

# SONGBIRD SURVIVAL REPORT & ACCOUNTS

FOR THE YEAR ENDED  
30TH SEPTEMBER 2024



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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  
51 The Avenue  
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### BANKERS

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1 Prince Of Wales Road  
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Norfolk  
NR1 1BD

### CHARITY ADDRESS

PO Box 311  
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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)



# 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

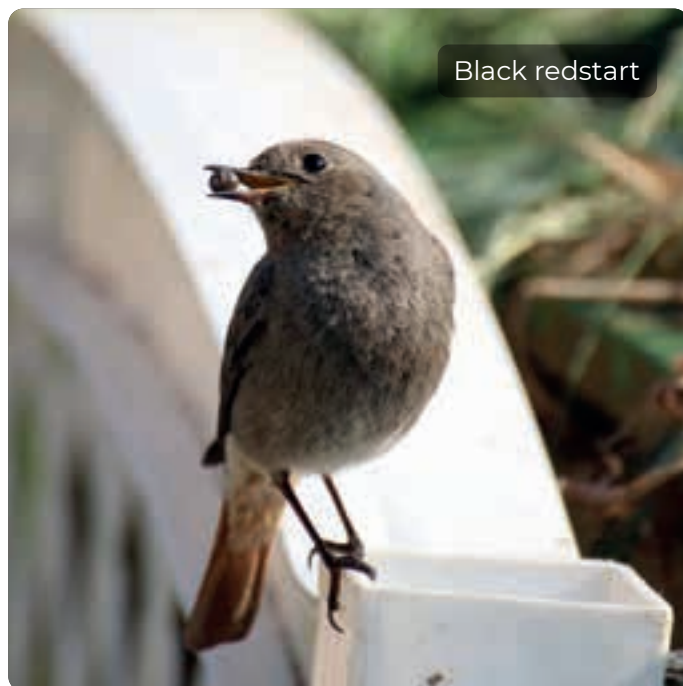
**Working with our Scientific Research Advisory Committee of specialists and experts from Universities across the UK, we are in the early stages of implementing our five-year 2023-2028 research strategy.**

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.

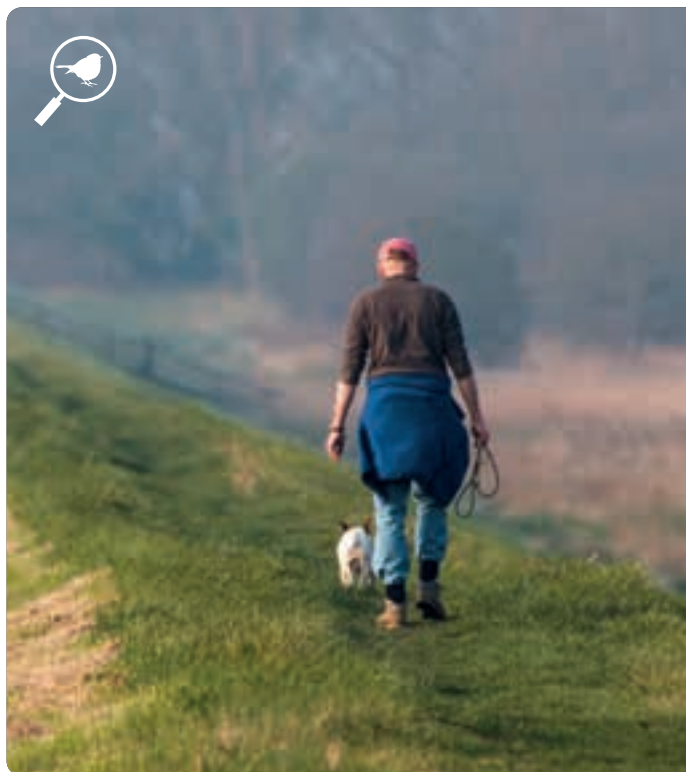
**The study:** This project looks at whether wool treated with 'spot-on' type flea treatments has any negative impacts on nesting blue and great tits. The progress of eggs and chicks provided with wool will be monitored over the breeding season to see if vet products can have unintended consequences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



### 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.

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.

### RESULTS:

#### 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.

get  
eduCATed



## 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.



## TRUSTS & FOUNDATIONS

**W**e 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:

**O**ur 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

**L**egacy 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.

**SONGBIRD SURVIVAL**  
Saving songbirds with science

**SING FOR THEIR FUTURE?**  
Leave a gift for songbirds in your will today

**WILL YOU**

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*



Finches Friend feeder



Eco Bird Food stall

## CORPORATE PARTNERSHIPS

**W**e 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.**

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

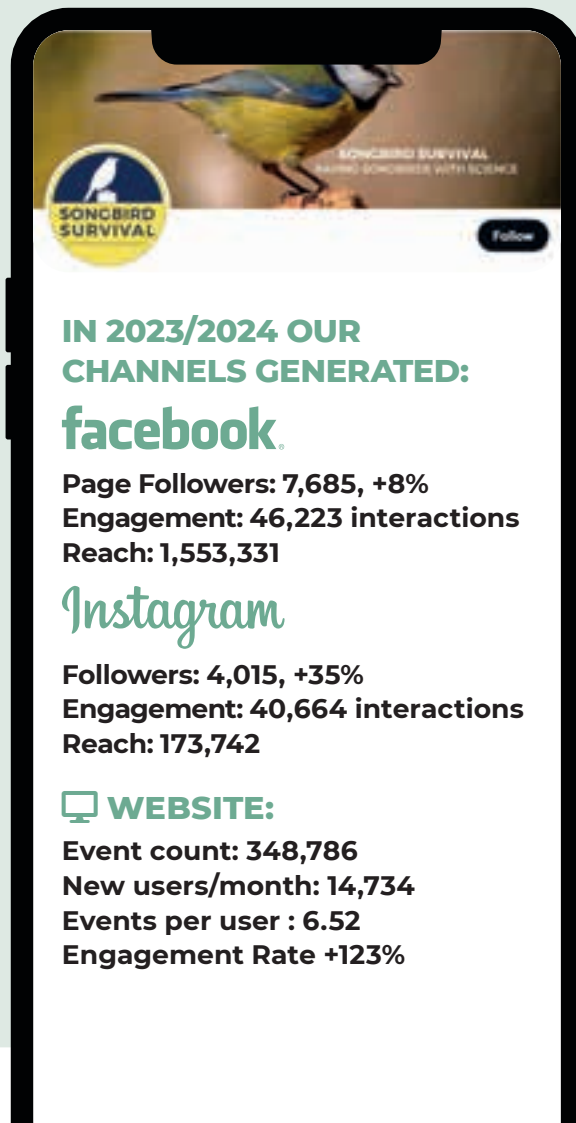
Our communications will:

- ✓ 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

**O**ur 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

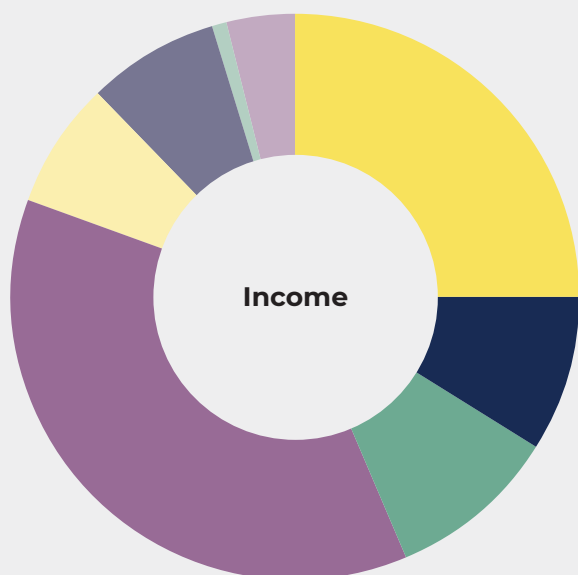
Working with external freelance PR support, SongBird Survival was featured once again across a broad range of print, online and radio broadcasting in 2023/2024. These activities all supported our aim to raise awareness of the charity and our work, build a positive brand reputation and increase engagement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

## 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.

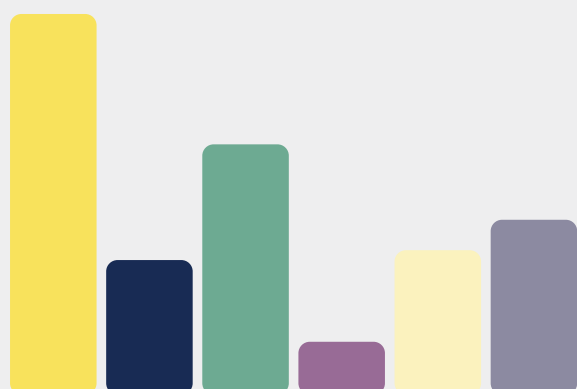
Individual donations remain a key source of income with the total increasing by 5% in this financial year. We are very grateful for the loyal and committed support of these individuals. This income was boosted by our new programme of summer and winter appeals. With these having a focus on one-off donations,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



- 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**

## 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**  
Communications 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](mailto:dawn-chorus@songbird-survival.org.uk)  
Tel: 01379 641715 (9am-4pm Monday to Friday)

### Email:

[research@songbird-survival.org.uk](mailto:research@songbird-survival.org.uk)  
[fundraising@songbird-survival.org.uk](mailto:fundraising@songbird-survival.org.uk)  
[pr@songbird-survival.org.uk](mailto:pr@songbird-survival.org.uk)  
[education@songbird-survival.org.uk](mailto:education@songbird-survival.org.uk)

### Follow us on social media:

[X](#) SongBirdSBS | [f](#) SongBirdSBS  
[in](#) 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 activities 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	£	£	£	£	£	£
<b>Income and Endowments from:</b>							
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
<b>Total income and Endowments</b>		<b>256,563</b>	<b>150,995</b>	<b>407,558</b>	<b>332,563</b>	<b>105,367</b>	<b>437,930</b>
<b>Expenditure on</b>							
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
<b>Total Expenditure</b>		<b>226,308</b>	<b>312,344</b>	<b>538,652</b>	<b>198,680</b>	<b>203,143</b>	<b>401,823</b>
<b>Net income / expenditure</b>		<b>30,255</b>	<b>(161,349)</b>	<b>(131,094)</b>	<b>133,883</b>	<b>(97,776)</b>	<b>36,107</b>
<b>Transfers between funds</b>	17	<b>(192,051)</b>	<b>192,051</b>	<b>-</b>	<b>(97,776)</b>	<b>97,776</b>	<b>-</b>
<b>Net movement in funds</b>		<b>(161,796)</b>	<b>30,702</b>	<b>(131,094)</b>	<b>36,107</b>	<b>-</b>	<b>36,107</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		<b>408,006</b>	<b>-</b>	<b>408,006</b>	<b>371,899</b>	<b>-</b>	<b>371,899</b>
Total funds carried forward		<b>246,210</b>	<b>30,702</b>	<b>276,912</b>	<b>408,006</b>	<b>-</b>	<b>408,006</b>



# BALANCE SHEET

## YEAR TO 30TH SEPTEMBER 2024

		2024 Total	2023 Total
	Notes	£	£
<b>Fixed Assets</b>			
Tangible Assets	12	1,818	1,731
<b>Current Assets</b>			
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
<b>Total current assets</b>		<b>369,853</b>	<b>479,820</b>
<b>Creditors: Amounts falling due within one year</b>	14	<b>(94,759)</b>	<b>(73,545)</b>
<b>Provision for long-term Contracts</b>	15	<b>(218,561)</b>	<b>-</b>
<b>Net current assets</b>		<b>56,533</b>	<b>406,275</b>
<b>Total assets less current liabilities</b>		<b>58,351</b>	<b>408,006</b>
<b>Funds:</b>			
Unrestricted Funds	17	246,210	408,006
Restricted Funds	17	(187,859)	-
<b>Total c/fwd</b>		<b>58,351</b>	<b>408,006</b>

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	
	£	£	£	£
<b>Net Income / Expenditure</b>		(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	
<b>Cash flows from operating activities</b>		(113,800)		59,955
<b>Cash flows from investing activities</b>				
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
<b>Change in cash and cash equivalents in the year</b>		(108,451)		63,667
<b>Cash and cash equivalents at the beginning of the year</b>		476,429		412,762
<b>Total cash and cash equivalents at the end of the year</b>		<b>367,978</b>		<b>476,429</b>

**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 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
	<b>212,563</b>	<b>148,509</b>	<b>361,072</b>	<b>392,623</b>

### 3) INCOME GENERATING ACTIVITIES

Lottery and Raffles	2,425	-	2,425	5,970
Auctions	-	-	-	-
Events	-	-	-	-
Other activities	862	-	862	904
	<b>3,287</b>	<b>-</b>	<b>3,287</b>	<b>6,874</b>

### 4) OTHER TRADING ACTIVITIES

Sales	224	-	224	506
	<b>224</b>	<b>-</b>	<b>224</b>	<b>506</b>

### 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
	<b>40,489</b>	<b>2,486</b>	<b>42,975</b>	<b>37,927</b>

# 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
	-	<b>243,975</b>	<b>243,975</b>	<b>167,856</b>

### 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
	<b>143,299</b>	<b>68,369</b>	<b>211,668</b>	<b>144,779</b>

### 8) COST OF OTHER TRADING ACTIVITY

Cost of sales	230	-	230	155
	<b>230</b>	-	<b>230</b>	<b>155</b>

### 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
	<b>82,779</b>	-	<b>82,779</b>	<b>89,033</b>

### 10) NET INCOME / EXPENDITURE

Total income	256,563	150,995	407,558	437,930
Total expenditure	226,308	312,344	538,652	401,823
	<b>30,255</b>	<b>(161,349)</b>	<b>(131,094)</b>	<b>36,107</b>



# 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
	<b>247,436</b>	<b>-</b>	<b>247,436</b>	<b>188,081</b>

	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)
<b>Balance c/fwd</b>	<b>2,968</b>	<b>1,436</b>	<b>4,404</b>

#### b) Depreciation

Balance b/fwd	1,238	184	1,422
Charge for the year	801	223	1,024
Elimination on disposal	140	-	140
<b>Balance c/fwd</b>	<b>2,179</b>	<b>407</b>	<b>2,586</b>

#### c) Net book value

Balance b/fwd	<b>740</b>	<b>991</b>	<b>1,731</b>
<b>Balance c/fwd</b>	<b>789</b>	<b>1,029</b>	<b>1,818</b>

# 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	-
	<b>1,586</b>	<b>2,872</b>

### 14) CREDITORS

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

### 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
<b>Total Provision:</b>	<b>133,014</b>	<b>65,960</b>	<b>19,587</b>	<b>218,561</b>

### 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
<b>Net assets as at 30/09/24:</b>	<b>246,210</b>	<b>(187,859)</b>	<b>58,351</b>

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
	£	£	£	£	£
<b>Restricted Funds:</b>	-	<b>150,995</b>	<b>530,905</b>	<b>192,051</b>	<b>(187,859)</b>
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
<b>Unrestricted Funds:</b>	<b>408,006</b>	<b>256,563</b>	<b>226,308</b>	<b>(192,051)</b>	<b>246,210</b>
<b>Total funds:</b>	<b>408,006</b>	<b>407,558</b>	<b>757,213</b>	<b>-</b>	<b>58,351</b>

### 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)
<b>Total:</b>	<b>392,000</b>	<b>-</b>	<b>218,561</b>	<b>(143,000)</b>	<b>30,439</b>
<b>Surplus/Deficit:</b>	<b>16,006</b>	<b>407,558</b>	<b>538,652</b>	<b>143,000</b>	<b>27,912</b>
<b>Free reserves</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>27,912</b>

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

