

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
51 The Avenue
Seaham
Co Durham
SR7 8NS

BANKERS

Svenska
Handelsbanken
1 Prince Of Wales Road
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

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.

A handwritten signature in dark ink, appearing to read 'Colin Strang Steel'.

Colin Strang Steel, Chairman
& Susan Morgan, CEO

A handwritten signature in dark ink, appearing to read 'Susan Morgan'.

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.



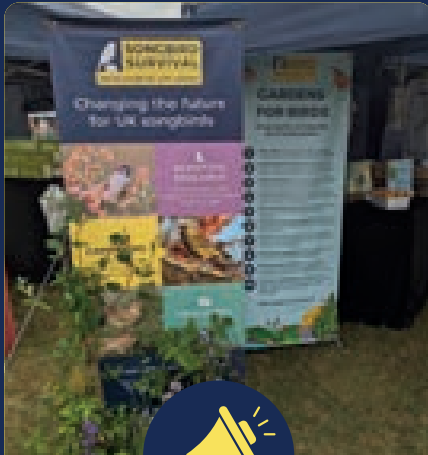
Wren

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:



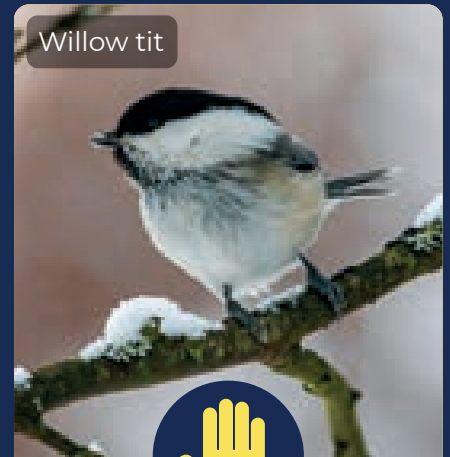
1 **Raising awareness of the rapid decline of songbirds** in order to activate and motivate action for change



Priyesh Tank, PhD



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



Willow tit



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.



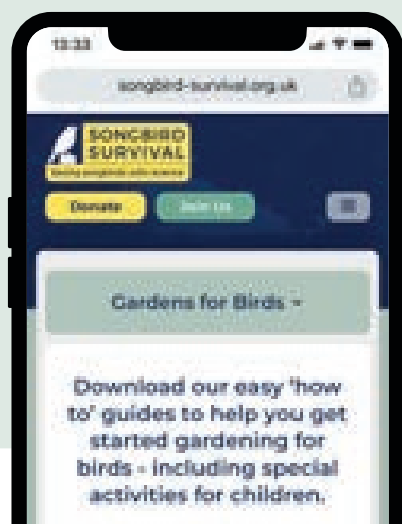
Goldfinch

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

GOAL:

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



Robin



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.



SING FOR THEIR FUTURE?

Leave a gift for songbirds in your will today

Our dedication to songbirds is a long and difficult path and we are only able to achieve anything for our birds with your help. Their future is in your hands.

George

WILL YOU



Whitethroat

"I feel that SongBird Survival's funding for independent studies on bird decline is excellent"



Satisfaction levels:
8.7 out of 10

"SongBird Survival is accessible and personal, and they bring people who care about birds together"

"I have confidence I'm supporting a professional organisation"

"I feel as though I'm getting some questions answered and also helping songbirds at the same time"

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

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 year's 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.



Tree sparrow by Sharon Wilson

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.

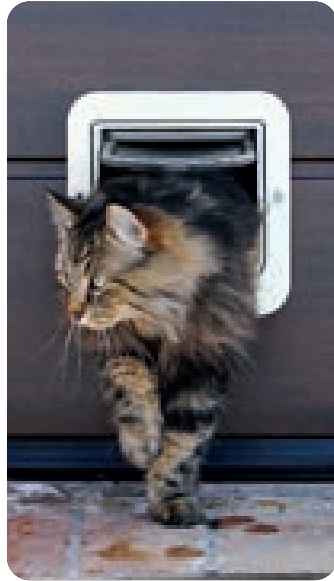
SOCIAL MEDIA

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.



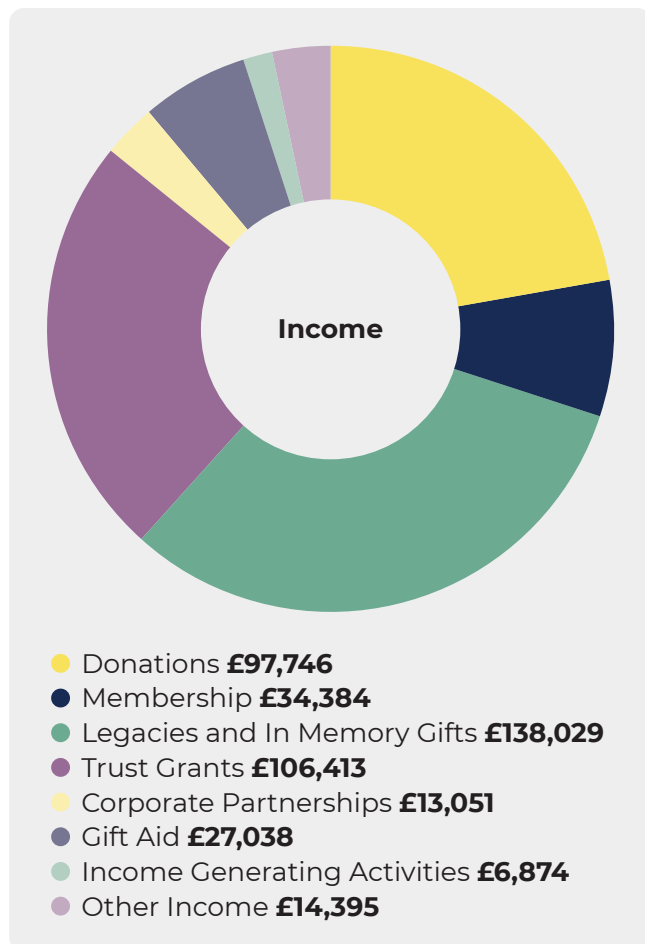
Over 2,700 new supporters signed up to receive our advice and ongoing information



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

FINANCIAL REVIEW

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



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.

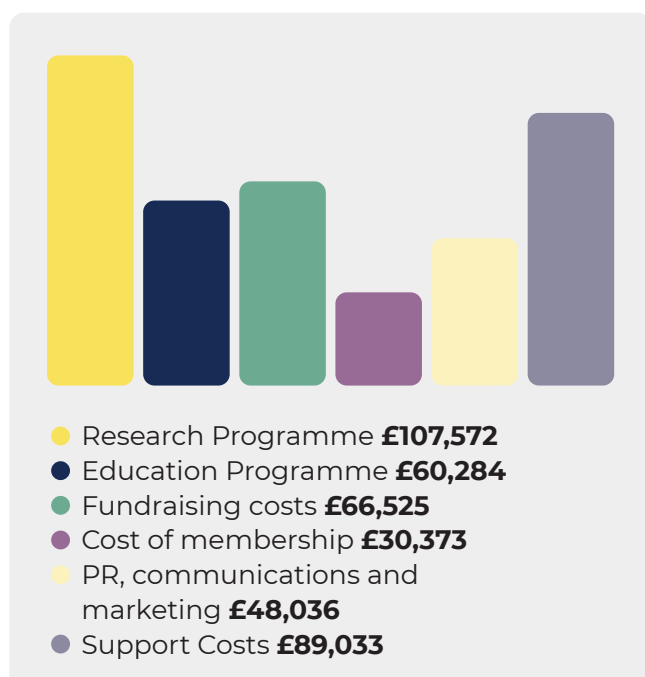
The response to the programme of an annual winter and summer appeal was good and we are investing time and energy into stewardship of these donors who are very engaged and loyal.

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**.



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

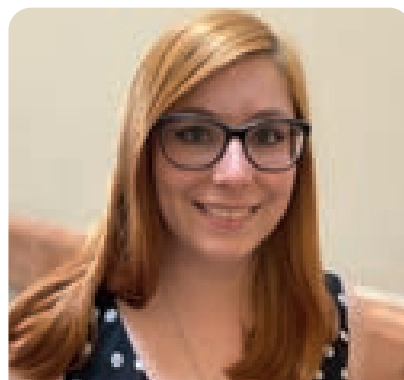
Our staff team mostly work remotely across the UK with a small office hub in Diss, Norfolk where our supporter services team are based.



Sue Morgan
CEO



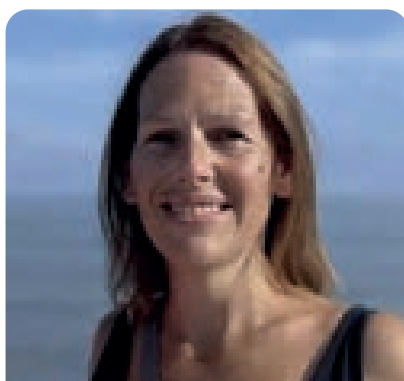
George Bradley
Operations & Finance
Manager



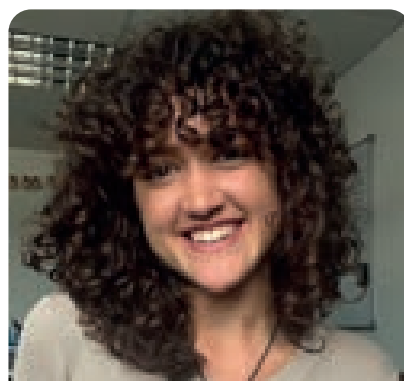
Charlotte Bartleet-Cross
Research & Engagement
Manager



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

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[X](#) SongBirdSBS | [f](#) SongBirdSBS
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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



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 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

