,776)	97,776	-	(131,752)	131,752	-
Net movement in funds		36,107	-	36,107	119,122	-	119,122
Reconciliation of funds:							
Total funds brought forward		**371,899**	**-**	**371,899**	**252,777**	**-**	**252,777**
Total funds carried forward		**408,006**	**-**	**408,006**	**371,899**	**-**	**371,899**

BALANCE SHEET
YEAR TO 30TH SEPTEMBER 2023

		2023 Total	2022 Total
	Notes	£	£
Fixed Assets			
Tangible Assets	13	1,731	1,416
Current Assets			
Stock		519	674
Cash at bank - Current Account		275,494	241,830
Cash at bank - Deposit Account		200,000	170,000
Cash in hand		308	328
Funds in transit		627	604
Debtors	14	2,872	2,939
Total current assets		**479,820**	**416,375**
Creditors: Amounts falling due within one year	15	**(73,545)**	**(45,892)**
Net current assets		**406,275**	**370,483**
Total assets less current liabilities		**408,006**	**371,899**
Funds:			
Unrestricted Funds	16	408,006	371,899
Restricted Funds	16	-	-
Total c/fwd		**408,006**	**371,899**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard FRS 102.

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2023

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 September 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Directors on 23rd January 2024 and were signed on its behalf by:



Colin Strang Steel, Director

The notes on pages 24 to 31 are an integral part of these accounts.

STATEMENT OF CASH FLOW
YEAR TO 30TH SEPTEMBER 2023

	2023		2022	
	£	£	£	£
Net Income / Expenditure		36,107		119,122
Adjustments for:				
Purchases / disposals of investments	1,142		(346)	
Depreciation of fixed assets	593		1,709	
Dividends, interest and rents from investments	(5,762)		(1,010)	
Increase / decrease in stock	155		126	
Increase / decrease in debtors	67		12,648	
Decrease / increase in creditors	27,653		33,439	
Cash flows from operating activities		59,955		165,688
Cash flows from investing activities				
Purchase of property, plant and equipment	(2,050)	(2,050)	-	-
Dividends, interest and rents from investments	5,762	5,762	1,010	1,010
Change in cash and cash equivalents in the year		63,667		166,698
Cash and cash equivalents at the beginning of the year		412,762		246,064
Total cash and cash equivalents at the end of the year		**476,429**		**412,762**

Cashflow restrictions
Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the period.

Analysis of changes in cash during the period

	2023	2022	Change
	£	£	£
Cash at hand and in bank	**476,429**	**412,762**	**63,667**

	2022	2021	Change
	£	£	£
Cash at hand and in bank	**412,762**	**246,064**	**166,698**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

1) ACCOUNTING POLICIES

SongBird Survival is a company limited by guarantee and not having a share capital. Company number 4078747. The registered office is 50 Princes Street, Ipswich, Suffolk. IP1 1RJ. SongBird Survival is a registered charity. Registered in England and Wales Number 1085281.

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

BASIS OF ACCOUNTING

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011, Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern. Whilst the Trustees expect there could be an impact from the current uncertain economic environment on the charity's operations and reserves in the coming months and years, the charity has sufficient reserves to be able to meet these challenges.

INCOMING RESOURCES

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations, subscriptions and gifts and is included in full in the Statement of Financial Activities when receivable, except as follows:

i) When donors specify that donations given to the Charity must be used in future accounting periods, the income is deferred until those periods.

ii) When donors impose pre-conditions which have to be fulfilled before the Charity becomes entitled to us such income, the income is deferred until the pre-condition have been met.

Legacies are included on a receivable basis where the Charity is entitled to the income, it can be measured reliably and receipt is probable. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is not included in income but is treated as a contingent asset and disclosed if material.

Investment income is included when receivable.

APPLICATION OF RESOURCES

Resources expended are included in the statement of financial activities on an accruals basis inclusive of any VAT which cannot be recovered. Expenditure which is directly attributable to specific activities has been included in the relevant cost categories. Where costs are attributable to more than one activity they have been apportioned across the cross categories on a basis consistent with the use of these resources.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general activities of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of appeal.

FIXED ASSETS

Fixed assets are included at cost less depreciation. Depreciation is charged so as to write off the cost of fixed assets over their estimated useful lives. The Trustees estimate that the following classes of assets have the following useful lives:

Computer - 3 years
Office equipment - 5 years

STOCK

Stock represents the purchase of goods that are initially recognised at cost. Provision for slow-moving or obsolete lines is made, reducing their carrying value to expected realisable sales or written off and disposed.

DEBTORS

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

CASH

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

CREDITORS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

PENSION SCHEME

The Charity has arranged a defined contribution scheme for its staff. Pension costs charged in the SOFA represent the contributions payable by the Charity in the period.

COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee, not having a share capital.
The maximum liability of each member does not exceed £1.

TRUSTEES' EXPENSES

Details of the Trustees' expenses can be found on page 24. Trustees were reimbursed expenses that they incurred whilst carrying out Trustee duties. The nature of these expenses was travel, mileage and subsistence costs.

TRUSTEES' REMUNERATION

No Trustee received remuneration during the year.

ACCOUNTANCY AND EXTERNAL SCRUTINY FEES

During the year accountancy and external scrutiny fees amounted to £1,300 (2022 £1,800)

CONTROL

The Charity is under the control of the Board of Trustees, each of whom are a Director.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

ANALYSIS OF INCOMING RESOURCES

	2023			2022
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
2) DONATIONS AND LEGACIES				
Donations	47,292	50,454	97,746	122,251
Membership	34,384	-	34,384	32,746
Legacies and In Memory gifts	138,029	-	138,029	155,717
Trust Grants	54,500	51,913	106,413	80,600
Corporate Partnerships	13,051	-	13,051	21,562
Gifts in Kind - Professional Services	-	3,000	3,000	3,000
	287,256	**105,367**	**392,623**	**415,876**
3) INCOME GENERATING ACTIVITIES				
100 Club and Raffles	5,970	-	5,970	6,264
Auctions	-	-	-	1,250
Events	-	-	-	-
Other activities	904	-	904	752
	6,874	**-**	**6,874**	**8,266**
4) OTHER TRADING ACTIVITIES				
Sales	506	-	506	831
	506	**-**	**506**	**831**
5) OTHER				
Investment Income	5,762	-	5,762	1,010
Gift aid	27,038	-	27,038	29,309
Other Revenue	127	-	127	100
Employment allowance	5,000	-	5,000	5,000
	37,927	**-**	**37,927**	**35,419**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

ANALYSIS OF EXPENDITURE ON:

	2023			2022
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
6) COST OF CHARITABLE ACTIVITIES				
Research Programme	-	107,572	107,572	83,028
Education Programme	-	32,396	32,396	26,022
Campaigns	12,749	15,139	27,888	2,268
	12,749	**155,107**	**167,856**	**111,318**
7) RAISING FUNDS				
Fundraising costs	61,830	-	61,830	56,049
Cost of membership	30,373	-	30,373	27,614
Cost of activities	4,540	-	4,540	4,675
PR, communications and marketing	-	48,036	48,036	66,479
	96,743	**48,036**	**144,779**	**154,817**
8) COST OF OTHER TRADING ACTIVITY				
Cost of sales	155	-	155	126
	155	**-**	**155**	**126**
9) SUPPORT COSTS				
Staff costs	65,550	-	65,550	57,853
Staff expenses	7,901	-	7,901	4,880
Trustee meetings and expenses	3,109	-	3,109	1,221
Insurances	1,468	-	1,468	1,226
Professional services	1,724	-	1,724	2,724
Bank charges	950	-	950	1,993
Rent rates and power	3,044	-	3,044	1,729
Office, telephone and stationery	3,518	-	3,518	1,369
Equipment and software	1,176	-	1,176	305
Depreciation	593	-	593	1,709
	89,033	**-**	**89,033**	**75,009**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

	2023			2022
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£

10) NET INCOME / EXPENDITURE

Total income	332,563	105,367	437,930	460,392
Total expenditure	198,680	203,143	401,823	341,270
	133,883	**(97,776)**	**36,107**	**119,122**

11) STAFF COSTS

Wages and Salaries	158,201	-	158,201	138,708
Employer's National Insurance	16,257	-	16,257	13,870
Pension contributions	3,753	-	3,753	3,166
Staff training	3,248	-	3,248	2,968
Recruitment costs	6,192	-	6,192	5,525
Other employment costs	430	-	430	2,923
	188,081	**-**	**188,081**	**167,160**

	2023	2022
Employees with salaries over £60k	-	-
Number of these employees	-	-
Total benefits received by these employees, including pension contributions	-	-
The average monthly employees during the period	5	4

12) TAXATION

No provision is made for taxation because the company is a registered charity.

The Charity is entitled to reclaim tax on gift aid donations.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

13) FIXED ASSETS

	Computer equipment	Office equipment	Total
	£	£	£
a) Cost			
Balance b/fwd	3,280	6,305	9,585
Additions in the year	875	1,175	2,050
Disposal in the year	(2,177)	(6,305)	(8,482)
Balance c/fwd	**1,978**	**1,175**	**3,153**
b) Depreciation			
Balance b/fwd	2,866	5,303	8,169
Charge for the year	352	241	593
Elimination on disposal	(1,980)	(5,360)	(7,340)
Balance c/fwd	**1,238**	**184**	**1,422**
c) Net book value			
Balance b/fwd	**414**	**1,002**	**1,416**
Balance c/fwd	**740**	**991**	**1,731**

14) DEBTORS

	2023 Total	2022 Total
	£	£
Gift aid recoverable	1,582	1,679
Prepayments	1,290	1,260
Other debtors	-	-
	2,872	**2,939**

15) CREDITORS

Amounts falling due within one year:		
Creditors	4,337	24,106
Pensions and HMRC payable	819	694
Accruals	68,389	21,092
	73,545	**45,892**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2023

16) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Tangible fixed assets	1,731	-	1,731
Current assets	479,820	-	479,820
Current liabilities	73,545	-	73,545
Net assets as at 30/09/23:	**408,006**	**-**	**408,006**

17) MOVEMENT IN FUNDS

	At 01/10/2022	Incoming Resources	Outgoing Resources	Transfers	At 30/09/2023
	£	£	£	£	£
Restricted Funds:	**-**	**105,367**	**203,143**	**97,776**	**-**
Research Fund:	-	40,900	107,572	66,672	-
Duckworth Fund:	-	15,000	-	(15,000)	-
PR Fund:	-	15,000	48,036	33,036	-
Education Fund:	-	34,467	47,535	13,068	-
Unrestricted Funds:	**371,899**	**332,563**	**198,680**	**(97,776)**	**408,006**
Total funds:	**371,899**	**437,930**	**401,823**	**-**	**408,006**
Reserves and Designated Funds:					
General Reserve	54,000	-	-	20,000	74,000
Safety Reserve	50,000	-	-	-	50,000
Designated funds:					
Research programme:	141,000	-	-	55,000	196,000
Education Programme:	60,000	-	-	12,000	72,000
Total	305,000			87,000	392,000
Surplus/Deficit:	**66,899**	**437,930**	**401,823**	**(87,000)**	**16,006**



THANK YOU TO EVERYONE WHO HAS SUPPORTED OUR WORK THIS YEAR

Our songbirds are facing a challenging time, with population numbers plummeting at an ever increasing rate. We need to work together to build a world where songbirds can thrive. If we don't act soon, we may lose our dawn chorus forever.

The key to restoring songbird populations is our independent, high-quality scientific research. However, it's becoming increasingly difficult to raise funds for conservation research. While we grapple with funding challenges, songbirds remain in a bit of a flap.

Just £5 a month from you can be the lifeline our songbirds desperately need. Your contribution means that we can share practical and expert advice, making sure that at-risk birds get the support they need to thrive.

For those who are able to give a little more and make an even bigger impact, £20 a month can help fund groundbreaking research. Imagine being the force behind studies that unravel the mysteries of how pesticides impact our birds. Your generosity leads us towards solutions that kick pesticides to the curb and let birds soar without the damaging effects.

Are you ready to make a difference and join us in the fight to save our songbirds?

Donate here:

SONGBIRD SURVIVAL

Saving songbirds with science

SONGBIRD SURVIVAL

England & Wales - Charity number 1085281

Accounts

SONGBIRD SURVIVAL REPORT & ACCOUNTS

FOR THE YEAR ENDED 30TH SEPTEMBER 2022

A company limited by guarantee
Registered Charity No. 1085281
Company No. 4078747



SONGBIRD SURVIVAL
Saving songbirds with science

Long Tailed Tit

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Song Thrush

SUMMARY INFORMATION

DIRECTORS
Tom Leicester
Clive Sherwood
Nick Forde
Colin Strang Steel
Nicky Oliver
Peter Roberts
Steve Guest
Nigel Macpherson
Alison Spottiswoode

CEO
Susan Morgan

INDEPENDENT EXAMINERS
Eric Southwick
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Eric Southwick & Co
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REGISTERED OFFICE
50 Princes Street
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Suffolk
IP1 1RJ

REGISTERED NUMBER
4078747

CHARITY NUMBER
1085281
(Charity Commission for England and Wales)

INTRODUCTION FROM THE CHAIRMAN AND CHIEF EXECUTIVE

THIS REPORT ACCOUNTS FOR ACTIVITY FROM OCTOBER 2021 TO SEPTEMBER 2022.

2021/2022 has been a year of consolidation and foundation building. Whilst our operating activity was still being somewhat hampered by the global Covid-19 pandemic, we have focused our attention on building the capacity for SBS to make a more significant impact on UK songbird populations.

We have worked to make sure our staff have the roles and support they need to deliver results. We have developed our digital capacity, including a new website and we are developing a stronger and louder voice to educate the public on the issues affecting songbirds and how they can take action to change this. But, we are tackling an enormous and complex problem at a UK wide level. More than half of our songbird species are threatened or already in decline. If this trend continues, the future is bleak for songbirds.

The need is urgent but must be met by our small organisation, which brings specific challenges and difficulties at this stage in our development.

Due to the generous donations that SBS has been fortunate to receive, we are now in a position to start a new period of targeted scientific research. This is encouraging and positive, but to make the impact needed we will need to change up a gear in our future fundraising activities to generate long term sustainable funding of our work. We also need to raise the profile of the organisation and the issues we are tackling.

Our work in 2021/2022 puts us in a strong position to move forward and make a real difference to the future for songbirds and we thank all our members, supporters and partners for helping us and working with us to achieve this.

Colin Strang Steel, Chairman
& Susan Morgan, CEO


Colin Strang Steel


Susan Morgan



PRINCIPLE OBJECTIVES AND ACTIVITIES OF SONGBIRD SURVIVAL

OBJECTS

The object of the charity is to improve, protect and preserve the population of song and other small birds for the benefit of national biodiversity and the public. It aims to achieve this by commissioning and funding scientific research; supporting the conservation and restoration of habitats; by education of the public and by advocacy where changes in the law may be deemed necessary to protect song and other small birds.

OUR VISION AND STRATEGY

The charity's vision is to see a resilient and balanced UK songbird (and other small bird) population sustained through sound management strategies.

Our aim is to fuel the strategies plus the policies and laws that encourage them with top quality scientific findings. SBS's research, first commissioned in 2007, has been wholly independent. It is carried out purely by experts at top universities whose teams help to identify the knowledge gaps rather than by in-house experts, thus avoids being prescriptive.

We have broadened the scope of our research projects in recent years. We are one of the only charities that stands by the need to undertake top quality scientific research into the effects of predation on songbird populations to help understand the catastrophic decline. However, our strategy encompasses the need to assess a complex range of threats which impact songbirds including habitat, food and predation.

In 2021/2022, we have started the process of defining our new research strategy for the next five years, working with a newly established independent and expert Scientific Research Advisory Committee.

MAIN ACTIVITIES AND ACHIEVEMENTS

Scientific research is at the heart of our work to influence and achieve a more positive future for songbirds but this works alongside our other core activities.



SCIENTIFIC RESEARCH

into the causes of decline of songbirds, and using the results of this research to demonstrate what is happening to songbirds

SUITABLE EDUCATION

of the public and key audiences through targeted campaigns to engage them in actions to benefit songbirds





PUBLICISING THE CAUSES

of decline in songbird numbers and acting as the voice for songbirds in conveying relevant facts and information to the public

LOBBYING other conservation organisations and government to effect changes of policy and where necessary, the law





INFLUENCING AND EDUCATING farmers, landowners, government, other NGO's and the public about the need for conservation of natural and semi-natural habitats, predator control, and re-creation of habitats in which the songbirds may live

SCIENTIFIC RESEARCH



GOAL:
To deliver a programme of independent scientific research targeting specific gaps in the conservation evidence base relating to songbird decline and prioritised relating to their potential to make a positive impact to achieve the organisational mission.

RESEARCH STRATEGY AND EVIDENCE REVIEW

We are developing a new scientific research strategy which will launch in 2023. With guidance from a newly established Scientific Research Advisory Committee, we commissioned an 'Evidence Review of the threats to UK songbirds'. This independent report, authored by Professor Paul Dolman from University of East Anglia and Dr. Alexander Lees from Manchester Metropolitan University, has identified the gaps in the scientific evidence base relating to the threats to songbirds and provides the basis to determine our future strategic priorities and research projects.

Two long-term research studies were also underway in 2021/2022 working with scientists at the Universities of Sussex and Exeter. Our long-term Blackmoor Farm survey also continued in 2022 providing trend data on songbird and summer breeding bird populations over 19 years.

In 2021/2022, four peer reviewed papers were published by the scientists we funded. Three from the University of Exeter study exploring the issue of hunting by cats and one from University of Sussex research looking at the impact of pesticides.



CATS, THEIR OWNERS AND THE ENVIRONMENT

An estimated 12 million domestic cats live in the UK. Their presence as companion animals provides many with much needed love and company but understanding the impact that cats have on our songbird populations is a crucial area of research.

The project working with the University of Exeter is in its very final stages and has focused on understanding more about cat behaviour and cat owner attitudes to hunting to move beyond the social conflict that has plagued the issue of cat predation on wildlife.

The project took an innovative approach through engagement and collaborative research with cat welfare organisations and cat owners. A series of nine papers have been published which have identified key practical solutions proven to minimise hunting and these have generated significant media interest in the findings. Three papers were published this year.



JULY 2022:

Comparing conservation and animal welfare professionals' perspectives on domestic cat management in *Biological Conservation*

Key findings:

- ✔ Conservationists and animal welfare professionals agree that night-time confinement for your cat is a good idea. It not only protects them from road traffic accidents, disease and fights, but protects songbirds too.
- ✔ All participants, whether they were from an animal welfare background, or a conservation background, both were cognisant of cats effects on wildlife, and cat welfare needs.

OCTOBER 2022:

Owner-ascribed personality profiles distinguish domestic cats that capture and bring home wild animal prey in *Science Direct*

Key findings:

- ✔ Five feline personality factors were used to assess if these personality traits were related to hunting behaviours. Cats that were 'extroverted' according to their owners and more 'bold', were avid hunters.
- ✔ This study also found that older cats tend to bring home less prey than younger cats.

NOVEMBER 2021:

Spatial behaviour of domestic cats and the effects of outdoor access restrictions and interventions to reduce predation of wildlife in *Conservation Science and Practice*

Key findings:

- ✔ Cats who have unrestricted access to the outdoors had home ranges 75% larger, roam 46% further from their home and have a 31% higher daily distance than cats who are confined for at least some of the day. This means more time hunting and a higher likelihood of getting in an accident.
- ✔ None of the treatments used to reduce hunting (playing with toys, puzzle feeders, high protein food or the BirdsBeSafe collar) had an effect on the ranging of domestic cats. The only way to reduce ranging behaviour is to keep cats indoors



PESTICIDES AND SONGBIRDS

Recent years have seen much controversy over the role that pesticides such as neonicotinoid insecticides and herbicides such as glyphosate may be playing in driving declines of insects. Evidence has emerged that they may also be implicated in declines of birds either via direct toxicity or via depletion of populations of insect prey.

The University of Sussex study began in autumn 2019, with two PhD students working to understand pesticide use and how it may affect our UK songbird species. The use of pesticides and fertilisers has become a staple in the agricultural landscape and has allowed food production to increase as populations have grown but the impact of the harsh chemicals is not fully understood.

Following delays in field work and lab access, the studies this year included a new paper:



University of Sussex

NOVEMBER 2021:
Field evidence of UK wild bird exposure to fludioxonil and extrapolation to other pesticides used as seed treatments in *Environmental Science and Pollution Research*

Key Findings:

- ✔ 11 species were filmed eating pesticide coated seeds and analysis suggests that the insecticides imidacloprid, clothianidin and thiamethoxam represent the highest risk for grain-eating songbirds.
- ✔ The chaffinch was found to be most likely to receive a harmful dose of pesticide from seed treated grain and could consume 63% of LD50 (the median lethal dose that would kill 50% of animals tested) of imidacloprid in a single feeding bout, and 370% in a day.
- ✔ Feral pigeon, robin, woodpigeon, and woodlark were also seen to be eating the coated seeds and could come to some harm if seeds treated with these other pesticides are consumed as readily as those treated with fludioxonil.

ENGAGEMENT AND EDUCATION: CAMPAIGNS

GOAL:
To provide information and guidance to the general public on how they can take action to preserve and protect songbirds and to encourage proactive engagement with this.

Our campaign and education activity has significantly increased this year, made possible through the recruitment of a new team member as Research & Engagement Manager in March. Every day we respond to enquiries and promote advice and information and supplement this with targeted campaigns based upon messaging linked to our scientific research.





ENGAGEMENT CASE STUDY:

In summer 2022 we partnered with garden designer Katy Watson to support her 'Border for Birds' garden at Belvoir Flower Show. The border was designed to provide the essentials for songbirds through its planting and design. SBS Gardens for Birds leaflets were distributed to hundreds of show visitors and the messaging was amplified through local radio appearances. The public showed their appreciation for the garden and their love of birds by awarding it 'Best in Show'. More gardens for birds activities are planned for 2023.

CAMPAIGN CASE STUDY:

#FriendsNotFood – a campaign to reduce the impact of hunting by cats. Turning our scientific research finding into a positive impact for songbirds is a critical part of our strategy to save songbirds. In August 2021 we launched the first #FriendsNotFood campaign. A wide range of methods and audiences were targeted, aiming to learn which messages had most impact with the aim of scaling the activity in future years and ensuring investment in this is targeted effectively.

RESULTS:

Website users and sessions increased by more than 150% in the month, with 65% due to referral from social channels

Social media was a key element and the campaign drove increases in our followers and engagement, **particularly on Facebook, reaching 226,000 accounts**

The PR campaign was a great success including **National coverage in the Guardian and several BBC regional radio interviews** and press pieces.

By providing the content and advice with specific solutions **we can encourage cat owners to take action to reduce hunting** and benefit songbirds. We will grow this campaign in 2022/2023.

FUNDRAISING AND COMMUNICATIONS


Blue Tit

GOAL:
To increase income from existing audiences through excellent stewardship, alongside diversifying the portfolio of activity and investing in generating income from new audiences.



We do not receive any government funding: 100% of income comes from donations, and our work relies on the generosity of members and supporters. We have signed up to the Fundraising Regulator's fundraising promise and we strictly adhere to the Fundraising Regulator's code of fundraising practice and all the relevant Chartered Institute of Fundraising guidance, including 'Treating Donors Fairly.'

SongBird Survival has not received any complaints regarding aspects of our fundraising during the year. We have not received any notifications from the Fundraising Preference Service during 2021/2022.

Securing long term sustainable income is vital and throughout the year we have been testing new fundraising initiatives and aiming to broaden the range of ways in which individuals and organisations can get involved.

Our 1600 members continue to be the core of our supporter base, although numbers are relatively static. These loyal supporters often support in many ways and play a significant role in providing financial support and guiding our work through the feedback they provide.

Satisfaction levels:
8.7 out of 10



WHAT OUR SUPPORTERS SAY:

Our 2022 supporter survey demonstrated that our commitment to stewardship is having a positive impact. Satisfaction levels increased to 8.7 out of 10 (8.3 in 2021) and the vast majority also feel appreciated, think that we spend the donations wisely and keep them informed about our work.

"It's a very personal and good relationship and I feel valued."

"You provide support on all fronts to raise awareness of the plight of songbirds"

"Opinions based on actual science and research projects"

LEGACY

Supporting a charity through a legacy can provide loyal members and supporters with a wonderful way of ensuring that their desire for a positive future for songbirds can become a reality. Legacies received in recent years have been enabled us to have the confidence to commit to investment in critical long term research projects. In 2021/2022 we received £155,717 of legacy income. During the year we invested in more proactive marketing of this opportunity to our members and have created a new Gift in Wills guide.



CHALLENGES

In spring, 88 individuals took on our '10,000 steps a day in May' challenge. More than 1500 people joined our Facebook group and many continue to be involved as we build this community of bird-lovers who want to take action and fundraise for our work.



CORPORATE PARTNERSHIP

Our corporate partnership with Copdock Mill continues raising £25,000 across two years and also raising awareness of SBS through a range of branded packaging on the wild bird food range.



TRUSTS

Funding from Trusts and Foundations continue to be a valuable source of income and totalled £80,600 pounds with 40 donations received. We are very grateful and a list of donors can be found on our website.

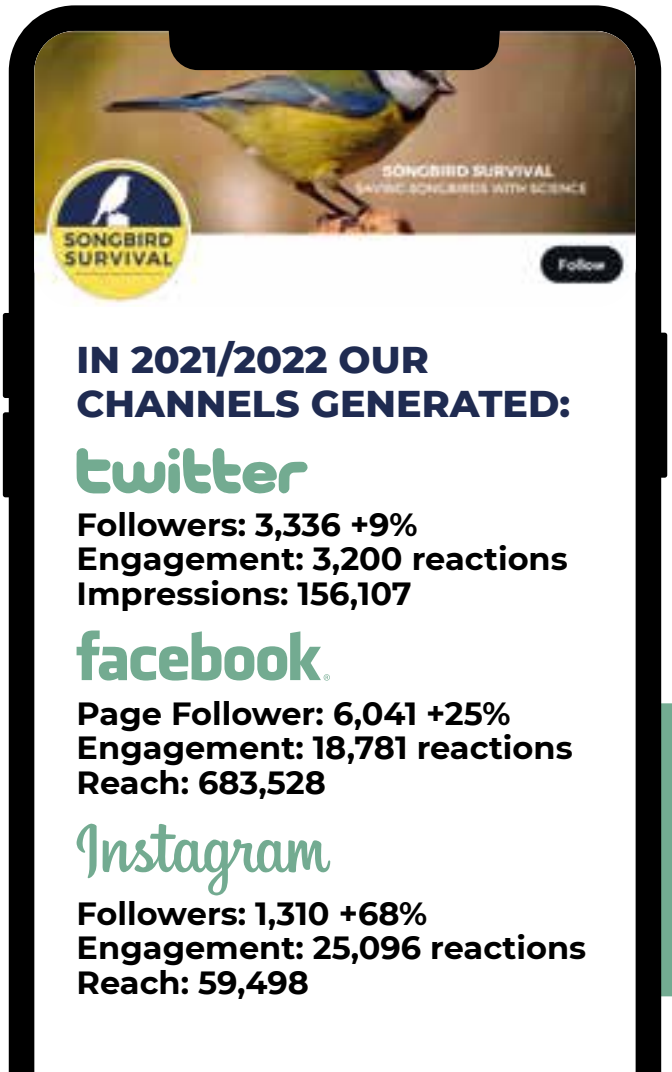
COMMUNICATIONS

GOAL:
To raise awareness of the organisation, it's mission and impact, building a positive brand reputation and increased engagement with key stakeholder groups and audiences.

Activity to support this goal has been an important area in 2021/2022. We do not underestimate the importance of a positive brand reputation and high organisational awareness in supporting our strategic goals. We have invested in developing a new website, recruited specialist social media and communications support and promoted our research outcomes and campaigns through professional PR support.

SOCIAL MEDIA

Our channels allow us to get the word out about the latest campaigns, research, information on songbirds, charity news and how to get involved.



IN 2021/2022 OUR CHANNELS GENERATED:

twitter
Followers: 3,336 +9%
Engagement: 3,200 reactions
Impressions: 156,107

facebook
Page Follower: 6,041 +25%
Engagement: 18,781 reactions
Reach: 683,528

Instagram
Followers: 1,310 +68%
Engagement: 25,096 reactions
Reach: 59,498



Our annual awareness event on 21st of December 2021 was a highlight in 2021/2022. The focus was on helping birds to support birds in the winter looking at key themes of providing food, water and shelter. The campaign visual identity and key messages were updated. Social media activity reached 640,000 people with over 11,000 reactions and a significant impact on follower numbers. #NationalRobinDay trended in the UK at place 2-8 of the top 10 for most of the day. Over 2,000 new supporters signed up to receive our advice and ongoing information.

PRESS AND MEDIA

Working with Curious PR, SongBird Survival was once again featured across a broad range of print, online and radio broadcasting in 2021/2022. These activities all supported our aim to raise awareness of the charity and our work, build a positive brand reputation and increase engagement with key stakeholder groups and audiences.

The Cats Whisker's PR activity linked to the publication of the study using isotope analysis of cats' whiskers to understand hunting and feeding behaviour had an overall reach of 377 million, including Daily Mail online, Evening Standard, Science Daily and Yahoo News. A later Telegraph article in March also covered this topic.

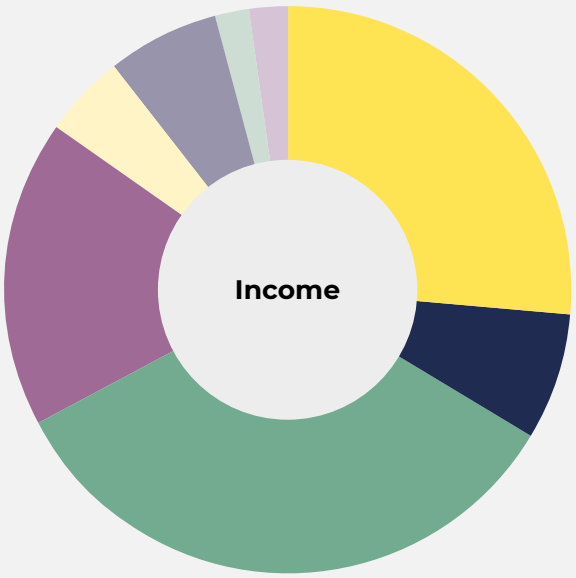
The #FriendsNotFood campaign provided another highlight with a feature in the Guardian and several BBC regional radio interviews.

"Great encouragement when completing fundraising challenges and your proactive online sources of information like Facebook and Twitter"

FINANCIAL REVIEW

INCOME

Income increased by 26% to £460,392 (2021 £364,560).



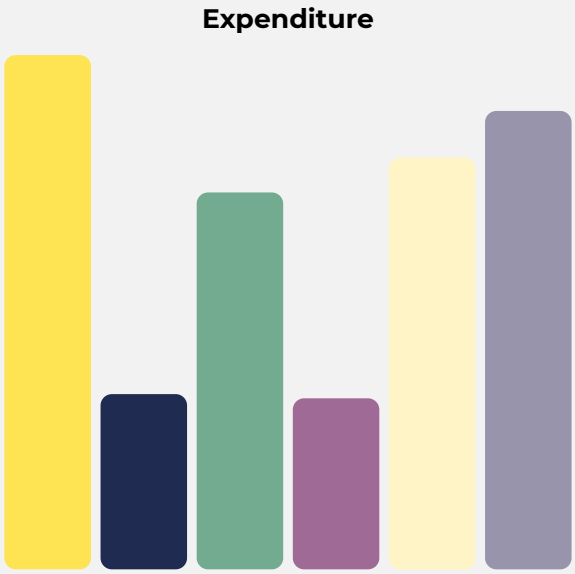
- Donations **£122,251**
- Membership **£32,746**
- Legacies and In Memory Gifts **£155,717**
- Trust Grants **£80,600**
- Corporate Partnerships **£21,562**
- Gift Aid **£29,309**
- Income Generating Activities **£8,266**
- Other Income **£9,941**

Income was generated from a more evenly spread range of income streams than in previous years. After a very successful 'Future Appeal' with some high 'one-off' donations in 2020/2021 individual donations lowered, as expected, but we continue to benefit from the generosity and committed support of many individuals. The response to the 'Restart the Research' appeal was very good and has in part enabled further investment in new research this year.

Membership subscription income remained stable in line with membership numbers. Legacy income is unpredictable and can change significantly year on year. Three significant gifts were received in 2021/2022. Trust Funding continues to be a key income provider with income increasing by 10%.

EXPENDITURE

Expenditure increased by £71,165 to £341,270.



- Research Programme **£83,028**
- Education Programme **£28,290**
- Fundraising costs **£60,850**
- Cost of membership **£27,614**
- PR, communications and marketing **£66,479**
- Support Costs **£75,009**

The most significant changes relate to staff costs, increased research funding and investment in education and engagement.

- In 2020/2021 staff costs were lower than usual due to a gap in senior leadership and impact related to Covid-19. In 2021/2022 roles were re-structured and one new post was appointed increasing the FTE headcount from 3.3 to 4.4.
- A new research project was commissioned while we continued to fund our longer-term studies at Exeter and Sussex Universities.
- Investment in education is now a priority area of our work and has been recorded for the first time in our accounts.
- Cost of generating income is managed carefully, remaining stable year on year whilst including also investment in development of a new website.

NET INCOME

A net surplus of £119,122 was achieved in 2021/2022. This surplus was planned to enable the charity to retain its agreed reserves and build a fund which will allow the commissioning of new longer term research projects, where funding is needed for several years. This surplus is designated for this purpose and will be allocated to priority research projects identified in 2022/2023.

Closing total assets were £371,899

FINANCIAL RESERVES POLICY

The following reserves will be held:
i) A "safety reserve" of £50,000 pounds to cover budget variances, to allow contingency actions to be affected, and to provide a buffer for more radical action in the event of a more serious or more sustained variance than anticipated.
ii) A "general reserve" of £54,000 pounds to be used to support the growth of the charity, in particular to ensure key staff contracts and operational costs can be continued in a crisis. This is calculated based upon three months of operating costs.

DESIGNATED FUNDS

Research £141,000
Education: £60,000

RISK MANAGEMENT

The Board takes all reasonable steps to ensure that major risks are identified and recorded. A review of the risk management process was undertaken during 2021/2022 on behalf of the Board by the management team and a new process and fully updated risk register was put in place.

The risk register which identifies both operational and strategic risks is reviewed and updated every six months by the senior staff team. The board conduct a more robust review on an annual basis.


Wren

PRINCIPLE RISKS AND UNCERTAINTIES

The main risks identified during the risk management process were:

- ✔ Dependency on limited range of income sources and inability to raise sufficient income. Work is underway to broaden the portfolio of activity and develop a fundraising strategy for the next 5 years.
- ✔ Unable to forge partnerships and collaborations due to lack of positive brand awareness. The PR activity is driving progress and mitigating this risk
- ✔ Charity lacking direction, strategy and forward planning – an annual planning process is now in operation and the wider strategy is being refreshed in 2023.
- ✔ Loss of key staff, disrupting delivery of charitable activities – re-structuring and the introduction of performance management, a suite of staff policies and investment in training are all helping to reduce this risk.

OUR FUTURE PLANS


Blackbird

The last two years have seen change within the charity, centred around building capacity and ensuring all internal resources and operations are working effectively and efficiently and generating income to enable investment in research. This has prepared SongBird Survival to be ready to accelerate the impact it can deliver through new research, education and engagement and collaboration across the sector.

In 2022/2023 we will refresh our organisation strategy that sets the direction of travel and establish our priorities and focus for the years ahead. Alongside this a new scientific research strategy will be launched. Thanks to the generosity of our members and supporters, we will be in a position to commission new scientific research projects targeted at the priority gaps in knowledge which will be highlighted through the Evidence Review report. The newly formed Scientific Research Advisory Committee will guide this area of our work providing expert and objective steerage of our research programme.

Our work will continue to be guided by eight organisational objectives which give us focus for our annual plans and support the delivery of the strategy.

Our 'Birds and Pesticides' projects continues into 2022/2023 and the 'Cats and their owners' programme shifts towards changing behaviours through campaigns using the practical tools learned as part of the research.

Fundraising to develop a sustainable income base will continue to be a priority in 2022/2023 and beyond. This will include engaging with wider audiences and building our supporter base and investment in dedicated fundraising support in the staff team.

Our brand awareness must be increased to enable us to build relationships with stakeholders and supporters and realise our ambitious goals. A major part of this will be to maximise the impact of our research through promoting the publication of papers in the media and where applicable educating the public and advising what they can do to help reverse the decline of songbird populations. This will be achieved through targeted PR campaigns, building our profile on social media, further developing our new website and maximising our use of digital communication.

We will develop our engagement campaigns which ensure our scientific findings are turned into practical action and a positive impact for songbirds. In 2023 this will include the second year of the #FriendsNotFood campaign to reduce the impact of hunting by cats. We will also launch Gardens for Birds, a new project to support birds and wildlife in urban and semi urban gardens.

REPORT OF THE TRUSTEES
YEAR TO 30TH SEPTEMBER 2022

STRUCTURE AND GOVERNANCE

Structure and Governance
The Trustees have paid due regard to the guidance published by the Charity Commission on Public Benefit, when reviewing the activities of the charity.

Charitable status
The company is a registered charity. Its registration number is 1085281 with the Charity Commission of England and Wales

Legal status and organisation
The Charity is constituted as a company limited by guarantee and, therefore, governed by a memorandum and articles of association. The members of the Charity elect the Trustees at each annual general meeting. The Trustees meet around six times a year to decide how the Charity should carry out its aims.

The Trustees delegate day to day running of the charity to the CEO and staff; with monthly oversight to ensure activities are within agreed parameters.

Results and Dividends
The results of the Charity are set out on the following pages.

Clause 5 of the Memorandum of Association specifically prevents payment of any dividend or material benefits to members.

Appointment of Trustees
Trustees are elected at the annual general meeting by the membership. One-third of the Trustees must retire at each general meeting. No new trustees were appointed in 2021/2022.

Services of volunteers
The charity depends on the unpaid work of its Trustees, all of whom donate their time. The money saved by not paying Trustees for their professional expertise has not been quantified but is estimated to be in the region of £36,000 in the year.

Trustees
The Trustees who served the company during the year were as follows:
Tom Leicester
Peter Roberts
Clive Sherwood
Steve Guest
Nicholas Forde
Nigel Macpherson
Colin Strang Steel
Alison Spottiswoode
Nicky Oliver

Insurance
The Charity has purchased liability insurance for the Trustees and officers.

Small company status
The report of the Trustees has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 17th January 2023.

INDEPENDENT EXAMINER'S REPORT
TO THE MEMBERS OF SONGBIRD SURVIVAL

I report on the accounts of the charity for the year ended 30th September 2022, which are set out on pages 18 to 27.

Respective responsibilities of trustees and examiner
The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:
- examine the accounts under section 145of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report
My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements
   - to keep accounting records in accordance with section 130 of the 2011 Act; and
   - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Eric Southwick BA(Hons) FCA FCIE DChA
Eric Southwick & Co
Charity Accountants
51 The Avenue
Seaham
Co Durham
SR7 8NS

Date: 25th January 2023

Eric Southwick & Co
CHARITY ACCOUNTANTS

STATEMENT OF FINANCIAL ACTIVITIES

INCLUDING INCOME AND EXPENDITURE ACCOUNT
YEAR TO 30TH SEPTEMBER 2022

		2022			2021		
		Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	Notes	£	£	£	£	£	£
Income and Endowments from:							
Donations and Legacies	2	372,099	43,777	415,876	242,789	45,050	287,839
Charitable Activities	3	8,266	-	8,266	26,497	-	26,497
Other trading activities	4	831	-	831	3,979	-	3,979
Investment Income	5	1,010	-	1,010	-	-	-
Other	5	34,409	-	34,409	46,245	-	46,245
Total income and Endowments		**416,615**	**43,777**	**460,392**	**319,510**	**45,050**	**364,560**
Expenditure on							
Charitable activities:							
Research	6	-	83,028	83,028	-	54,192	54,192
Education	6	-	26,022	26,022	-	-	-
Campaigns	6	2,268	-	2,268	-	-	-
Raising funds							
Membership	7	27,614	-	27,614	24,444	-	24,444
Fundraising	7	56,049	-	56,049	57,502	-	57,502
PR	7	-	66,479	66,479	18,812	52,363	71,175
Activities	7	4,675	-	4,675	2,266	-	2,266
Trading activities	8	126	-	126	8,511	-	8,511
Support costs	9	75,009	-	75,009	52,015	-	52,015
Total Expenditure		**165,741**	**175,529**	**341,270**	**163,550**	**106,555**	**270,105**
Net income / expenditure		250,874	(131,752)	119,122	155,960	(61,505)	94,455
Transfers between funds	17	(131,752)	131,752	-	(61,505)	61,505	-
Net movement in funds		119,122	-	119,122	94,455	-	94,455
Reconciliation of funds:							
Total funds brought forward		**252,777**	**-**	**252,777**	**158,322**	**-**	**158,322**
Total funds carried forward		**371,899**	**-**	**371,899**	**252,777**	**-**	**252,777**

BALANCE SHEET
YEAR TO 30TH SEPTEMBER 2022

		2022 Total	2021 Total
	Notes	£	£
Fixed Assets			
Tangible Assets	13	1,416	2,779
Current Assets			
Stock		674	800
Cash at bank - Current Account		241,830	244,992
Cash at bank - Deposit Account		170,000	772
Cash in hand		328	300
Funds in transit		604	-
Debtors	14	2,939	15,587
Total current assets		**416,375**	**262,451**
Creditors: Amounts falling due within one year	15	**(45,892)**	**(12,453)**
Net current assets		**370,483**	**249,998**
Total assets less current liabilities		**371,899**	**252,777**
Funds:			
Unrestricted Funds	16	371,899	252,777
Restricted Funds	16	-	-
Total c/fwd		**371,899**	**252,777**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard FRS 102.

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 31 December 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for
(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Directors on 17th January 2023 and were signed on its behalf by:



Colin Strang Steel, Director

The notes on pages 20 to 27 are an integral part of these accounts.

STATEMENT OF CASH FLOW
YEAR TO 30TH SEPTEMBER 2022

	2022		2021	
	£	£	£	£
Net Income / Expenditure		119,122		94,455
Adjustments for:				
Purchases / disposals of investments	(346)		(1,533)	
Depreciation of fixed assets	1,709		-	
Dividends, interest and rents from investments	(1,010)		-	
Increase / decrease in stock	126		-	
Increase / decrease in debtors	12,648		(4,265)	
Decrease / increase in creditors	33,439		(49,009)	
Cash flows from operating activities		165,689		39,648
Cash flows from investing activities				
Dividends, interest and rents from investments	1,010	1,010	-	-
Change in cash and cash equivalents in the year		166,698	-	39,648
Cash and cash equivalents at the beginning of the year		246,064	-	158,322
Total cash and cash equivalents at the end of the year		**412,762**	**-**	**197,970**

Cashflow restrictions
Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the period.

Analysis of changes in cash during the period

	2022	2021	Change
	£	£	£
Cash at hand and in bank	**412,762**	**246,064**	**166,698**

	2021	2020	Change
	£	£	£
Cash at hand and in bank	**246,064**	**197,744**	**48,320**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

1) ACCOUNTING POLICIES

SongBird Survival is a company limited by guarantee and not having a share capital. Company number 4078747. The registered office is 50 Princes Street, Ipswich, Suffolk. IP1 1RJ. SongBird Survival is a registered charity. Registered in England and Wales Number 1085281.

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

BASIS OF ACCOUNTING

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011, Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019. The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern. Whilst the Trustees expect there could be an impact from the current uncertain economic environment on the charity's operations and reserves in the coming months and years, the charity has sufficient reserves to be able to meet these challenges.

INCOMING RESOURCES

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations, subscriptions and gifts and is included in full in the Statement of Financial Activities when receivable, except as follows:

i) When donors specify that donations given to the Charity must be used in future accounting periods, the income is deferred until those periods.

ii) When donors impose pre-conditions which have to be fulfilled before the Charity becomes entitled to us such income, the income is deferred until the pre-condition have been met.

Legacies are included on a receivable basis where the Charity is entitled to the income, it can be measured reliably and receipt is probable. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is not included in income but is treated as a contingent asset and disclosed if material.

Investment income is included when receivable.

APPLICATION OF RESOURCES

Resources expended are included in the statement of financial activities on an accruals basis inclusive of any VAT which cannot be recovered. Expenditure which is directly attributable to specific activities has been included in the relevant cost categories. Where costs are attributable to more than one activity they have been apportioned across the cross categories on a basis consistent with the use of these resources.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general activities of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of appeal.

FIXED ASSETS

Fixed assets are included at cost less depreciation. Depreciation is charged so as to write off the cost of fixed assets over their estimated useful lives. The Trustees estimate that the following classes of assets have the following useful lives:

Computer - 3 years
Office equipment - 5 years

STOCK

Stock represents the purchase of goods that are initially recognised at cost. Provision for slow-moving or obsolete lines is made, reducing their carrying value to expected realisable sales or written off and disposed.

DEBTORS

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

CASH

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

CREDITORS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due

PENSION SCHEME

The Charity has arranged a defined contribution scheme for its staff. Pension costs charged in the SOFA represent the contributions payable by the Charity in the period.

COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee, not having a share capital.
The maximum liability of each member does not exceed £1.

TRUSTEES' EXPENSES

Details of the Trustees' expenses can be found on page 24. Trustees were reimbursed expenses that they incurred whilst carrying out Trustee duties. The nature of these expenses was travel, mileage and subsistence costs.

TRUSTEES' REMUNERATION

No Trustee received remuneration during the year.

ACCOUNTANCY AND EXTERNAL SCRUTINY FEES

During the year accountancy and external scrutiny fees amounted to £1,800 (2021 £1,800).

CONTROL

The Charity is under the control of the Board of Trustees, each of whom are a Director.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

ANALYSIS OF INCOMING RESOURCES

	2022			2021
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
2) DONATIONS AND LEGACIES				
Donations	99,274	22,977	122,251	166,163
Membership	32,746	-	32,746	33,069
Legacies and In Memory gifts	155,717	-	155,717	8,945
Trust Grants	62,800	17,800	80,600	73,300
Corporate Partnerships	21,562	-	21,562	6,362
Gifts in Kind - Professional Services	-	3,000	3,000	-
	372,099	**43,777**	**415,876**	**287,839**
3) INCOME GENERATING ACTIVITIES				
100 Club and Raffles	6,264	-	6,264	8,869
Auctions	1,250	-	1,250	3,500
Events	-	-	-	732
Other activities	752	-	752	13,396
	8,266	**-**	**8,266**	**26,497**
4) OTHER TRADING ACTIVITIES				
Sales	831	-	831	3,979
	831	**-**	**831**	**3,979**
5) OTHER				
Investment Income	1,010	-	1,010	-
Gift aid	29,309	-	29,309	36,257
Other Revenue	100	-	100	68
Job Retention Scheme Grants	-	-	-	5,920
Employment allowance	5,000	-	5,000	4,000
	35,419	**-**	**34,419**	**46,245**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

ANALYSIS OF EXPENDITURE ON:

	2022			2021
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
6) COST OF CHARITABLE ACTIVITIES				
Research Programme	-	83,028	83,028	54,192
Education Programme	-	26,022	26,022	-
Campaigns	2,268	-	2,268	-
	2,268	**109,050**	**111,318**	**54,192**
7) RAISING FUNDS				
Fundraising costs	56,049	-	56,049	57,502
Cost of membership	27,614	-	27,614	24,444
Cost of activities	4,675	-	4,675	2,266
PR, communications and marketing	-	66,479	66,479	71,175
	88,338	**66,479**	**154,817**	**155,387**
8) COST OF OTHER TRADING ACTIVITY				
Cost of sales	126	-	126	8,511
	126	**-**	**126**	**8,511**
9) SUPPORT COSTS				
Staff costs	57,853	-	57,853	39,424
Staff expenses	4,880	-	4,880	1,793
Trustee meetings and expenses	1,221	-	1,221	414
Insurances	1,226	-	1,226	-
Professional services	2,724	-	2,724	3,048
Bank charges	1,993	-	1,993	2,028
Rent rates and power	1,729	-	1,729	1,350
Office, telephone and stationery	1,369	-	1,369	1,269
Equipment and software	305	-	305	1,156
Depreciation	1,709	-	1,709	1,533
	75,009	**-**	**75,009**	**52,015**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

	2022			2021
	Unrestricted Funds	Restricted Funds	Total	Total
	£	£	£	£
10) NET INCOME / EXPENDITURE				
Total income	416,615	43,777	460,392	364,560
Total expenditure	165,741	175,529	341,270	270,105
	250,874	**(131,752)**	**119,122**	**94,455**
11) STAFF COSTS				
Wages and Salaries	138,708	-	138,708	103,932
Employer's National Insurance	13,870	-	13,870	6,253
Pension contributions	3,166	-	3,166	3,265
Staff training	2,968	-	2,968	100
Recruitment costs	5,525	-	5,525	7,200
Other employment costs	2,923	-	2,923	-
	167,160	**-**	**167,160**	**120,750**

	2022	2021
Employees with salaries over £60k	-	-
Number of these employees	-	-
Total benefits received by these employees, including pension contributions	-	-
The average monthly employees during the period	5	4

12) TAXATION

No provision is made for taxation because the company is a registered charity.

The Charity is entitled to reclaim tax on gift aid donations.

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

13) FIXED ASSETS

	Computer equipment	Office equipment	Total
	£	£	£
a) Cost			
Balance b/fwd	3,559	6,305	9,864
Additions in the year	346	-	346
Disposal in the year	(625)	-	(625)
Balance c/fwd	**3,280**	**6,305**	**9,585**
b) Depreciation			
Balance b/fwd	2,126	4,959	7,085
Charge for the year	1,365	344	1,709
Elimination on disposal	(625)	-	(625)
Balance c/fwd	**2,866**	**5,303**	**8,169**
c) Net book value			
Balance b/fwd	**1,433**	**1,346**	**2,779**
Balance c/fwd	**414**	**1,002**	**1,416**

14) DEBTORS

	2022 Total	2021 Total
	£	£
Gift aid recoverable	1,679	4,123
Prepayments	1,260	5,752
Other debtors	-	5,712
	2,939	**15,587**

15) CREDITORS

Amounts falling due within one year:		
Creditors	24,106	12,453
Pensions and HMRC payable	694	-
Accruals	21,092	-
	45,892	**12,453**

NOTES TO THE ACCOUNTS
YEAR TO 30TH SEPTEMBER 2022

16) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Tangible fixed assets	1,416	-	1,416
Current assets	416,375	-	416,375
Current liabilities	45,892	-	45,892
Net assets as at 30/09/22:	**371,899**	**-**	**371,899**

17) MOVEMENT IN FUNDS

	At 01/10/2021	Incoming Resources	Outgoing Resources	Transfers	At 30/09/2022
	£	£	£	£	£
Restricted Funds:	**-**	**43,777**	**175,529**	**131,752**	**-**
Research Fund:	-	28,777	83,028	54,251	-
Duckworth Fund:	-	-	-	-	-
PR Fund:	-	15,000	66,479	51,479	-
Education Fund:	-	-	26,022	26,022	-
Unrestricted Funds:	**252,777**	**415,784**	**165,615**	**(131,752)**	**371,194**
Total funds:	**252,777**	**459,561**	**341,144**	**-**	**371,194**

At the year end our unrestricted reserves amounted to £371,899.

As per the Charity's Reserves and Investment Policy, £305,000 of these funds are held in Reserve or are Designated Funds towards the Research and Education Programmes.

Restricted and Designated Funds:

1. The Research Fund. A total of £83,028 was spent from this fund towards our research programme as described in the report of the Directors. At the year end the fund amounted to nil with £141,000 held in reserve for future spending.

2. The Duckworth Fund. This began in 2013 and has been used to fund the Keith Duckworth Scholarship fund. At the year end this fund amounted to nil.

3. The PR Fund. This fund was set up in 2012 to help towards the cost of promoting the work of the charity. The fund is ongoing with a regular income pledged to help with these costs until the end of 2025. At the year end this fund amounted to nil after a total of £66,479 was spent during the year.

4. The Education Fund. This fund was set up to help fund our Education programme and the Charity spent £26,022 during the year and at the year end the fund amounted to nil with £60,000 held in reserve for future spending.

All funds are actively fundraised for and donations which are restricted to that purpose pass through their respective fund accordingly.

Any shortfall in spending from any particular fund is made up with transfers from unrestricted funds.

THANK YOU TO EVERYONE WHO HAS SUPPORTED OUR WORK THIS YEAR

Songbird numbers are declining at an ever increasing rate, yet quality independent scientific research is underfunded and much needed to provide the answers to restore our bird populations.

£5 per month - could help us provide essential advice and guidance, ensuring at-risk birds are given what they need to help them thrive.

£20 per month - could help fund research like our work to understand the impact of pesticides on birds and lead towards solutions which reduce their damaging effects.



SONGBIRD SURVIVAL

Saving songbirds with science

www.songbird-survival.org.uk

Treecreeper

SONGBIRD SURVIVAL

England & Wales - Charity number 1085281

Accounts

SONGBIRD SURVIVAL

SAVING SONGBIRDS WITH SCIENCE

Report & Accounts



For the Year Ended 30th September 2021

A Company Limited by Guarantee. Registered Charity no. 1085281 Company No. 4078747

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SUMMARY INFORMATION

DIRECTORS:

Lord Leicester	Tom Streeter (Ret Jan 2021)
C P Sherwood	Peter Roberts (Aptd Jan 2021)
N Forde	Stephen Guest (Aptd Apr 2021)
C Strang Steel	Nigel Macpherson (Aptd Apr 2021)
Nicky Oliver	Alison Spottiswoode (Aptd Apr 2021)

INDEPENDENT EXAMINERS:

Waveney Accountants Ltd T/A Newman and Co
4b Church St
Diss
Norfolk
IP22 4DD

BANKERS:

Svenska Handelsbanken
I Prince of Wales Road
Norwich
Norfolk
NR1 1BD

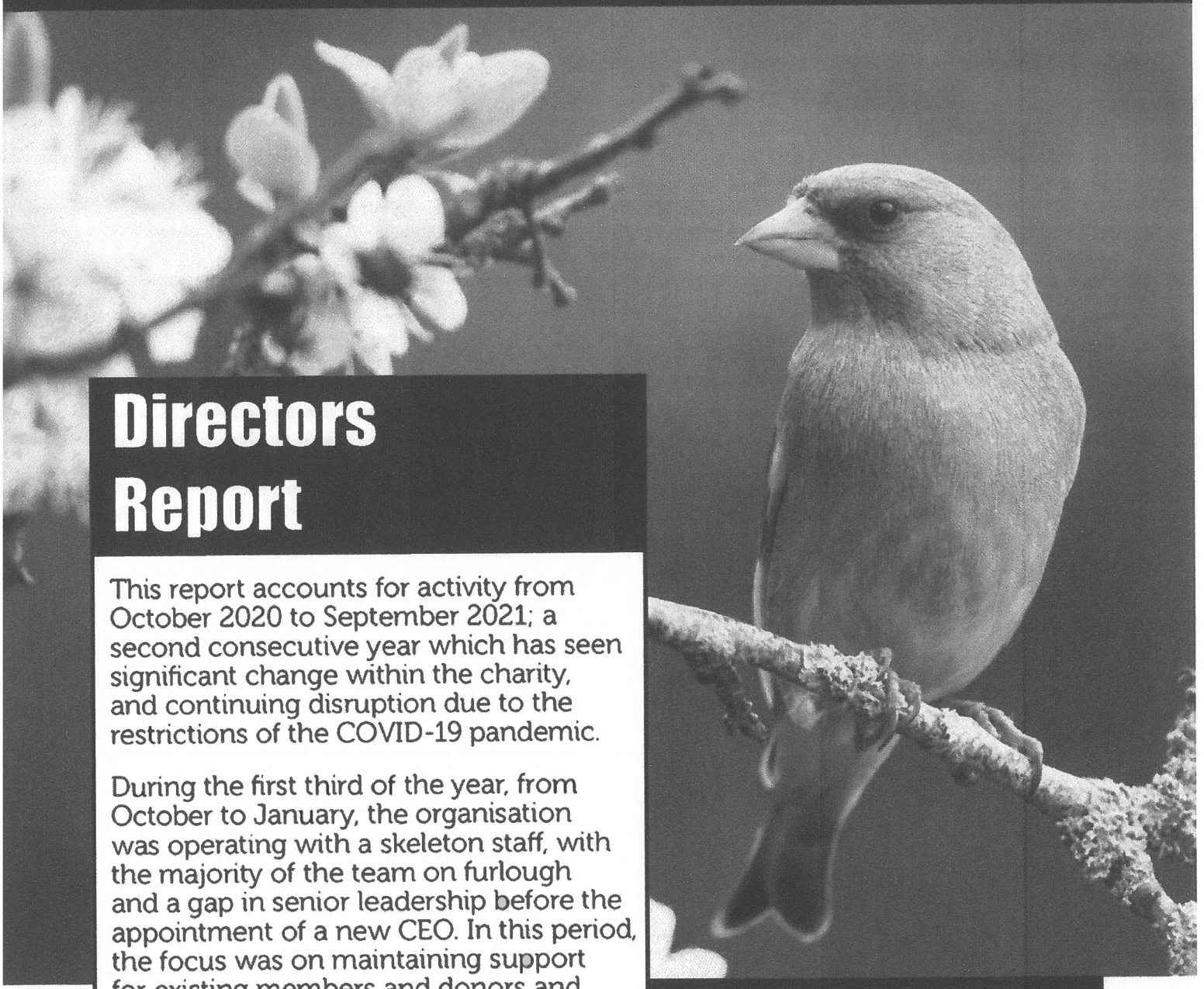
REGISTERED OFFICE:

4b Church St
Diss
Norfolk
IP22 4DD

REGISTERED NUMBER: 4078747

CHARITY NUMBER: 1085281

Photo credits
P1- Greenfinch by James Arnold
P2 - Wren by Tim Clifton
P11 - Starling by Loreena Price
P14 - Stonechat by Stefan Ziemba



Directors Report

This report accounts for activity from October 2020 to September 2021; a second consecutive year which has seen significant change within the charity, and continuing disruption due to the restrictions of the COVID-19 pandemic.

During the first third of the year, from October to January, the organisation was operating with a skeleton staff, with the majority of the team on furlough and a gap in senior leadership before the appointment of a new CEO. In this period, the focus was on maintaining support for existing members and donors and ensuing existing research projects were supported. From January, there was a shift to a more proactive and re-energised operation with the appointment of a new CEO and return of the full staff team.

Despite the backdrop of the continuing pandemic and organisational change, 2020/2021 has been a positive year for SongBird Survival. The year ends with the charity having a stronger financial position. It has an infrastructure and plans in place which will enable further investment in critical research and an increased focus on education to ensure individuals and organisations will take steps to support and create a more positive future for songbirds.

Our Objectives

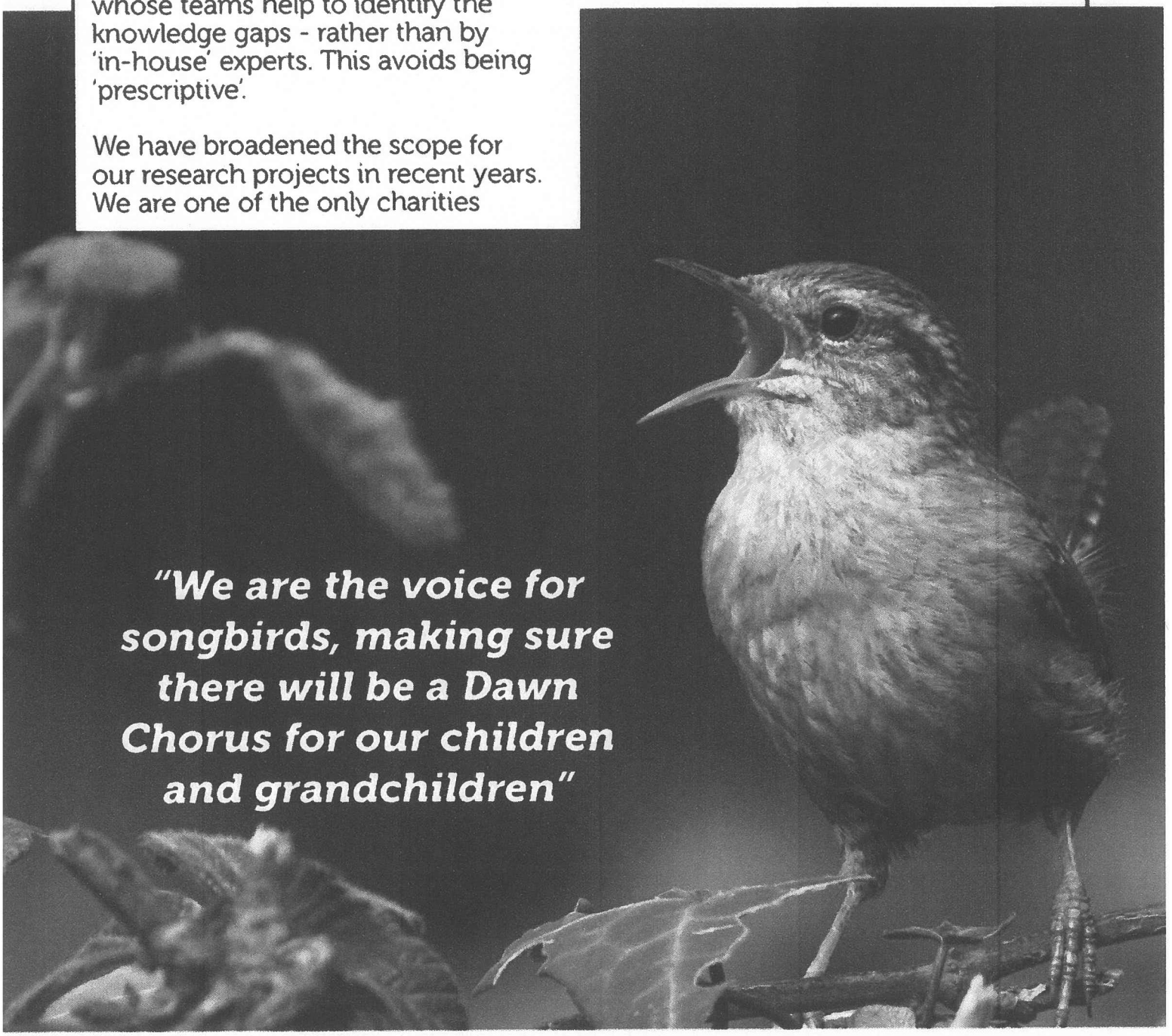
The objective of the charity is to improve, protect and preserve the population of song and other small birds for the benefit of national biodiversity and the public. It aims to achieve this by commissioning and funding scientific research; supporting the conservation and restoration of habitats; by education of the public; and by advocacy where changes in the law may be deemed necessary to protect song and other small birds.

Our vision and strategy

The charity's vision is to see a resilient and balanced UK songbird (and other small bird) population, sustained through sound management strategies.

Our aim is to fuel such strategies (plus the policies and laws that encourage them) with top quality scientific findings. SBS's research, since first commissioned in 2007, has been wholly independent. It is carried out purely by experts at top universities whose teams help to identify the knowledge gaps - rather than by 'in-house' experts. This avoids being 'prescriptive'.

We have broadened the scope for our research projects in recent years. We are one of the only charities that stands by the need to fund top quality scientific research into the effects of predation on songbird populations to understand the 50% decline in 50 years, but our strategy now encompasses the need to assess a range of factors linked to habitat, food and predation. The remit of a new scientific research advisory committee, due to become operational in 2022, will include identifying suitable projects across all these areas.



"We are the voice for songbirds, making sure there will be a Dawn Chorus for our children and grandchildren"

Scientific Research

We had two research studies underway in 2020/2021, working with scientists at the Universities of Sussex and Exeter. Our long term Blackmoor Farm Survey, also continued in 2021 after pausing for a year in 2020 when fieldwork was not possible.

Pesticides and Songbirds

Recent years have seen much controversy over the role that pesticides such as neonicotinoid insecticides, and herbicides such as glyphosate, may be playing in driving declines of insects. Evidence has emerged that they may also be implicated in declines of birds, either via direct toxicity or via depletion of populations of insect prey.

In autumn 2019, the University of Sussex was commissioned to carry out research to investigate the potential adverse impact of pesticides on songbirds and other small birds. The aim of this ongoing research is to find out exactly which pesticides birds are exposed to. The team are quantifying concentrations of pesticides in songbirds via feather samples and, depending on what is found, subsequent investigations will attempt to identify the route of exposure. (Exposure may be via their consumption of pesticide-coated seeds following drilling of crops, which will be explored using camera traps and direct observation.)

Impact of pesticides on birds may well also be indirect; via depletion of their insect food. The team are investigating this in a variety of ways, including population modelling, using garden bird count data to see whether domestic use of pesticides in the garden, and on pets, predicts population declines of insectivorous birds.

The first paper in 2019/2020 looked at the effects of agricultural pesticides and how they can cause harm to birds in different ways.

Work continued in 2021/2022 by the two PhD research students, Priyesha Tank and Cannelle Tassin de Montague under the supervision of Professor Dave Goulson. However, due to delays in fieldwork and lab access, no new papers were published. A detailed update on progress was presented to SBS members at the 2019/2020 AGM in July and a new paper was due for imminent publication as we reached the end of the financial year.

Cat Owners and Birds

Now in its third year, The University of Exeter research project produced some fascinating publications in 2020/2021. The research is exploring the issue of cat predation in order to understand opportunities to reduce, or minimise, the adverse impact that the UK's multi millions of cats have on native wildlife.

This ongoing study takes an innovative approach through engagement and collaborative research with cat-welfare organisations and cat owners, and includes both social and natural science elements. Public interest in the study is high and the findings of the studies are generating significant media interest as each paper is published.

Cat Owners and Birds cont...

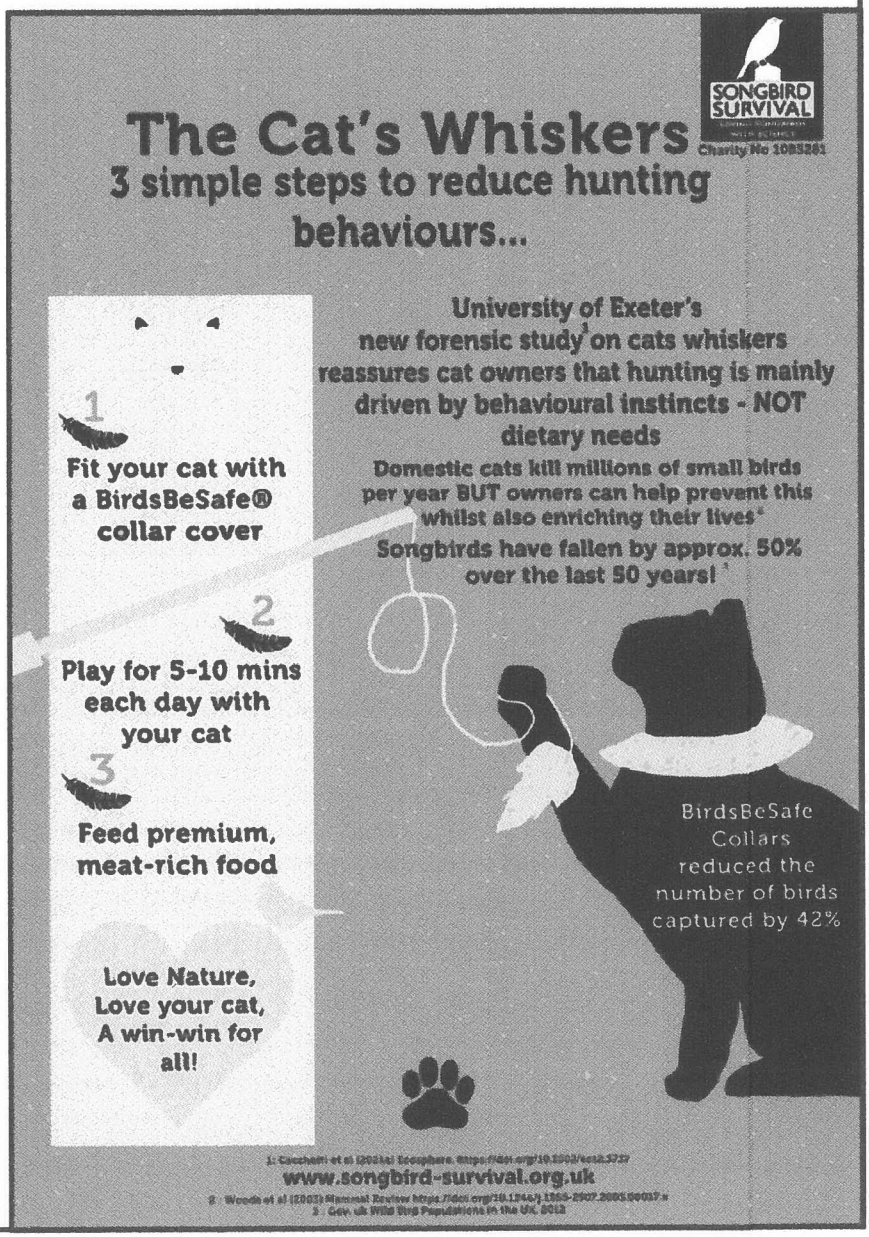
Two new papers were published in 2020/2021, providing promising results which have provided tangible and practical methods which are proven to be able to reduce hunting by domestic cats.

In February 2021, the paper 'Provision of high meat content and object play reduce predation of wild animals by domestic cats' was published in the journal 'Current Biology'. This showed that playing with cats for 5-10 minutes a day can reduce prey numbers captured by 25% and feeding a meat-rich protein diet reduced prey brought home by 36%.

The journal 'Ecosphere' published 'Contributions of wild and provisioned foods to the diets of domestic cats that depredate wild animals' in September. The study used forensic evidence from cat's whiskers and stable isotope analysis to see what regular feline hunters had been eating.

The results showed that about 96% of their diet came from food provided by their owners, while just 3-4% came from eating wild animals. This suggests that predatory instinct – rather than hunger – is probably the main reason why some domestic cats regularly hunt wild prey. The findings can provide reassurance to cat owners that by restricting hunting they are not depriving their cats. In turn, this enables us to encourage owners to undertake the positive actions which can be so helpful in reducing hunting.

As further papers are published, our focus will switch to engaging with cat owners and educating and inspiring them to take action using the recommendations and finding of this valuable research to reduce feline hunting and have a positive impact for songbird numbers.



Blackmoor Farm Survey

Changes in summer breeding bird populations on Blackmoor Farm have been documented by this SBS funded, long term monitoring programme over the past seventeen years.

This Eastern England mixed arable farm has an abundance of habitat. It takes part in all recommended agricultural practices to help birds and wildlife.

With similar crops grown to previous years, the biggest change in 2021 was weather related. A very dry April and very wet May caused all sorts of issues for migratory birds as well as problems for residents attempting breeding. Breeding territories were again down in many species including Chaffinch and Great Tit. Some, like the Thrushes were holding on with red listed species such as Skylark, Yellowhammer and Linnet still breeding, but in very low numbers on the farm. Goldfinch was not proven as breeding.

Survival rates from 2020 seem to be good, but finding food during 2021 proved to be difficult. Insect numbers were down on the farm, with a lack of butterflies, early dragonflies and small insects. This reduction in insect life is one of the main drivers in reducing survival and fledging rates.

Looking at the longer term trend, breeding territories are down by more than 40% since 2004 with Chaffinch and Greenfinch demonstrating the most significant reductions.

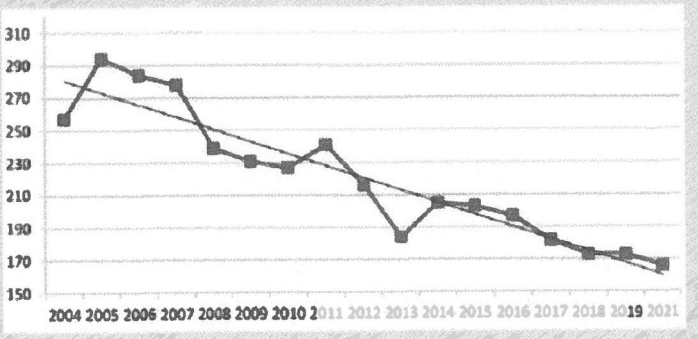


Figure 1 -

Breeding territories by year

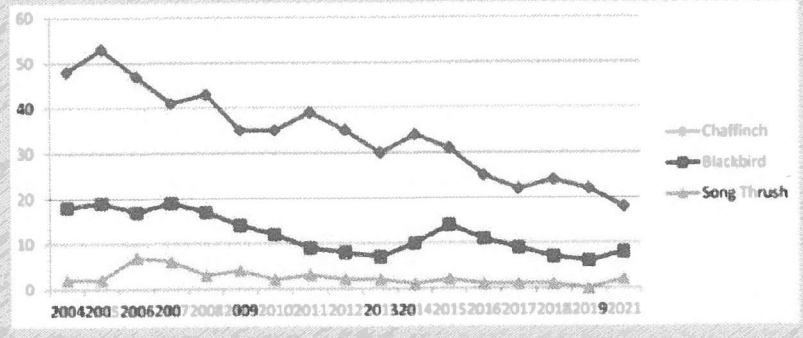


Figure 2

Territories b species 1

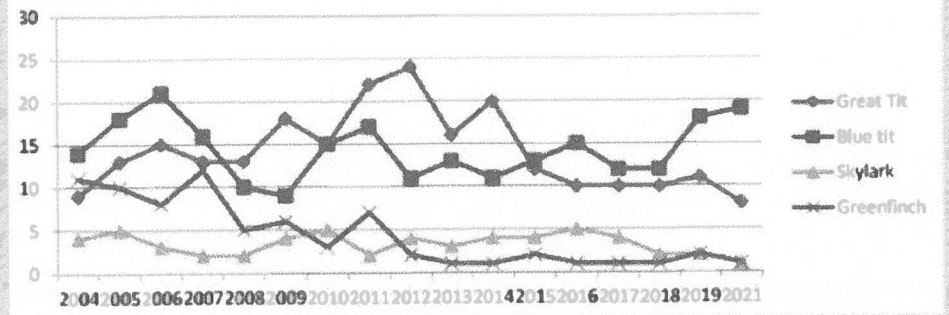


Figure 3

Territories by species 2

Fundraising and Membership

We do not receive any government funding: 100% of income comes from donations, and our work relies on the generosity of members and supporters.

We are committed to providing a high level of stewardship to our members and supporters and aim to make sure we inform them about our work and how we spend the donations and membership fees. This is achieved through our monthly e-newsletter and bi-annual Dawn Chorus magazine which was made available in both print and online formats in 2021. The format of the physical magazine has been refreshed this year.

In March we asked members and supporter to give feedback about their experiences of SBS and why they support the charity. It was reassuring to know that satisfaction levels are rated 8.3 out of 10 and that the overwhelming majority feel appreciated, that we spend the donations wisely and keep them informed about our work. This now provides a benchmark and we will strive to further improve our stewardship in 2021/2022.

We have signed up to the Fundraising Regulators fundraising promise and we strictly adhere to the Fundraising Regulator's code of fundraising practice and all relevant Institute of Fundraising guidance, including' Treating Donors Fairly'.

Securing long term sustainable income is critical for us to deliver our impact through scientific research. The SBS Future Appeal, launched in 2019 with 3 year pledges, is playing a vital role in building a more secure foundation for our work. In Year 1 of the Appeal we raised £124,000 with a further £135,000 in 2020/2021 and greatly appreciate the wonderful support of our donors.

In 2021 we developed a series of objectives which support the wider organisational strategy. For fundraising our goal is:

To increase income from existing audiences through excellent stewardship, alongside diversifying the portfolio of activity, and investing in generating income from new audiences

We are aiming to broaden the range of ways in which individuals and organisations can get involved and support our work and in 2020/2021 have been piloting new approaches with a range of audiences. This will be used to inform the development of a detailed fundraising strategy in 2022.

Star Fundraiser: Olive



Simon Gladwell and Mark Wootton, Copdock Mill with Susan Morgan



2021 fundraising highlights

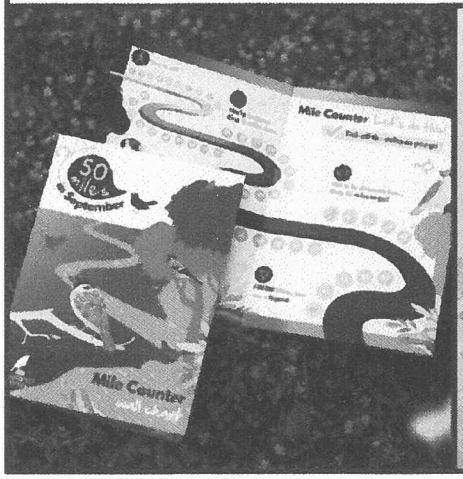
Corporate Partnerships: Copdock Mill have partnered with us for two years, donating £25,000 and raising awareness of SBS through a range of branded packaging on their wild bird food range. The range was launched at the Glee trade fair in September and we are extremely grateful for this support.

50 miles in September remote walking challenge event: More than 2,000 people joined our Facebook group, creating a community of bird loving fundraisers who were sponsored to Walk 50 miles in one month. As well as vital fundraising through the event we recruited a new audience who are now engaged with our work. Further challenges are planned for 2022.

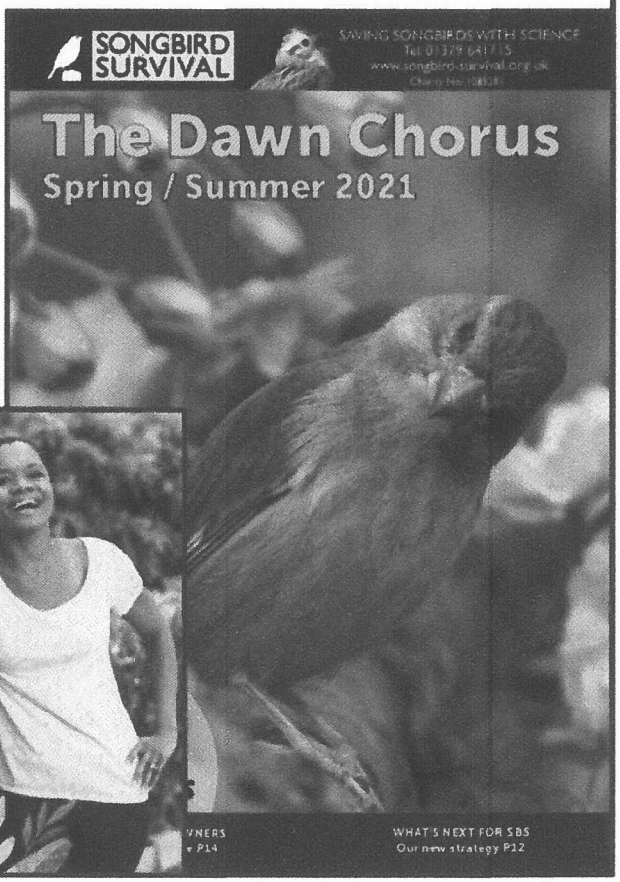
Supporting a charity through a legacy can provide loyal members and supporters with a wonderful way of ensuring that their desire for a positive future for songbirds can become a reality. Legacies received in recent years at SBS have enabled us to have the confidence to commit to investment in critical long term research projects, but not everyone knows about this way to support and the difference they can make by pledging a gift in their will. We have been doing more to promote the opportunity committed supporters and members, providing resources and information about getting involved.

Members are at the heart of our community of supporters and their commitment and involvement contribute much more than the membership fees. Our members are incredibly loyal, but as many organisations are finding, it can be hard to encourage new members to join. We will be undertaking a review of membership in the coming months to ensure we continue to meet their needs in the most appropriate way and provide choices in how to get involved.

As we work to diversify our income sources and audiences we are encouraged to see regular donor numbers increasing and we have more than doubled our database audience in the last twelve months.







Education and awareness

Raising awareness of our research findings and providing educational advice to enable the public to play their part in helping UK songbirds, is a vital part of our work. Due to the generosity of a donor, we have continued to work with professional PR support who are enabling us to build a positive brand reputation, reach wider audiences with our research findings and connect with potential new supporters and key stakeholders.

Social Media

Building our presence and voice on social media and through digital channels is an important part of our communication strategy. This helps us share our research findings, engage in wider conversations around the issues affecting the decline of songbirds and reach out to potential new audiences and supporters.

Our main platforms are Facebook, Twitter (@SongbirdSBS) and Instagram, alongside our website: www.songbird-survival.org.uk

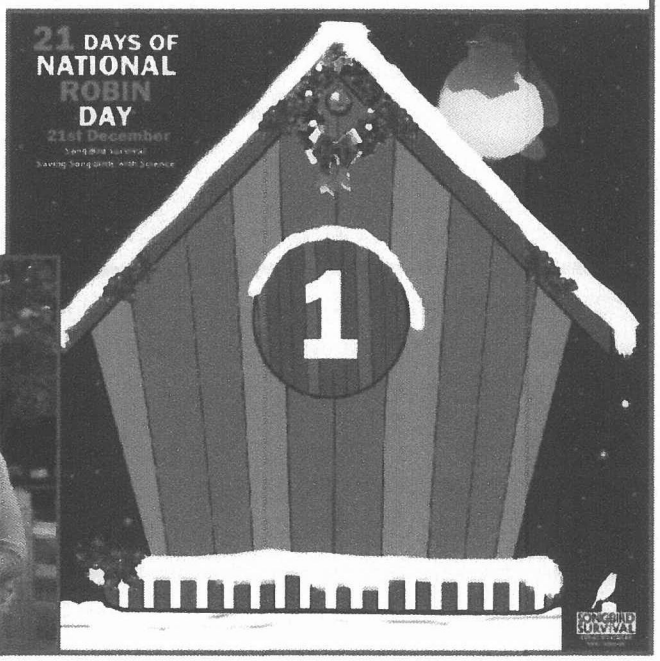
Embedding digital into all our marketing and communication is a continuing and significant priority and our efforts to increase our followers and engagement on social media channels are proving successful with numbers up by 8% across the channels. Our website is the central hub for our digital activity and will be developed significantly in 2021/2022.

We forged a new partnership with Vauxhall City Farm, supporting them in developing www.birdrangers.co.uk which provides information to their audiences about birds. Thanks to their support, we were able to use the farm as a location for filming new video footage to support our awareness raising and PR activity.

National Robin Day

Our annual awareness event on 21st December 2020 was updated with a new campaign visual identity. The focus for the campaign was to encourage activities which people could take part in to support birds throughout the winter with a 12 days of Christmas theme. Social media was at the heart of the campaign with accompanying press activity. Curious PR developed and supported the campaign.





Chris Platt, Vauxhall City Farm and George Bradley, SBS

What3Birds? campaign

This new campaign ran from April to June 2021, aiming to highlight the 3 most at risk songbird species in each UK region and asking people to log them via a special website and be aware of the issues affecting the birds. The campaign secured very positive regional media coverage with a series of BBC radio interviews and print articles reaching an audience of 1.3million.
In August the What3birds campaign was extended into our first photography competition, with the prize generously donated by FujiFilm. Over 900 entries were received with some amazing images which will also be used in our ongoing communications activity.

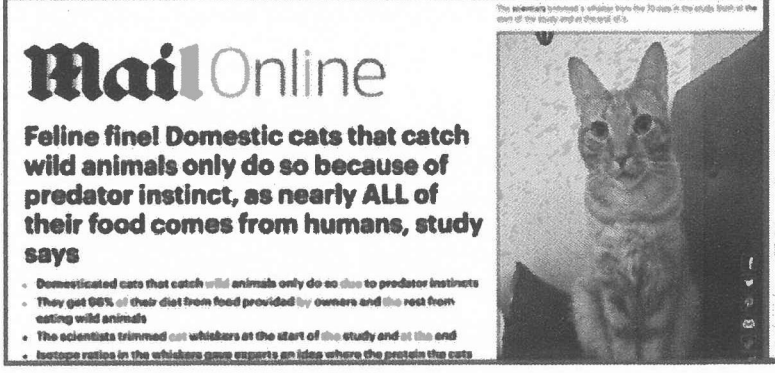
Press and Media

Working with Curious PR, SBS was featured across a broad range of print, online and radio broadcasting in 2020/2021. These activities all supported our aim to raise awareness of the charity and our work, build a positive brand reputation and increase engagement with key stakeholder groups and audiences.

Highlights included coverage of the Cat's Whisker research, with a reach of 377m including Mail Online, Evening Standard and Science News. The What3Birds awareness campaign and development of video footage communicating our work and aims can be seen on our website and on YouTube.









COVID-19

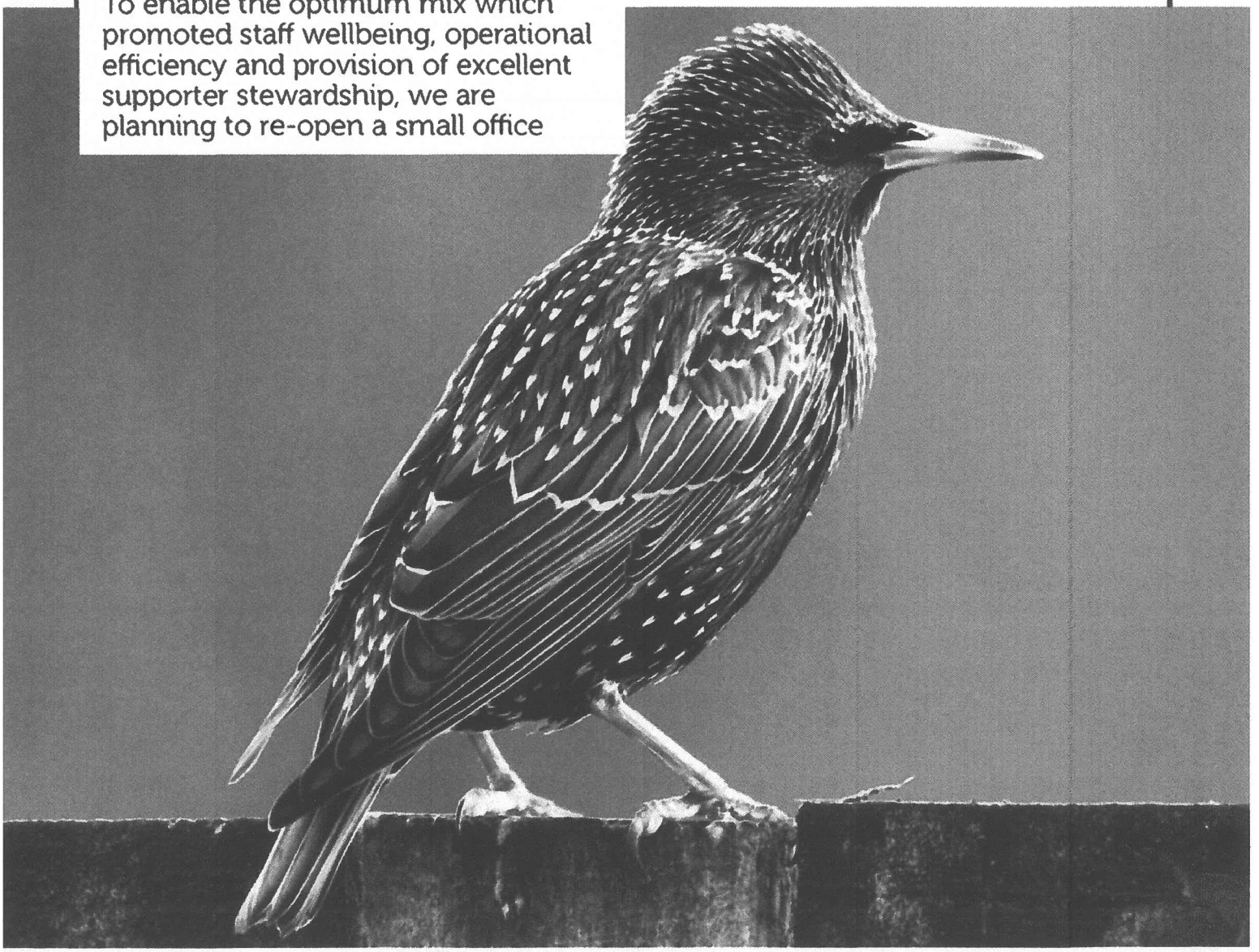
The COVID-19 pandemic continued to have a profound effect on the organisation but has also enabled positive change which is positioning the charity to be able to make a more significant impact in the future.

The staff team worked entirely from home during 2020/2021. In many ways was an efficient operation although the lack of a physical office and staff being on furlough for part of the year presented inevitable challenges. The winter edition of Dawn Chorus magazine was published online and activities were pared down where possible.

To enable the optimum mix which promoted staff wellbeing, operational efficiency and provision of excellent supporter stewardship, we are planning to re-open a small office hub at the end of 2021. Most staff will remain working remotely but the hub will be the focus for supporting our members and donors. This provides an approach which is flexible, adaptable and resilient.

The AGM was held later in the year than usual as an online meeting. The meeting included presentations from two of our researchers and Susan Morgan our new CEO. Attendance was good, providing a productive debate.

Trustee meetings have all been held via zoom enabling full participation from Board members.



Change of Leadership

The Board appointed Susan Morgan as Chief Executive Officer from January 2021. Susan has over 25 years of working in the charity sector and brings a wealth of leadership, fundraising and management experience to drive forward our strategy and future plans.



Our Future Plans

2021/2022 will continue to be shaped by the effects of Covid-19 and we will remain alert to the need for flexibility and continuing change, particularly for the staff team. Our priority will be to ensure the well-being and productivity of the team in newly re-structured roles and hybrid approach to working.

Our strategy launched in 2021, which sets out the key focus for our work and research for the next few years. This will provide the framework and backdrop for a new scientific research committee which will guide our new research projects as they are developed. Our 'Cats and their owners' and 'Birds and pesticides' projects continue into 2021/2022. We are committed to developing a new pipeline of research projects, made possible by our recent appeals.

We will continue with our SBS Future Appeal to reach our £450,000 target. Fundraising to develop a sustainable income base will be a priority in 2021/2022 and beyond. This will include engaging with wider audiences and building our supporter base.

Increasing awareness of the charity and our work will continue, and is much needed to help us build relationships with stakeholders and supporters. A major part of this will be to maximise the impact of our research through promoting the publication of research in the media and where applicable educating the public and advising what they can do to help reverse the decline of songbird populations. This will be achieved through targeted PR campaigns, building our profile on social media, an updated website and maximising our use of digital communication.

SONGBIRD SURVIVAL
SAVING SONGBIRDS WITH SCIENCE

The trustees have paid due regard to the guidance published by the Charity Commission on Public Benefit, when reviewing the activities of the charity.

Charitable status
The company is a registered charity. Its registration number is 1085281.

Legal status and organisation
The Charity is constituted as a company limited by guarantee and, therefore, governed by a memorandum and articles of association. The members of the Charity elect the Directors at each annual general meeting. The Directors meet around six times a year to decide how the Charity should carry out its aims.

Results and Dividends
The results of the Charity are set out on page 16.

Clause 5 of the Memorandum of Association specifically prevents payment of any dividend or material benefits to members.

Services of volunteers
The charity depends on the unpaid work of its Directors all of whom donate their time. The money saved by not paying Directors for their professional expertise has not been quantified but is estimated to be in the region of £36,000 in the year.

Appointment of Directors
Directors are elected at the annual general meeting by the membership. One-third of the Directors must retire at each general meeting.

The Charity has purchased liability insurance for the directors and officers.

The Directors are referred to as Trustees by the Charity Commission as many charities have a trust as their legal entity. The Articles of Association refer to the Directors as council members.

Risk management
The Directors have assessed the major risks to which the charity is exposed, in particular those related to the operations and finances of the Charity and are satisfied that systems are in place to mitigate their exposure to the major risks.

Reserves and investment policy

At the year-end our unrestricted cash amounted to £252,777. This level of funding is adequate to support the continuation of research and associated activities for the next 12 months and to reinstate reserve funds as outlined below. The Directors consider the financial position of the charity to be satisfactory.

The following reserves will be held:

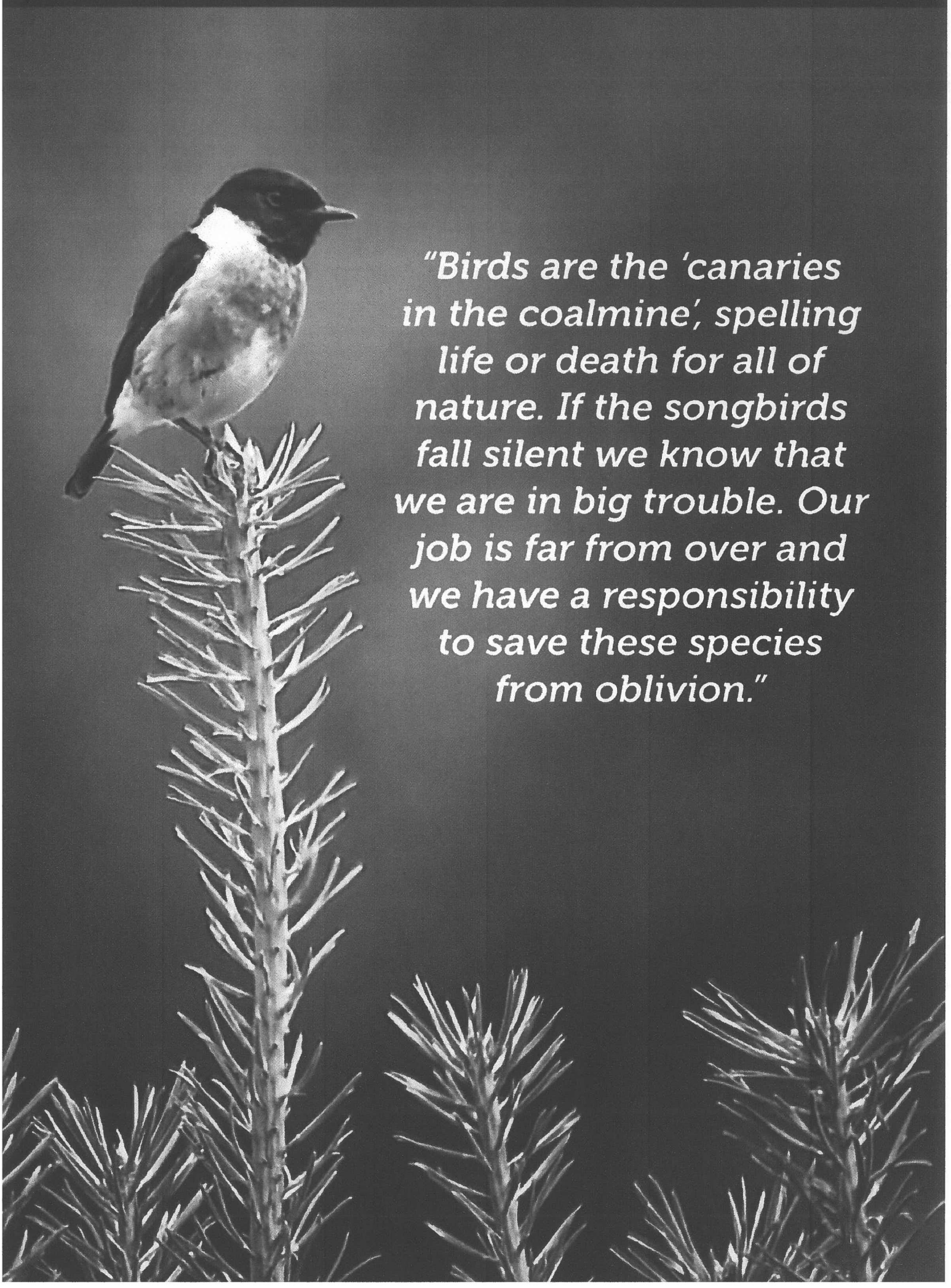
i)A "safety reserve" of £50,000 to cover budget variances, to allow contingency actions to be effected, and to provide a buffer for more radical action in the event of a more serious or more sustained variance than anticipated;
ii) A "general reserve", of £54,000 to be used to support the growth of the charity, in particular to ensure key staff contracts and operational costs can be continued in a crisis. This is calculated based upon 3 months of operating costs.

Small company status
The report of the directors has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the board on 14th January 2022

Colin Strang Steel
Director




"Birds are the 'canaries in the coalmine', spelling life or death for all of nature. If the songbirds fall silent we know that we are in big trouble. Our job is far from over and we have a responsibility to save these species from oblivion."

The Accounts

Independent Examiner's Report

I report to the charity trustees on my examination of the accounts of the company for the year ended 30th September 2021 which are set out on pages 16 to 22.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Les Newman FCA
Waveney Accountants Ltd t/a Newman & Co
Chartered Accountants and Registered Auditors
7 Hungate
Beccles
Suffolk

Dated 11th January 2022

	2021	2020
	£	£
Income		
Subscriptions	41,938	43,307
Donations	227,416	191,099
Restricted Donations	45,050	81,500
Tax refunds	36,257	30,271
Bank interest	-	-
Sales	3,979	32,786
Job Retention Scheme Grants	5,920	-
	360,560	378,963
Expenses		
Scientific research	54,192	65,352
Fundraising expenses	57,502	22,332
Shows and displays	732	101
Purchases of stock (adjusted for stock)	8,511	27,852
PR and website	52,363	36,005
Newsletters, postage etc	11,097	10,560
Office expenses and stationery	1,480	7,350
Equipment costs	2,119	3,258
Rent and Property	2,475	14,905
Administrative services	59,616	65,586
Meeting and Travel expenses	2,207	6,061
Professional services	10,250	4,308
Insurance	-	2,689
Bank charges	2,028	4,515
Depreciation	1,533	414
	266,105	271,288



	Notes	Unrestricted Funds	Restricted Funds	2021 Total	2020 Total
Incoming resources from generated funds:					
Voluntary income	2	311,530	45,050	356,580	346,177
Activities for generating funds	2	3,979	-	3,979	32,786
Investment income	2	-	-	-	-
Total incoming resources		315,510	45,050	360,560	378,963
Resources expended					
Cost of generating funds:					
Membership	13	24,444	-	24,444	31,355
Fundraising	13	57,502	-	57,502	28,110
PR	13	21,326	52,363	73,690	65,073
Shows	13	732	-	732	3,306
Sales	13	10,045	-	10,045	41,567
Charitable activities	13	-	54,192	54,192	65,352
Governance costs	13	45,500	-	45,500	36,525
Total Resources expended		159,550	106,555	266,105	271,288
Net incoming resources before transfers		155,960	-61,505	94,455	107,675
Transfers between funds	11	-61,505	61,505	-	-
Reconciliation of funds:					
Total funds brought forward		158,322	-	158,322	50,647
Total funds carried forward		252,777	0	252,777	158,322

	Notes	2021		2020	
		£	£	£	£
Fixed Assets					
Tangible Assets	4		2,779		3,494
Current Assets					
Stock		800		7,224	
Cash at bank - Current Account		244,758		196,541	
Cash at bank - Deposit Account		773		773	
Cash Account		300		430	
PayPal Account		234		-	
Debtors	6	15,587		11,322	
		262,452		216,290	
Creditors: Amounts falling due within one year	6	-12,453		-61,462	
Net current assets			249,999		154,828
Total assets less current liabilities			252,777		158,322
Funds:					
Unrestricted Funds	11		252,777		158,322
Restricted Funds	11		-		-
Total c/fwd			252,777		158,322

The Directors are satisfied that the charitable company is entitled to exemption from audit under section 477 of the Companies Act 2006 and that no member or members have requested an audit pursuant to section 476 of that Act.

The Directors acknowledge their responsibilities for:

(i) ensuring that the charitable company keeps proper accounting records which comply with sections 386 and 387 of the Companies Act 2006; and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of the financial year and of its surplus or deficit for the financial year in accordance with the requirements of sections 394 and 395 of the Companies Act 2006 and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the charitable company.

The financial statements have been prepared in accordance with the special provisions relating to small charitable companies within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2015).

The financial statements were approved by the Board of Directors on 14th January 2022 and were signed on its behalf by:

Colin Strang Steel Director

The notes on pages 19 to 22 are an integral part of these accounts

1) ACCOUNTING POLICIES

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

Basis of accounting
The financial statements have been prepared under the historical cost convention and in accordance with the Companies Act 2006, Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16th July 2014 (as updated through Update Bulletin 1 published on 2nd February 2016); the Charities Act 2011 and UK Generally Accepted Practice as it applied from 1st January 2016. The charity is a Public Benefit Entity as defined by FRS102.

The charity has applied Update Bulltin 1 as published on 2nd February 2016 and does not include a cashflow statement on the grounds that it is applying FRS102 Section 1A.

Fund accounting
Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general activities of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of appeal.

Incoming resources
All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations, subscriptions and gifts and is included in full in the Statement of Financial Activities when receivable.

Investment income is included when receivable.

Application of resources
Resources expended are included in the statement of financial activities on an accruals basis inclusive of any VAT which cannot be recovered. Expenditure which is directly attributable to specific activities has been included in the relevant cost categories. Where costs are attributable to more than one activity they have been apportioned across the cross categories on a basis consistent with the use of these resources.

Taxation
No provision is made for taxation because the company is a registered charity. The Charity is entitled to reclaim tax on gift aid donations.

Fixed assets
Fixed assets are included at cost less depreciation. Depreciation is charged so as to write off the cost of fixed assets over their estimated useful lives. The Directors estimate that the following classes of assets have the following useful lives:
Computer - 3 years
Office equipment - 5 years

Stock
Stock represents the purchase of greetings cards that are initially recognised at cost. Provision for slow-moving or obsolete stocks of cards is made, reducing their carrying value to expected realisable sales.

		2021	2020
		£	£
2)	**Analysis of incoming resources:**		
	Voluntary income		
	Subscriptions	41,938	43,307
	Donations	227,416	191,099
	Restricted Donations	45,050	81,500
	Tax Refund	36,257	30,271
	Job Retention Scheme Grants	5,920	
		356,580	346,177
	Activities for generating funds		
	Sales of cards etc	3,979	32,786
	Investment income		
	Bank Interest (UK)	-	-

3) Total resources expended

See separate sheet - page 22

4)	**Fixed Assets**	**Computer Equipment**	**Office Equipment**	**Total**
		£	£	£
	a) Cost			
	Balance b/fwd	2,742	6,305	9,047
	Additions in the year	817	-	817
	Balance c/fwd	3,559	6,305	9,864
	b) Depreciation			
	Balance b/fwd	1,854	3,698	5,552
	Charge for the year	272	1,261	1,533
	Balance c/fwd	2,126	4,959	7,085
	c) Net book value			
	Balance b/fwd	888	2,607	3,495
	balance c/fwd	1,433	1,346	2,779

5) Company limited by guarantee

The company is limited by guarantee, not having a share capital.

The maximum liability of each member does not exceed £1.

6) Debtors	2021 £	2020 £
UK Income tax recoverable	4,123	3,338
Prepayments	5,752	6,616
Other debtors	5,711	1,368
	15,587	11,322
Creditors: amounts falling due within one year		
Creditors & Accruals	12,453	61,462
	12,453	61,462

7) Trustees' expenses

Details of the Trustees' expenses can be found on page 22. Trustees were reimbursed expenses that they incurred whilst carrying out Trustee duties. The nature of these expenses was travel, mileage and subsistence costs.

8) Trustees' remuneration

No Trustee received remuneration during the year.

9) Accountancy and External Scrutiny fees

During the year accountancy and external scrutiny fees amounted to £1,800 (2020 £1,800)

10) Analysis of net assets between funds	Unrestricted funds £	Restricted funds £	Total funds £
Tangible fixed Assets	2,779	-	2,779
Current Assets	262,451	-	262,451
Current Liabilities	-12,453	-	-12,453
Net assets as at 30th September 2021	252,777	-	252,777

11) Movements in funds	At 01/10/20 £	Incoming Resources £	Outgoing Resources £	Transfers £	At 30/09/21 £
Unrestricted funds:	158,322	315,510	159,550	-61,505	252,777
Restricted funds:	-	45,050	106,555	61,505	-
Research Fund	-	8,050	54,192	-46,142	-
PR Fund	-	12,000	52,363	-40,363	-
Duckworth Fund	-	25,000	-	25,000	-

12) Control

The Charity is under the control of the Board of Trustees.

13) Total resources expended

	Cost of Research	Cost of Membership	Cost of Fundraising	Cost of PR	Cost of Events	Cost of Sales	Cost of Governance	Total 2021	Total 2020
	£	£	£	£	£	£	£	£	£
Direct Costs	36,000	8,665	19,900	52,363	524	8,511	-	125,963	122,006
	36,000	**8,665**	**19,900**	**52,363**	**524**	**8,511**	**-**	**125,963**	**122,006**
Support Costs allocated to activities									
Rent & services	900	900	1,125	900	-	225	450	4,500	15,010
Travelling & meeting expenses					-		2,207	2,207	6,597
Printing & stationery	845	2,432	1,057	845	-	211	423	5,814	7,897
Equipment & Maintenance	770	770	963	770	-	193	385	3,852	10,339
Insurance	-	-	-	-	-	-	-	-	3,163
Bank charges & interest							2,028	2,028	4,727
Gross wages	15,676	11,677	34,156	18,810	208	905	28,224	109,656	93,088
Professional fees			301				10,250	10,551	4,508
Depreciation							1,533	1,533	414
	18,192	**15,779**	**37,602**	**21,326**	**208**	**1,534**	**45,500**	**140,141**	**145,743**
	54,192	**24,444**	**57,502**	**73,690**	**732**	**10,045**	**45,500**	**266,105**	**267,749**

Thank you to everyone who has supported our work this year



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