



giving
nature
a home



Annual review 2013–2014



Contents

Chief Executive's welcome	03
Chairman: saving nature	04
A world richer in nature	06
Growing support for nature	12
Working in partnership	18
Northern Ireland	24
Scotland	28
Wales	36
Money matters	44
Thank you	48
Looking forward	51



Mike Clarke
RSPB Chief Executive

Welcome

Looking back on 2013–14, there's plenty to celebrate. By the end of the year, the RSPB had the most supporters ever, which means even more people wanting to help save nature for future generations.

In May, we joined forces with 24 other conservation organisations and launched a report detailing the state of nature in the UK (see page 7). The results were worrying: 60% of the species studied had declined over the last 50 years and more than 1 in 10 could become extinct in our lifetime.

The problems facing nature in the modern world are immense and varied and we know we can't tackle them alone. We're working with organisations, businesses, politicians, schools, individuals – anybody who cares about nature like we do – to make a difference.

Thousands of people have come together as part of our Giving Nature a Home campaign (see more on page 15), doing their bit to help wildlife near them.

Partnering up

In 2013–14, we worked with many others to get the very best for nature – you'll find a list of just a few we'd like to thank on pages 48–50.

Children are becoming increasingly isolated from nature and that is something we want to change. It's important for lots of others too, so we set up The Wild Network, working with organisations like the National Trust and the NHS. One of the products of this partnership was a film on the challenges of connecting children to nature. Read more on page 21.

Nature is integral to people's lives and the economy. We continue to campaign at every level for governments and businesses to join our call for action to save nature. You'll find

plenty of examples of our work in the UK inside, plus an exciting restoration project across north-west Europe on page 19.

Further afield, we've been working with partners from around the globe to help save threatened wildlife. Our research to reduce the number of albatrosses being killed on fishing lines has seen some excellent results, with 99% fewer albatrosses caught in the fisheries off South Africa (see page 10).

Places for nature in the UK

Back in the UK, RSPB Medmerry in West Sussex is one of our newest reserves. Here, we've been working with the Environment Agency to create new areas of saltmarsh. Not only will this benefit all kinds of wildlife, it will also help to protect local homes from flooding (see page 9).

We've had successes with our species work, too. Lapwings had their most productive year in Wales, while white-tailed eagles bred for the first time in east Scotland for nearly 200 years. We are also demonstrating that hen harriers and red grouse can live side by side in Northern Ireland.

We couldn't, of course, do any of this work without the support of our members and partners, so whatever role you have played, thank you for giving nature a home.

Mike Clarke



The *State of Nature* report wouldn't have been possible without the hard work and dedication of thousands of volunteers, citizen scientists and experts.

Robert Pickett (NHPA/Photoshot)



Professor Steve Ormerod
RSPB Chairman

A force for good

RSPB Chairman, Steve Ormerod, discovers hope and togetherness at the heart of the struggle to save nature.

We live in an increasingly challenging environment. Our precious wild places and the wildlife that lives in them are under constant pressure from all sides – from building developments, from pollution, from climate change and a changing political climate.

The scale of what must be done if we're to reach the 2020 targets for halting biodiversity loss is huge and daunting. But in the face of these challenges, the force for positive change has grown too.

Leading the way

More than ever before, charities, organisations, businesses, families and individuals are coming together. The RSPB continues to be a major force in bringing those different sections of society together and uniting them towards a common goal.

Our Giving Nature a Home campaign galvanised hundreds of thousands of people across the UK to make changes in their gardens to help wildlife.

Our Futurescapes programme is bringing together farmers, landowners, other environmental organisations and businesses to give nature a home on a landscape scale.

And by working with our BirdLife Partners in 120 countries around the world, we're helping give nature a home in places from the tropical forests of Sierra Leone to the wetlands of Iceland.

The RSPB is leading a movement of people who believe in the same ideal that we have championed for over 120 years – that nature is our most precious asset, and that by protecting it we create a healthier, happier, more enriching life for us all.

21st century nature conservation

On the next page, Sir David Attenborough talks about the *State of Nature* report: this is a perfect example of 21st century nature conservation.

In May 2013, we joined 24 other wildlife organisations at events across the UK to formally launch the report – an unprecedented stock-take of our native species.

Across the UK, an army of volunteers, citizen scientists and experts had checked light-traps at dawn to count moths, got down on their hands and knees to count mosses in blanket bog, and sat by streams at dusk to count bats while being eaten alive by midges.

Together they produced a vast quantity of data, which was analysed, compared and distilled into this groundbreaking document, essentially taking the pulse of nature in the UK.

The stark conclusion was yet further confirmation that nature is in desperate trouble – 60% of the species studied in the report have declined over recent decades, due to the incessant pressures squeezing our wildlife into smaller and poorer quality spaces.

A sense of hope

Despite the urgency and starkness of this message, the overwhelming sense at the launch events was of anger that we've allowed things to get this bad – but anger that was more than counterbalanced by a huge sense of hope.

This was the first time so many organisations had come together to speak up for nature in a single, clear voice. It felt good; it felt right; and it felt powerful. If we continue to work together, and if we continue to grow public support for nature, we have a chance of saving it. None of us can do it on our own.



The recovery of the red kite is a symbol of conservation success, but the first ever health check of nature in the UK revealed there is plenty more to do.

David J Slater (rsph-images.com)

Helen Atkinson (Butterfly Conservation)



Sir David Attenborough
Naturalist and broadcaster



The State of Nature

In May 2013, Sir David Attenborough joined us at the launch of the *State of Nature* report – the first ever health check of nature in the UK and its overseas territories.

The islands that make up the United Kingdom are home to a wonderful range of wildlife that is dear to us all. From the hill-walker marvelling at an eagle soaring overhead, to a child enthralled by a ladybird on their fingertip, we can all wonder at the variety of life around us.

However, even the most casual of observers may have noticed that all is not well. They may have noticed the loss of butterflies from a favourite walk, the disappearance of sparrows from their garden, or the absence of the colourful wildflower meadows of their youth.

To gain a true picture of the balance of our nature, we require a broad and objective assessment of the best available evidence, and that is exactly what the groundbreaking *State of Nature* report has given us.

A stark warning

The result of collaboration between the RSPB and 24 other conservation organisations, this important document provides a stark warning: far more species are declining than increasing in the UK, including many of our most treasured species. Alarming, a large number of them are threatened with extinction.

The causes are varied, but most are ultimately due to the way we are using our land and seas and their natural resources, often with little regard for the wildlife with which we share them. The impact on plants and animals has been profound: of the 3,148 species studied, 60% have declined over the last 50 years.

Although the *State of Nature* report highlights what we have lost, and what we are still losing, it also gives examples of how we – as individuals, organisations and governments – can work together to bring back nature where it has been lost.

Working together to save nature

We should also take encouragement from the report itself; it is heartening to see the RSPB and so many other organisations coming together to provide a single voice, stating loud and clear what is happening to our wildlife.

This partnership, backed by a combined membership of millions and enabled by the heroic efforts of thousands of volunteers, provides a powerful force to bring the UK's nature back to its former glory.

A handwritten signature in black ink that reads "David Attenborough". The signature is written in a cursive, flowing style.



Our new reserve at RSPB Medmerry in West Sussex is already home to black-winged stilts – they even raised chicks here, for only the third time in the UK.

Steve Kneill (rspb-images.com)



Andy Hay

Adrian Thomas,
Medmerry Project Manager

For people, for nature

There are not many times we can say we've been part of a project that has redrawn the map of the country, but that's exactly what has happened at one of our newest reserves, RSPB Medmerry.

It sits on a glorious stretch of West Sussex coast between Selsey and Bracklesham where we have had a small nature reserve since 2006, called Bracklesham Bay. But the beach here was at the greatest risk of flooding in South East England; without annual and expensive intervention by the Environment Agency, the sea was likely to crash over the defences each year, threatening homes, roads and even lives.

The Environment Agency's solution was to work with nature rather than fight against it. By building a 7 km-long clay bank inland on higher ground and then breaching the beach – a process called “managed realignment” – a sheltered bay would form that would be much better able to withstand tide and storm.

A win-win-win solution

But such a solution also offered a major opportunity to create new intertidal wildlife habitats to replace internationally-important areas being lost further west in the Solent. Plus local people stood to benefit through the construction of new green access routes which would link communities, allow visitors to enjoy the new wetland landscape and boost green tourism. Medmerry had the potential to be a win-win-win solution!

We were invited by the Environment Agency to be their main partner in what proved to be a gloriously co-operative project. We played critical roles in designing the new wildlife habitats, in advising on the visitor infrastructure and in successfully engaging local people.

Construction started in autumn 2011 and progressed quickly, with the Environment Agency excavating 450,000 m³ of clay to make the banks. We worked with the Agency to ensure that the protected wildlife already on the site, including breeding lapwings and an important population of water voles, were safe. And an unexpected bonus was the discovery of nationally-important archaeology, including a 3,500 year old Bronze Age cemetery.

A new nature reserve is born

The breach was made in September 2013, just two years after construction started, and the sea rushed in over land it had been battling to reclaim for many years. RSPB Bracklesham Bay turned into the much larger RSPB Medmerry and the new banks held perfectly during the winter's endless violent storms.

We expect it to take several years for saltmarsh vegetation to establish and the new habitats to work at full capacity for wildlife, but by spring 2014 avocets were already prospecting and, astonishingly, a pair of black-winged stilts raised chicks for only the third time ever in the UK.

Medmerry is important in itself, but also as a demonstration of what is possible. The idea was fiercely resisted when it was first mooted, but it has now been embraced by the community. They are now the proud neighbours to the largest realignment of the coast in Europe, ever. It shows that, with the right organisations pulling together, flood defence, nature conservation and community benefits can go hand in hand.



Albatross deaths down by 99%

The RSPB has been at the forefront of conservation for decades, and we are pleased to report two more exciting breakthroughs, which offer hope for an end to needless albatross deaths.

Since the Albatross Task Force (ATF) started work in trawl fisheries in South Africa in 2006, albatross deaths there have declined by a massive 99%.

This is a phenomenal result, and testament to the hard work of the team, who introduced colourful streamers to the fishing vessels, to deter albatrosses and other seabirds from trying to snatch baited hooks.

Meanwhile, results of research by the ATF in Brazil indicate a fantastic success rate for hook pods. These innovative little gadgets enclose the tip of a baited hook until it sinks below the waves, out of the reach of hungry seabirds.

The recent results from Brazil, along with other trials, give us confidence that we can save the lives of thousands of seabirds every year.



Lethal chemicals banned

The sticky chemicals that caused the deaths of thousands of seabirds in the UK in 2013 have been banned, thanks to intense lobbying by the RSPB and other conservation organisations, and support from the public.

As of 2014, ships around the world are now banned by the International Maritime Organisation from dumping a gluey set of chemicals called polyisobutylenes (PIBs) at sea. This is a real step forward and one that we hope will end this particular threat to seabirds and other marine life.

Another campaign victory came in the form of a two-year, EU-wide ban on the use of neonicotinoid pesticides, which have been linked to declines in honeybees and other pollinators. These insects play a vital role in pollinating many of our crops, including apples, strawberries and beans, and without them, our environment, as well as our food choices, would change dramatically.

We believe it's right to restrict chemicals which pose an unacceptable risk to pollinators and will be calling for the impacts of the ban to be monitored over the next two years.



Manx shearwater by David Tipling (rspb-images.com)



Andy Hay (rspb-images.com)

Manx shearwater numbers soar on Lundy

Ten years after the eradication of rats from Lundy Island in the Bristol Channel, the number of breeding pairs of burrow-nesting Manx shearwaters (above) has soared to an estimated 3,451, from just 300 in 2001.

The Lundy Seabird Recovery Project, of which the RSPB is a partner, was launched after the 2001 survey revealed that introduced rats were decimating the populations of “Manxies” and many other seabirds.

Their removal has transformed Lundy for both wildlife and visitors, and we will continue to monitor progress as puffins, guillemots, razorbills and shags flock to the island’s cliffs once again.

Following on from the success on Lundy, we have also embarked on the largest community-based rat removal project in the world, on St Agnes and Gugh in the Isles of Scilly. The removal phase of this partnership project is now complete and we are hopeful that Manx shearwaters, storm petrels and other threatened seabirds will soon return.

RSPB Centre for Conservation Science launched

While the RSPB is well known for its wonderful nature reserves and the annual Big Garden Birdwatch, we are less famous for the remarkable scientific work we undertake behind the scenes. Yet our scientific programme is matched by few other conservation organisations and was rated outstanding by an independent panel of experts in 2013.

The panel also told us that our science deserves to be better known, so we have established the RSPB Centre for Conservation Science to showcase, promote and develop this important aspect of our work.

While the Centre does not have a single, physical location, it does have a virtual home, at rspb.org.uk/science. Here people can find out more about what we do and why, and access a vast database of scientific papers.

Over time, we hope that the Centre will raise the profile of our scientific work, and attract increased support from science funders. We also hope that, by sharing our science more openly through the Centre, it will have a greater impact on nature conservation.



Our new President, Miranda Krestovnikoff, is passionate about encouraging children to explore nature, as are we.

David McLough (rsbb-images.com)

Andy Hay (rspb-images.com)



Miranda Krestovnikoff
RSPB president



Our new president

In October 2013, members voted wildlife presenter Miranda Krestovnikoff as the new RSPB president.

When I first got the call to ask if I would consider becoming the new RSPB president, I was incredibly flattered, but also a little daunted – this role is a massive responsibility! But I quickly decided that I should grab the opportunity with both hands and go for it.

It's a huge honour to be given the chance to share my passion for nature and act as a champion for the UK's wonderful wildlife, and a role that I take very seriously.

Small steps can make a big difference

The problems facing our wildlife and environment are never far from the news, so it's easy to become despondent and wonder how we can actually make a difference. But by helping species on our doorstep we can all do something positive – that's why I'm so supportive of the RSPB's new Giving Nature a Home campaign.

I really believe that little steps can make a big difference and during my time as president I hope to encourage people to do what they can in their own patch, whether that's putting out bird food or growing bee-friendly plants in a window box. I want people to realise that the actions they take can help with the bigger picture.

For example, I have a pond in my garden that is a haven for wildlife. Dragonflies dart around its edges, patrolling their territories, while pond skaters dance on the water's surface and newts shelter in the weed.

If we all create a pond in our gardens, even a mini one, we can go a long way to replacing the thousands of ponds that were lost from our countryside during the 20th century.

Getting kids outdoors

Another issue I'm passionate about is reconnecting people with nature. As a mother of two young children I've become increasingly aware of the amount of time many children, and adults, spend indoors looking at screens.

As a society, we have drifted away from our roots and no longer feel as connected to the environment that provides our food and energy and is so vital to our everyday lives.

Not only is that bad for us, both physically and mentally, it's bad for nature too. Unless people know and love the natural world around them, they won't fight to save it.

That's why I'm so pleased to see the RSPB getting involved in projects like The Wild Network that aim to get our kids outdoors enjoying nature (see page 21 for more details).

Sharing a love of nature

My own love of nature stemmed from my experiences as a child, when I spent many happy hours perched in a tree in my parents' garden watching a family of squirrels that had built their drey there.

Now that I have children of my own I find it incredibly rewarding to enthuse kids about nature, so I've relished the chance to speak in schools about RSPB projects like the Big Schools' Birdwatch and encourage children to get outside and explore.

During my time as president, I will do my utmost to share the work of the RSPB with as many people as possible.



Our TV advert encouraging everyone to give nature a home was seen by almost 85% of the UK adult population.

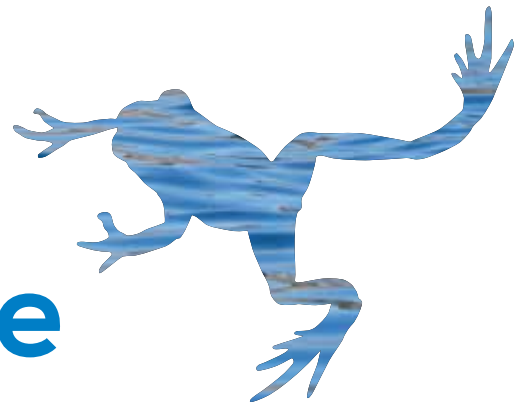
Eleanor Bentall (rspb-images.com)



Brian Reid

Sarah Houghton,
RSPB Campaign Project Manager

Bringing the message home



How do you put nature on everyone's agenda?
Bring it to their doorstep and make it part of their lives.

While the problems facing wildlife continue to grow, our research shows that many people who care about nature don't support a conservation charity, believing that none is relevant to them. It was in this context that our Giving Nature a Home campaign was developed. We needed to do something to garner all that potential extra support.

Changing perceptions of the RSPB

The campaign first had to shift a common public perception of the RSPB as "the bird people" to the reality: we are an influential, proactive nature conservation charity, working to save birds and other wildlife. And it had to inspire folk to be part of a movement to help nature, not on "distant" reserves, but closer to home, through simple actions.

The most visible part of the Giving Nature a Home campaign is our award-winning* TV advert. We estimate that almost 85% of the UK adult population saw it an average of 6.5 times during three weeks in July 2013, and again when it aired from October to November.

The feedback on the ad has been extremely positive. There is an acknowledgement that we are doing more than selling something. We are trying to inspire and encourage people, young and old, to take part in something worthwhile – saving nature.

TV can help win the hearts and minds of literally millions of people in, in our case, less than 60 seconds. But Giving Nature a Home goes way beyond our advert.

Since its launch last summer, the campaign message has been a dominant theme at RSPB events, in our fundraising materials, in press adverts and our member magazines.

This united approach is working – over half a million people have visited the campaign website so far. We've received a quarter of a million online requests for our free *Giving Nature a Home* guide, which includes lots of inspiring ideas for helping nature on our doorstep, whether that's feeding the birds, planting flowers for bees or building a hedgehog house. RSPB memberships have also increased for the first time in years, undoubtedly helped by the campaign, and more people now understand the work we do for nature, and why.

Inspiring the next generation

These are tremendous successes for the RSPB and ultimately vital wins for nature. But perhaps the most encouraging results are the personal stories we've heard. One mum told us that her nine-year-old daughter, after seeing the advert, headed straight into their garden to re-create everything she had seen Molly, the advert's star, doing for wildlife. This wonderful example shows that we've managed to inspire a member of the next generation to care and actually do something to help nature. And at the end of the day, that's what it's all about.

*** Awarded "Best brand building" and "Best use of film" in the 2013 Direct Marketing Association awards.**



Andy Hay (rspb-images.com)



John Terence Turner (Alamy)

Giving nature a (more stylish) home

An online auction of haute couture nest boxes created for the RSPB by top fashion designers was held in February 2014.

To celebrate the launch of National Nest Box Week – which coincided with London Fashion Week – we asked eleven of Britain's best-known designers to use their creative flair to transform run-of-the-mill wooden nest boxes into stunning works of art.

And they didn't disappoint. From the dazzling diamante-encrusted design by Julien Macdonald OBE, to Dame Vivienne Westwood's thought provoking climate change-inspired creation, each eye-catching piece helped to promote our Giving Nature a Home campaign to a whole new audience. We even secured coverage in *Elle*, *Grazia*, *Vogue* and *Ideal Home* magazines.

Big Wild Sleepout launched

"The best 17 hours of my life!" – that was just one piece of feedback we received on events organised for the RSPB's first ever Big Wild Sleepout, which took place in August 2013.

The aim of this brand new national fundraising event was to get people outside to experience the thrilling sights and sounds of nature at night, whilst raising money for conservation.

At RSPB reserves and in gardens up and down the country, hundreds of nocturnal adventurers built campfires and shelters, slept under the stars and discovered the mysterious creatures of the night.

The event was a particular hit with families and, in total, we raised over £13,000 from sponsorships and event entrance fees – a great result for such a new event.

The Big Wild Sleepout returned in June 2014, with events held on reserves up and down the country.

Red deer by Steve Round (rspb-images.com)



BBC Autumnwatch at Leighton Moss

RSPB Leighton Moss hosted BBC *Autumnwatch* for the first time in 2013, showcasing the best that autumn wildlife has to offer.

From 30,000 starlings swirling in the sky above the north-west's largest reedbed, to fabulous footage of what the reserve's red deer get up to after dark, there was never a dull moment.

Visitors flocked to the reserve to see the stars of the show for themselves, and we welcomed more than double the number of visitors during the half term week than we were expecting. We also saw a six-fold increase in membership recruitment, as well as record takings in the café.

And it wasn't just the reserve that was buzzing – lots of people were talking about nature via social media too. We worked closely with the *Autumnwatch* team to encourage the public to help us track autumn migration in the UK, and #MigrationWatch had an estimated reach of over 777,000 accounts over the four days of the programme.

The BBC team later set up camp for the first time at RSPB Minsmere in Suffolk, to film *Springwatch*, *Autumnwatch's* popular sister show.

Social media success

Over the last year, we've upped our presence on social media, as part of our aim to increase awareness of and support for the RSPB's work.

With more than a third of the UK population logging on to Facebook every day, it's a great place to engage new supporters and spread our message to as many people as possible. Our online audience has almost doubled since last year and we now have nearly 200,000 supporters across Facebook, Twitter, Pinterest and Instagram.

These channels make us more visible, relevant and credible to a wider audience than traditional media alone, and allow us to talk to our supporters on a personal level, discussing issues that matter to them.

They also provide the perfect platform to share breaking news and get people engaged with our latest campaigns. For example, thanks to online promotion of Giving Nature a Home after its launch in June, we saw a 12.8% increase in the number of fans of our RSPB Love Nature Facebook page – the biggest increase ever. Over on Twitter, #homesfornature was used over 5,000 times and we reached 12% of the UK's Twitter accounts.



Otters and other wildlife are benefiting from disused quarries being transformed into wetlands and other habitats.

David Tipling (rspb-images.com)



Bea Ayling
RESTORE Project Co-ordinator

Giving nature a home in quarries

With the right management, disused quarries have the potential to become havens for wildlife and people.

As part of the exciting RESTORE project, we're working with our partners to improve the environment across north-west Europe by transforming disused quarries into reedbeds, heathlands and many other important habitats.

The benefits for wildlife are clear, but what is not so obvious is that people benefit too. Restored quarries provide great places to get outside and enjoy nature, and help the economy by providing cleaner water and reducing flooding, for example.

Huge potential

The potential and scope for quarry restoration is absolutely huge. There are approximately 7,200 quarries across north-west Europe, covering an area of more than 320,000 hectares. These quarries can be restored for many different purposes, so it's really exciting that, together with our partners, we can work on quarry sites with nature in mind.

There are many good examples of how this works. One is the ENCI quarry in Maastricht, the Netherlands, where work is underway to restore the site to provide a large nature area, fishing and swimming lakes, nature trails and a visitor centre, along with a high-tech business park.

Even in the development stages, this has had a positive effect for wildlife: a pair of eagle owls decided to nest near to where an access stairway is being created down

the quarry wall. Work had to stop until their four chicks fledged, and we really hope the owls will be back next year.

Bringing nature back

Back in the UK, RSPB Ouse Fen – a nature reserve created from a Hanson quarry site – reported its first otter in 2013, and numbers of bitterns and marsh harriers are increasing on the reserve. Once complete, the reserve will boast the largest reedbed in the UK.

These transformations clearly show that with the right expertise and dedication, it is possible to bring wildlife back to our countryside for all to enjoy.

The key to success

RESTORE is a partnership project, and our partners are very much the key to our success. We are working with: Surrey County Council, the Research Institute for Regional and Urban Development (Germany); the Flemish Land Agency (Belgium); The Limburg Landscape Conservation Foundation (Netherlands), the Province of Limburg (Netherlands), and the ENCI Development Foundation (Netherlands). The RESTORE project is co-funded by the European Regional Development Fund through the INTERREG IVB NWE Programme.

The project runs until September 2015, and I hope that it will encourage more stakeholders to restore sites for nature and for future generations to enjoy. For more information take a look at our website at restorequarries.eu.



The Project Wild Thing film highlighted the challenges of getting children outdoors in the modern world.

The Wild Network



Suzanne Welch
Education Manager

Project Wild Thing

The RSPB is on a mission to encourage children to swap screen time for wild time.

Nature is good for us – it's a fact. But today's young people have less contact with the natural world than ever before.

The loss of green spaces, combined with cultural changes and the rise in technology, means that less than 10 per cent of kids now play outside, compared to 40 per cent 30 years ago.

As a result of inactivity and obesity, children born today have a lower life expectancy than their parents, for the first time in history. In addition to obesity, evidence links less time spent outdoors with higher levels of depression and attention deficit hyperactivity disorder (ADHD) in children.

Nature needs children

It is clear that children need nature, but the reverse is also true – we need to inspire the next generation to tackle the ongoing problems facing our wildlife, or risk losing it.

The only way to do this is to help young people experience, explore and understand the natural world, because they won't protect what they don't know and love.

The RSPB has been working with the University of Essex to develop a new approach to assess the scale of the problem, with funding kindly provided by the Calouste Gulbenkian Foundation.

Worrying results

The results aren't looking good. We have discovered that only 21% of 8–12 year olds have a level of connection to nature that the RSPB considers to be a realistic and achievable target. It's a worrying reflection of the state of modern childhood and a clear call to arms.

The Wild Network

But we can't tackle the problem alone. That's why we have joined forces with a coalition of other organisations, including the National Trust, Play England and the NHS Sustainable Development Unit to form The Wild Network.

Its aim? To make nature an integral part of every child's life. And one of the first steps was to shoot a film called Project Wild Thing.

Marketing nature

In the film, award-winning director, producer and writer David Bond asks what might happen if a generation becomes completely disconnected from nature.

After realising that his young son and daughter spend most of their time indoors in front of screens, he appoints himself "Marketing Director of Nature" to take on the big brands that vie for children's attention and beat them at their own game.

The film went on nationwide release in cinemas in October 2013 and has been seen by over 27,000 people so far. Since then, there has been a lot of interest internationally, including requests to watch the film from the US, Canada and Australia, so we will be releasing the film worldwide in June 2014.

We hope that it will inspire millions of families around the world to go wild!

Short-haired bumblebee by Jesper Mattias (rspb-images.com)



Jodie Randall (rspb-images.com)



The bees are back at Dungeness

Short-haired bumblebees were once widespread in south-east England, but as the wildflower meadows they relied on disappeared, so too did the bees.

By the 1980s, they were only found around Dungeness and the Romney Marshes in Kent, and were declared extinct in the UK in 2000.

Together with Natural England, Hymettus and the Bumblebee Conservation Trust, we helped restore and create 850 hectares of flower-rich habitat and began reintroducing the bees to our Dungeness reserve in 2012.

After a further release of queen bees at the site in 2013, offspring worker bees were recorded for the first time in July 2013. This is a huge milestone for the project.

Now that the bumblebees have nested and hatched young, and with several more years of releases planned, they are well on the way to becoming a self-supporting wild species in the UK once again.

As well as helping short-haired bumblebees, our work to provide bee-friendly habitat is benefiting a host of other rare species too, including the red-shanked carder bee and the shrill carder bee.

Bringing flowers to the people

A vibrant wildflower meadow a-buzz with insects is a wonderful sight, but an increasingly rare one. Since the 1930s, 97% of these beautiful and important habitats have been lost.

Not only is this bad news for butterflies, bees, bugs and birds, it means less colour to brighten our lives too. That's why we've teamed up with a host of other organisations, including the Royal Botanic Gardens, Kew, to bring the Grow Wild project to life.

Following a successful pilot in 2013, the project was rolled out in spring 2014. Over the next four years, we aim to distribute one million Grow Wild seed kits to community groups and individuals across the UK. We'll also create four inspirational flagship wildflower sites, one each in England, Wales, Scotland and Northern Ireland.

By encouraging people to come together to sow native wildflowers, we can transform unloved spaces into wildlife-friendly wildflower havens and connect whole neighbourhoods with nature.

Anthony Collins (Alamy)



Turtle dove by Steve Knell (rsfb-images.com)



Flood response in the Somerset Levels

Flooding in the Somerset Levels was front page news during what was the wettest winter since records began nearly 250 years ago. The rain brought misery to flood-hit communities and brought to the fore the role nature can play in building resilience to flooding.

Together with the Somerset Wildlife Trust, we provided briefings based on five principles of sustainable flood management and worked hard to ensure that the government-led Flood Action Plan was properly informed.

This was underpinned by a groundbreaking agreement between a wide range of organisations that set out a clear vision for the transition of the Levels by 2030 to a healthy farmed wetland where people, businesses and wildlife all prosper.

Although there is still a long way to go, the RSPB will continue to press for the best outcomes for people and wildlife in this unique place.

Hope for declining turtle doves

Once familiar farmland birds, turtle doves are vanishing in the UK – they have declined here by 95% since 1970. Worryingly, this UK decline is being paralleled by a 69% decline across Europe over the last 20 years. If we don't take action, turtle doves could soon be extinct as a breeding species in the UK.

In a bid to tackle this crisis, we teamed up with Pensthorpe Conservation Trust, Fair to Nature and Natural England in 2012 to launch Operation Turtle Dove. Together, we aim to identify why turtle doves are declining and develop practical solutions to bring these special birds back from the brink.

We know that the loss of food and habitat is a particular issue on their breeding grounds in the UK, so in 2013 we worked closely with farmers in priority areas to provide the seed crops that turtle doves need. As a result, over 64,000 hectares of farmland are now managed with turtle doves in mind.

Our researchers also had another successful year, radio-tagging more birds than ever before. Monitoring turtle doves in this way will give us valuable information about where turtle doves go during their summers in the UK, and how successful they are at nesting and rearing young.



Belfast was designated as the UK's first Swift City. Volunteers helped find out where the birds were and provide homes for them.

Reinhard (ARCO)



RSPB

James Robinson
Director, RSPB Northern Ireland

Northern Ireland

There are three big highlights to bring to you from Northern Ireland, and I'm delighted that all three were successes, and all three have the potential to lead to even greater gains for nature in the future.

Firstly, turning Belfast into the first UK "Swift City" proved to be both uniting and uplifting, as well as successful. Secondly, proposals to reform planning legislation, which would have put our wildlife at risk, were dropped thanks to objections. Thirdly, a partnership venture seems set to show that well managed grouse moors can provide a safe place for wildlife, including hen harriers and other birds of prey.

Giving swifts a home

The city's Mayor launched Belfast as the UK's first Swift City, and the move attracted the notice of national and local media. This helped to raise awareness of the issues these amazing globetrotting birds face, as buildings are demolished, renovated or roofs repaired, destroying or blocking access to their traditional homes.

As people learned more about swifts, they answered our call for surveyors. Many volunteers took to the streets to find out just where the swifts were nesting, and special swift nesting boxes and "bricks" were placed wherever sensible, by private individuals, builders and developers.

Artificial nest sites have been added to the Northern Ireland Assembly's home at Stormont, the iconic Crescent Arts Centre, and the award-winning Skainos Building. This new Belfast building proved that even the best in architectural design can help nature.

One marvellous thing about the swift nest box is that you don't even need a garden to help

swifts – everyone can put up a swift nest box. Several special swift towers have also been built across Belfast, adding even more nest sites.

Communities uniting for nature

All these moves were very encouraging. But, for me, the thing that mattered most was the way so many of the people of Belfast took the campaign to their hearts. Our volunteers were amazing and knowing where swifts live helps us to target our conservation action. We couldn't have done it without their hard work.

It all goes to show that you can enthuse an urban audience about wildlife. People from all parts of Belfast joined in, from all parts of the community. It was something everyone could share, whether they lived in a mansion or a tiny terraced house.

Planning Bill scrapped

Although many new building developments were taking nature into account, a proposal to reform planning laws threatened the future of our wildlife across the whole of Northern Ireland. These reforms represented grave danger for nature.

Planning laws should ensure we develop sustainably, integrating our economic, environmental and social needs. Speeding up the processes and granting permissions for building without all the checks in place could lead to a lack of protection for some of our most precious species – and some of our most special and wild places.





Of course, we need development and economic growth, but it must be sustainable. Although the drive for more jobs and money is understandable and sensible, short-term gains can lead to long-term losses, and our wildlife would lose out, too. We needed to get this right. Together with other organisations, we campaigned for truly sustainable planning and asked our supporters to speak out – and they did. As a result the new proposals were withdrawn by the Minister for the Environment at Stormont. It was a massive win for nature, and for the people of Northern Ireland.

A pioneering project

Perhaps our most inspirational story centres on creating a sustainable grouse moor in the beautiful Antrim Hills. It's known that birds of prey of all kinds, but especially hen harriers, are persecuted on grouse moors in England and parts of Scotland – they've been targeted almost to the point of extinction in England. Red grouse are in trouble too, with numbers dropping dangerously low across Ireland.

A solution was needed for both species, and a moor which would support both harriers and grouse seemed the most sensible way forward. But we wanted to go further than that. We wanted to demonstrate that red grouse could thrive in the presence of hen harriers, and shoots could be run profitably with both species present.

So that's what we're setting out to do, at Glenwherry Hill Farm, above Ballyclare, with our partners in the Irish Grouse Conservation Trust, the Department of Agriculture and Rural Development, the Northern Ireland Environment Agency and local landowners.

It's believed by some that hen harriers eat so many grouse that they need to be removed to allow a shoot to be run successfully. We are challenging that perception. Although the harriers eat some grouse chicks, the two species should be

able to increase side-by-side, as long as the population of grouse is sufficiently robust or we can provide alternative food sources. Even with hen harriers in good numbers, shooting can be productive and profitable. There is no need for persecution. It is an environmental crime that must not be tolerated.

Setting an example

Grouse shooting is a fledgling activity in Northern Ireland and things are not the same as in other parts of the UK. This means that we have a clean slate, and we can work with the shooting community, local landowners and government to get it right, right from the start.

Not everything is perfect, but we are working with those who want to undertake their sport in harmony with birds of prey and help to restore the environmental quality of Antrim's wonderful upland landscapes. Hopefully it will become a model for grouse shooting elsewhere in the UK.

At Glenwherry, we are also helping other types of threatened wildlife. We want to see Irish hares running, and hear curlews calling, in this stunning upland setting. Visitors and locals alike – whether shooting or not – will enjoy the sights and sounds of nature around them. We also hope the local economy will be boosted by our project.

We've taken on a massive task, and it is challenging on many levels. It will seem to many that shooting the birds we are trying to conserve is counter-productive, but if it means that both red grouse and hen harriers are given a chance, it's something we must try.

A good year

To claim that all our schemes are progressing without hitches would be untrue, but things are going well. The people of Northern Ireland have been amazing, and supported the RSPB and wildlife throughout the year, allowing us to move forward. It was a good year.



Carl Morrow / Alamy

We are working with partners to ensure Irish hares and other farmland wildlife have a place in the Irish countryside.



Wildcats are under threat in Scotland and, with other partners, we hope to transform their fortunes.

Peter Cairns (rspb-images.com)



Stuart Housden OBE
Director, RSPB Scotland

Scotland

This year has been one of incredible highs, hard slogs and fascinating revelations.

As you will have read on page 7, 2013 saw the launch of the groundbreaking *State of Nature* report. In Scotland, the launch event was held at the revamped National Museum of Scotland, and attended by 150 guests, including government ministers and our conservation partners.

Here in Scotland we are blessed with a wealth of extraordinary wildlife, including internationally important numbers of seabirds, iconic red squirrels and mysterious ocean quahogs.

These wonderfully-named marine bivalve molluscs are amongst the longest lived animals on Earth, and there are probably individual quahogs alive today that were settling in the ocean floor when James VI unified the Scottish and English crowns in 1603.

Despite this rich natural heritage, Scotland has not been immune to the losses seen elsewhere in the UK. Species such as the mountain hare, grayling butterfly and many farmland birds have declined and we have lost vast tracts of wetland and native forest.

A huge challenge

The challenge we face to save nature is enormous, but we are committed to doing what we can. We have been talking with our partners to see how we can work together to make a bigger impact. Only by working together in this way can we halt the loss of biodiversity and ultimately restore it. Nature must have a home in our country and so we must invest in it to ensure that can happen.

The good news is that targeted conservation action is already improving the fortunes of numerous threatened species.

Marsh fritillary butterflies and great yellow bumblebees have both benefited from wildlife-friendly farming supported by the RSPB and other organisations and funded by the Scottish Government's agri-environment programme. Corncrakes are back from the edge of extinction and ospreys now number 300 pairs in Scotland. I am hopeful that we can do the same for the pine hoverfly, dark bordered beauty moth, capercaillie, wildcat, freshwater pearl mussel and many more threatened Scottish species.

For me, white-tailed eagles and common cranes have provided particular highlights of our species conservation work this year.

Eagles make history

For the first time in almost two centuries, white-tailed eagles bred in the east of mainland Scotland. Once a regular sight in Scotland's skies, white-tailed eagles were driven to extinction in the Victorian era and the last native white-tailed eagle was killed in Shetland in 1918.

Together with Scottish Natural Heritage and Forestry Commission Scotland we set up the East Scotland Sea Eagle reintroduction project, and released 85 eagles between 2007 and 2012. This year, two of these magnificent birds, which were released in 2009, set up home in a Forestry Commission Scotland woodland in Fife, and reared a healthy male chick. He was fitted with a leg ring and wing tags by trained and licensed ringing experts, so we will be able to follow his progress.

As well as marking a huge milestone in our partnership project to return the UK's largest bird of prey to its rightful home, this chick





We were delighted to find around 160 Irish lady's-tresses on our Oronsay nature reserve, one of only 10 sites for this rare orchid.

Bob Gibbons (Photostory)

further strengthens the strong bond we have formed with the people of Norway, who kindly gifted birds for release in Scotland throughout the reintroduction process.

We owe a great deal to the project staff, farmers, landowners, partners and public for their support and enthusiasm. Our focus will now be to continue monitoring this youngster and the other east coast birds with the expectation of more breeding attempts in 2014.

Cranes return to Scotland

Another species success story came in the form of common cranes, which successfully bred in north-east Scotland for the first time since the Middle Ages.

In medieval times, cranes were a common sight both in the British countryside, and on banqueting tables. But by the 1500s, hunting and habitat loss had driven them to extinction as a breeding species in the UK.

These charming birds have a strong place in our myths and history, so it was with great delight that we received the exciting news that these graceful birds, with their elegant breeding displays and loud, trumpeting calls, had raised two chicks.

Common cranes spend their summers in northern Europe and winters in France and Spain. Small, but increasing, numbers of these migratory birds have passed through Scotland in recent years and there is now a small breeding population established in eastern England. But these are the first confirmed successful nests north of the border for hundreds of years.

Thanks to the co-operation of farmers in the area, the conditions appear to be right for cranes once again, so we hope that more cranes will settle in Scotland in years to come.

As well as these fantastic species successes, I'm also justifiably proud of our work on our network of nature reserves. Here are just a few of the highlights.

Rare orchids bloom

In summer 2013, RSPB volunteers Gill and Richard Watts discovered an extremely rare orchid on our Oronsay reserve, where it has never before been recorded. The Irish lady's-tresses orchid, named for its resemblance to plaited hair, is thought to grow at just 10 sites in the UK and Ireland, meaning that the discovery of around 160 plants on the island is a really significant find.

We had changed the management of the field in which the orchids were found a few years before, to provide good conditions for the food plants of marsh fritillary butterfly caterpillars. These butterflies are now thriving on the reserve, and it seems that the orchids may have been lying dormant underground for years, waiting for the right conditions to flower.

Hidden history on our reserves

When you think of RSPB nature reserves, archaeology is probably not the first thing that springs to mind, but there's much more

to our sites than wonderful wildlife. From Neolithic burial mounds, to Second World War pillboxes, RSPB reserves are full of fascinating archaeological sites that offer an insight into our hidden past.

We have a responsibility to preserve this heritage for future generations, so we have just started a project, aided by Historic Scotland, to improve our understanding and management of the historic assets on our reserves. Archaeologist Jill Harden will be visiting and surveying our network of 80 nature reserves in Scotland and we look forward to hearing what she discovers and how we can best protect it.

One bird's epic journey

Another fascinating project has significantly increased our knowledge of one of the UK's rarest breeding waders, the red-necked phalarope.

In last year's report, I wrote about my visit to Fetlar to see scientists fitting tiny geolocators to these mysterious birds. At the time, no one knew where they went in winter. But the results are now in, and the mystery is solved: "our" Scottish phalarope, who was tagged in 2012, embarked on an epic 8,000 mile journey to the coast of Peru!

After leaving Shetland, he crossed the Atlantic, headed south down the eastern seaboard of the US and flew over the Caribbean and Mexico before reaching his final destination. After wintering in the Pacific, he returned to Fetlar following a similar route. A truly amazing journey, and one never before recorded for a European breeding bird.

We will be continuing the project, and hope that by retrieving more tags from phalaropes after the next autumn migration we will learn more about how the Scottish population may be affected by future changes at sea, allowing us to take action to help them.

Fighting hard for nature

Over the last year, our campaigns team has continued to battle hard to challenge development proposals that threaten wildlife and to call for greater protection for nature.

In December 2012, the Scottish Government published a list of potential Marine Protected Areas (MPAs) for Scotland, which are designed to protect marine wildlife, habitats and geology. While we recognised these MPAs as a step towards better protection for our sealife, we were dismayed that the network of 33 sites offered no protection for the majority of Scotland's iconic seabirds – including puffins, razorbills and kittiwakes – when they head out to sea to feed.

As a result, we urged our members and supporters to challenge the Scottish Government and Members of the Scottish Parliament about seabirds not being fully protected. And that is exactly what they did, sending over 4,000 pieces of correspondence. This fantastic response highlights the strength of public feeling towards the omission of these incredible species from the proposed MPA network.





We objected to a proposal for a 47-turbine wind farm that could threaten the peatland of our Forsinard Flows nature reserve.

Sue Kennedy (rsob-images.com)

Thanks to the public outcry, continued media coverage and successful RSPB lobbying, all 33 MPAs underwent a consultation. These MPAs included six for black guillemots, three for sandeels and eight for ocean quahogs. We are expecting an imminent announcement on which MPAs will be designated.

We have also produced a new report which highlights seven sites the government should consider as possible Special Protected Areas (SPAs) for seabirds. These will help the government to meet its international obligations to protect seabirds. We're expecting a government announcement on SPAs in the autumn. This is now long overdue and is urgently required as developers bid to construct new wind farms, oil and gas facilities and other developments in sensitive marine waters.

Protecting the Flow Country

The vast peatlands that form the Flow Country of Caithness and Sutherland are a real jewel in Scotland's crown. One of the world's rarest habitats, they support some of our most threatened species including hen harriers, greenshanks and golden eagles. The peatlands also play a critical role in the fight against climate change, by locking up and storing huge quantities of carbon.

But all is not well in this important home for nature. Energy company Scottish and Southern Electricity (SSE) applied to build a 47-turbine wind farm at Strathy South, a forested area right next to our Forsinard Flows reserve, and right in the heart of the Flow Country.

The proposed wind farm will set back years of hard work to restore and protect vital habitats across the Flow Country. We are already working with local partners, grazing committees and crofters to combat damage done in the 1980s by the planting of alien conifers. We do not want to see the same mistakes repeated by permitting a wind farm on such an inappropriate and important site.

Although wind farms play a vital part in tackling climate change, we need them where they can help protect homes for wildlife, not destroy them.

SSE's wind farm application is without doubt one of the most worrying we have seen in Scotland, and poses an unacceptable risk to this special area, which is being considered for UNESCO World Heritage status.

As a result, we have strongly objected to the proposal, and our objection has been backed by the Highland Council. However, the final decision will be made by Scottish Ministers, following a Public Local Inquiry at which we will present evidence.

To add your name to ours and say "no" to a wind farm at Strathy South, please visit rspb.org.uk/strathysouth.

Restoring native forests

While we are working to restore the Flow Country by removing trees, elsewhere in Scotland we have been restoring the landscape by planting trees.

A six-year project to join up native woodland in Dumfries and Galloway ended in April 2013. The project has seen the planting of 200,000 native trees such as oak, aspen, willow and birch at our Wood of Cree reserve, closing up a final gap to link 18 km of native woodland from Newton Stewart to Glentworth. An area of the reserve was also specifically designed to support breeding black grouse.

Meanwhile, work has just begun to restore Abernethy Forest. The ancient woodland here hosts some of the rarest and most iconic species in the UK, including more than 10% of the capercaillie population, as well as Scottish crossbills, wildcats, pine martens, black grouse and many rare mosses, fungi and plants. The area is also visited by thousands of people every year.

Work is underway to establish a tree nursery, which will allow us to grow local aspens, birches, rowans and other trees. This will ensure we know the provenance of the saplings, which we will plant amongst the regenerating Scots pines on the reserve.

It's an exciting project, and we aim to work with volunteers, schools and the local community over the next ten years to plant 100,000 saplings, reconnecting Abernethy to the neighbouring forest at Glenmore.



This will almost double the total size of the woodland, giving nature a bigger home in which to flourish and creating a lasting legacy for all those involved in the project. It will also supplement the already impressive natural regeneration of mature pine seedlings found on the reserve.

Connecting children to nature

On page 21, Suzanne Welch explains the RSPB's involvement in a three-year project with the University of Essex to develop a means by which to measure children's connection to nature.

The results showed that children in Scotland are significantly more connected to nature than their counterparts in the rest of the UK. While this is an encouraging result, there's still a long way to go, as 73% of Scottish children still have a level of connection to nature that is well below our target.

In a bid to connect even more children with nature in Glasgow, our popular Kelvingrove Museum project expanded outdoors into the surrounding park to introduce more people to birds, plants and other wildlife on their doorstep. We've been running courses, events and practical conservation days for families and children to help them discover the amazing urban wildlife around them. We've received some great feedback and hope to have inspired many visitors to get started on their own urban wildlife adventure.

Looking forward

2014 will be a big year for Scotland with the upcoming referendum on Scottish independence. This raises questions for RSPB Scotland, which our trustees and senior managers have discussed in detail.

The needs of nature will continue to be our priority, and our management team is prepared for any challenges that will arise. So, regardless of the outcome, I can assure you that we will be working hard to ensure wildlife and nature, and our contribution to Scotland's wellbeing, will be our core focus for the future.

The RSPB is determinedly neutral on the constitutional question. We have of course presented the case for strong conservation policies to all parties engaged in the debate and sought assurances about the impact on our charity. Many aspects of "our" agenda are already devolved to the Scottish Government and we actively make our voice heard; and of course the Government can be judged on its record.

For over a century we have been a leading conservation organisation in Scotland, with many proud achievements. Today, we have over 80,000 members, more than 2,000 volunteers, a network of 80 nature reserves and some 300 staff. If that's not impressive enough, we can draw on the expertise and experience of an even larger team spread across the rest of the UK, and beyond.

Continuing to champion nature

The pressures upon our wildlife in Scotland will not change suddenly after the referendum result. Our wildlife will still need a strong champion. So we will continue our work in full partnership with our RSPB colleagues. RSPB members will enjoy all the benefits and receive a warm welcome wherever they go on these islands, and we will ensure birds and other wildlife are well served by our work.

I am confident that a strong RSPB will be here, actively fighting for the conservation of Scotland's birds and other wildlife, for many, many years to come.

Great news!

As we were going to press, we received the welcome news that the Scottish Government has designated 14 draft SPAs and 30 MPAs.

This is an excellent first step on what will be a long journey towards securing a healthy marine environment in Scotland. Thank you to everyone who has supported our campaign – together, we've helped to make a big difference to Scotland's sealife.



Mark Hamblin (rspl-images.com)

We have started to expand and restore the native Caledonian woodland at Abernethy nature reserve and reconnect it to neighbouring pine forest, to benefit some wonderful wildlife.



TV presenter and naturalist Iolo Williams drummed up support for conservation at the *State of Nature* report launch.

RSPB

RSPB



Katie-jo Luxton
Director, RSPB Cymru

Wales

In Wales, our rallying cry to save nature touched a national chord, and we celebrated a successful year for lapwings on our nature reserves.

Like the rest of the UK, we have seen many declines here in Wales, including 99% of our hay meadows. Corn buntings and turtle doves have disappeared as regular breeding species and 63% of butterflies are declining.

In May, we launched the *State of Nature* report in Wales, detailing how wildlife is faring (see page 7). TV presenter and naturalist Iolo Williams (left) gave a very personal and passionate address in Cardiff Bay.

“When I was a teen, every valley had a pair of curlews; every valley had a cuckoo,” he said. “Now the valleys are quiet...It’s not too late. Almost, but not quite...We need to wake up. We need to change things. We need to change things now.”

It was a stark reminder of what we all stand to lose if we fail to act and it made clear that our ability to restore our nature will determine who we are as a nation. The event moved all those present, including the Natural Resources Minister Alun Davies, who committed the Welsh Government to rise to the challenge of saving nature.

The event also touched a chord with the Welsh public, with Iolo’s speech receiving 20,000 hits on YouTube within six months, and radio phone-ins across Wales having callers from across the country wanting to talk about what nature meant to them.

A few weeks later, at the Royal Welsh Show, the Minister announced a £6 million fund to help save nature and to invest in monitoring so that we better understand what is happening to our nature in Wales.

It was heartening to see the political momentum generated, following a month where it seemed that nature was in the news almost every day.

Influencing the political agenda

In 2013, there were lots of big things on the political agenda that we needed to influence and at times it felt like an uphill battle.

Consultations on the Environment Bill were disappointing from a nature conservation perspective, with the overarching, utilitarian term of “natural resources” displacing any clear commitment to biodiversity. Natural resource management has the potential to help create more space for nature, yet if the emphasis is primarily on economic and social outcomes, nature’s needs will not be met.

Experiencing nature at first hand is our best chance to win hearts as well as minds, so we ran a very busy programme of reserve visits for key decision makers throughout the year. Being out in a reedbed, hearing the reeds move and a Cetti’s warbler singing is special, and people are often astounded by what they take for granted.

One of the most memorable moments was the Assembly Sustainability Committee’s trip to see our upland restoration work at Lake Vyrnwy. To demonstrate just how much we stand to lose if we let the peat dry out, one of our wardens asked an Assembly Member to pull a long bamboo cane stuck into the peat. Since peat accumulates at a rate of about 1 mm a year, the 2 metre cane represented two millennia of growth of this special habitat. If we could have found a longer cane, it would have



been more representative of the accumulation there – we believe it is at least 4 m deep! Standing on the wet and quaking bog, that we helped to restore, the Committee saw for themselves how the mosses act as a giant sponge, a carbon store and a haven for wildlife.

With the new legislative powers in Wales, a host of new laws is being developed – many with potential impacts on the environment. Our small but dedicated team of policy advocates continued to speak up for nature to ensure it was considered in new planning and sustainability laws. We also worked with Natural Resources Wales, the organisation born out of the Countryside Council for Wales, Forestry Commission and Environment Agency, in its first year.

Seabirds going strong

One of the best parts of my job is getting out of the office to visit the teams safeguarding some of Wales's natural gems, such as the islands of Ramsey and Grassholm off the Pembrokeshire coast.

I'm pleased to say that all the Welsh seabird islands we manage support stable or increasing populations of seabirds. However, kittiwakes are continuing to cause us some concern.

For me, there is nothing more inspiring than watching the graceful gannet, which drops like a missile as it dives into the sea. I have vivid childhood memories of a David Attenborough documentary with underwater footage of gannets feeding that blew me away.

This year, thanks to a project with Exeter University, we got to see a gannet from a different perspective. We attached a lightweight camera to its back and saw a bird's-eye view of it flying and feeding at Grassholm. This short clip captured the media and public's attention, resulting in a huge spike in media interest. To see the clip and find out more about what we discovered, visit rspb.org.uk/gannetcam.

Lots of our conservation work goes unnoticed, so it was great to be able to use this to highlight the issues our marine wildlife still faces, eight years after the Marine Act came into being.

Lapwings up on reserves

Just like lolo, I grew up seeing lapwings in the fields near where I lived, but now breeding lapwings have almost completely disappeared from the wider Welsh countryside. Nature reserves are amongst the last refuges for these birds in Wales and so I am particularly pleased to report the most productive breeding season ever on our reserves at Ynys-hir, Malltraeth Marsh, Valley Wetlands and Morfa Dinlle.

There were 123 breeding pairs across these four reserves. Our focus for the last few years has been to make sure each nest fledges at least one chick and we, or rather they, did it! We will need to keep up this level of breeding success and build far greater support for wildlife-friendly farming, if we are to achieve our aim of restoring lapwings to their place as a common bird of the Welsh countryside once again.

Protecting the Welsh rainforest

Of course it's not all about the birds. We work with partners for lots of other wildlife too. For example, we're working with Plantlife Cymru to find out about the lichens, ferns and brackens in our Atlantic oak woodlands.

The project, which has been supported by Tesco customers through the Welsh Government's carrier bag levy, is helping us to understand the value of this special habitat. It's the Welsh equivalent of the Amazon rainforest and its intricate beauty didn't evade my eight-year-old daughter. As we walked through the woods at our Carnhafallt nature reserve, she said: "I do like these bearded trees!"

At our Malltraeth Marsh nature reserve on Anglesey, a visiting ecologist recorded six of the eight UK species of water starwort (*Callitriche*). Five of these species were associated with recent habitat management. It is thought that three species in one place is the most that has ever been recorded, making Malltraeth the water starwort capital of the UK and quite possibly the world!

Great for visitors

Our nature reserves aren't just for nature – they are for people too. In 2013, our Ynys-hir nature reserve in Ceredigion hosted BBC *Springwatch* for the third and last time, inspiring thousands of people to visit what Chris Packham described as "one of the best RSPB nature reserves".

Thanks to funding from the Heritage Lottery Fund, we were able to add a large area of boardwalk and a new hide. Local schoolchildren decorated the hide with their artwork inspired by the poems of RS Thomas.

One of my proudest moments of the year was launching the new facilities at our Conwy nature reserve in North Wales. With support from the EU Communities and Nature Fund, and a host of other funders, we managed to secure over £400,000 to create a range of family facilities. The centrepiece is our new eco-friendly building made of straw bales called "The Lookout," which provides space for events whatever the weather. It felt like the whole community was involved; people were coming up to me, keen to point out their contribution – right down to the bumps in the lime-rendered wall of the Lookout! Local young people were centre stage at the launch, showcasing a film they made about the changes on the reserve and their contributions to the developments.

Cymru am byth (Wales forever)

We have been developing our Welsh Language Scheme with the Welsh Language Commissioner, and were delighted that our Giving Nature a Home advert was broadcast in Welsh on S4C over the summer, to a very positive response from the public.

Finally, we achieved the highest number of new memberships recruited in Wales, welcoming 4,051 on board. If you were one of them, thank you for helping to give nature a home in Wales.



Chris Knights (rspb-images.com)

Lapwings on RSPB nature reserves in Wales had their best ever productive season.



Cawsom gipolwg ar
fywyd hugan wrth iddi
hedfan o fan i fan ar
ôl gosod camera ar ei
chefn. Llwyddodd y
stori hon i ddenu cryn
sylv'r cyfryngau.

Richard Packwood (rspb-images.com)



RSPB

Katie-jo Luxton
Cyfarwyddwr, RSPB Cymru

Cymru

Yng Nghymru, cyffyrddwyd calonnau'r genedl gan ein cais i achub byd natur, a buom yn dathlu blwyddyn lwyddiannus i gornchwilogod ar ein gwarchodfeydd natur.

Fel gweddill y DU, cafwyd sawl prinhad yma yng Nghymru, yn cynnwys 99% o'n dolydd gwair. Mae'r bras yr yd a'r durtur dorchog wedi diflannu fel rhywogaethau sy'n nythu'n rheolaidd ac mae 63% o'n gloynnod byw yn prinhaus.

Ym mis Mai, lanswyd ein hadroddiad *Sefyllfa Byd Natur* yng Nghymru, sy'n amlygu tynged bywyd gwyllt (gweler tudalen 7). Cyflwynodd y cyflwynydd teledu a'r naturiaethwr lolo Williams araith bersonol a theimladwy ym Mae Caerdydd.

"Pan oeddwn yn fy arddgau, roedd pâr o ylfinirod ym mhob cwm; roedd cog ym mhob cwm," meddai. "Rŵan mae'r cymoedd yn ddistaw ... ond dydy hi ddim yn rhy hwyr. Bron iawn, ond ddim yn rhy hwyr ... Mae'n rhaid i ni ddeffro. Mae angen newid pethau arnom ni. Mae angen newid pethau rŵan."

Yn ogystal â'n hatgoffa am yr hyn y byddwn i gyd yn ei golli os na fyddwn yn gweithredu, dywedodd lolo fod ein gallu i adfer ein bywyd gwyllt yn penderfynu pwy ydym fel cenedl. Roedd pawb a oedd yn bresennol wedi ei gyffwrdd gan y digwyddiad, yn cynnwys y Gweinidog Adnoddau Naturiol Alun Davies, a sichaodd ymrwymiad Llywodraeth Cymru i wynebu'r her o achub byd natur.

Cyffyrddodd y digwyddiad â'r cyhoedd yng Nghymru hefyd, ac ymwelodd 20,000 o bobl ag araith lolo ar YouTube o fewn chwe mis. Hefyd, ar raglenni radio lle'r oedd cyfle i ffonio i mewn ledled Cymru dymuniad y galwyr oedd trafod cymaint yr oedd byd natur yn ei olygu iddynt hwy.

Ychydig o wythnosau'n ddiweddarach, yn Sioe Frenhinol Cymru, cyhoeddodd y Gweinidog bod cronfa o £6 miliwn wedi ei sefydlu i helpu i achub byd natur ac i fuddsoddi mewn gwaith monitro fel ein bod yn deall yn well beth sy'n digwydd i fyd natur yma yng Nghymru.

Roedd yn galonogol gweld y grym gwleidyddol a gynhyrchwyd, yn dilyn mis lle'r oedd yn ymddangos bod byd natur yn y newyddion bron bob dydd.

Dylanwadu ar yr agenda gwleidyddol

Yn 2013, roedd llawer o eitemau mawr ar yr agenda gwleidyddol yr oedd angen i ni ddylanwadu arnynt ac ar adegau roedd yn teimlo'n gryn frwydr.

Roedd ymgynghoriadau ar y Mesur Amgylchedd yn siomedig o safbwynt cadwraeth natur, gyda'r term trosfwaol, iwtilitaraidd "adnoddau naturiol" yn cymryd lle unrhyw wir ymrwymiad i fioamrywiaeth. Mae potensial gan reolaeth adnoddau naturiol i helpu i greu mwy o ofod i fyd natur, ond os mai ar ganlyniadau economaidd a chymdeithasol mae'r pwyslais yn bennaf, ni fyddwn yn ateb anghenion byd natur.

Ein cyfle gorau i ennill calonnau yn ogystal â meddyliau yw drwy gael pobl i ymwneud â byd natur mewn ffordd ymarferol, felly rhoddwyd rhaglen brysur iawn o ymweliadau â gwarchodfeydd ar waith drwy gydol y flwyddyn ar gyfer pobl sy'n gwneud penderfyniadau allweddol. Wrth sefyll yng nghanol gwely cyrs a chlywed yr hesg yn symud a thelor Cetti yn canu ceir profiad arbennig iawn, ac yn aml mae pobl yn cael eu synnu gan yr hyn y maent yn ei gymryd yn ganiataol.

Un o'r teithiau mwyaf cofiadwy oedd honno gan Bwyllgor Cynladwyedd y Cynulliad i weld ein gwaith o adfer yr ucheldir uwchben Llyn Efyrrwy. Er mwyn arddangos cymaint y byddem yn ei golli pe baem yn gadael i'r fawnog sychu, gofynnodd un o'n wardeniaid i Aelod o'r Cynulliad dynnu cansen fambŵ hir oedd wedi ei gosod yn y mawn. Gan fod mawn yn cynyddu ar raddfa o ryw 1 mm y flwyddyn, roedd y gansen 2 metr yn cynrychioli dau fileniwm o ddatblygiad y cynefin arbennig hwn. Pe baem wedi gallu dod o hyd i



gansen hirach, byddai wedi bod yn fwy cynrychioladol o ddatblygiad y dyfnder yno - credwn ei fod o leiaf 4 m o ddyfnder! Wrth sefyll ar y gors wlyb a sigledig, y gwnaethom helpu i'w hadfer, gwelodd y Pwyllgor yn union sut mae'r mwsoglau'n gweithredu fel sbwng enfawr, storfa o garbon a hafan i fywyd gwyllt.

Gyda'r pwerau deddfwriaethol newydd yng Nghymru, mae lluo o ddeddfau newydd yn cael eu datblygu – llawer gydag effeithiau potensial ar yr amgylchedd. Parhaodd ein tîm bach ond ymroddedig o eiriolwyr polisi i eiriol dros fyd natur er mwyn sicrhau ei fod yn cael ei ystyried mewn deddfau cynllunio a chynnalwydd newydd. Buom yn cydweithio hefyd gyda Chyfoeth Naturiol Cymru, y corff a ddatblygodd wrth gyfuno Cefn Gwlad Cymru, y Comisiwn Coedwigaeth a'r Asiantaeth Amgylchedd, yn ei flwyddyn gyntaf.

Tynged ein hadar môr

Un o rannau gorau fy swydd yw gadael y swyddfa ac ymweld â'r timau sy'n gwarchod rhai o drysorau naturiol gorau Cymru, megis ynsoedd Ynys Dewi ac Ynys Gwales oddi ar arfordir Sir Benfro.

Rydw i'n falch o ddweud bod pob un o'r ynsoedd adar môr Cymreig yr ydym yn eu rheoli yn cynnal poblogaethau sefydlog o adar môr neu boblogaethau sy'n cynyddu. Fodd bynnag, mae tynged gwylanod coesdu'n parhau i beri pryder i ni.

I mi, nid oes dim mwy ysbrydoledig na gwyllo hugan osgeiddig wrth iddi ddisgyn fel saeth a phlymio i'r môr. Mae gen i gof byw iawn o raglen ddogfen gyda David Attenborough pan roeddwn yn blentyn a oedd yn cynnwys lluniau gwefreiddiol o'r adar yma yn bwydo o dan wyneb y dŵr.

Eleni, diolch i broject gyda Phrifysgol Caer-wysg, cawsom weld hugan o bersectif hollol wahanol. Gosodwyd camera ysgafn ar gefn hugan a chawsom gyfle i gael blas ar ei bywyd beunyddiol wrth iddi hedfan a bwydo ar Ynys Gwales. Daeth y ffilm fer hon i sylw'r cyfryngau a'r cyhoedd, a chafwyd cynnydd enfawr yn niddordeb y cyfryngau. I weld y ffilm a dysgu mwy am yr wybodaeth a gafwyd, ewch i rspb.org.uk/gannetcam.

Ychydig o sylw a roir i lawer o'n gwaith cadwraeth, felly roedd yn wych gallu defnyddio'r uchod i dynnu sylw at broblemau y mae bywyd gwyllt y môr yn parhau i ofod eu hwynebu, wyth mlynedd ar ôl i Ddeddf y Môr ddod i fodolaeth.

Cornchwiglod ar warchodfeydd

Yn union fel lolo, cefais fy magu mewn man lle'r oedd cornchwiglod yn magu ar y caeau'n agos i fy nghartref, ond bellach mae cornchwiglod sy'n nythu bron wedi diflannu'n llwyr o gefn gwlad ehangach Cymru. Mae gwarchodfeydd natur ymysg y llochesi olaf i'r adar hyn yng Nghymru felly rydw i'n arbennig o falch o allu cadarnhau mai'r tymor nythu diwethaf oedd y mwyaf cynhyrchiol hyd yma ar ein gwarchodfeydd yn Ynys-hir, Cors Ddyga, Gwlyptiroedd y Fali a Morfa Dinlle.

Roedd 123 o barau'n nythu ar y pedair gwarchodfa yma. Dros yr ychydig o flynyddoedd diwethaf rydym wedi canolbwyntio ar sicrhau bod o leiaf un cyw'n hedfan pob nyth a dyma'n union ddigwyddodd! Bydd angen i ni gynnal y lefel hon o lwyddiant nythu a datblygu llawer gwell cefnogaeth i ffermio sy'n gyfeillgar i fywyd gwyllt os ydym am wireddu ein hamcan o adfer cornchwiglod i'w

sefyllfa flaenorol fel aderyn cyffredin yng nghefn gwlad Cymru unwaith eto.

Gwarchod coedwig law Cymru

Wrth gwrs nid yr adar yn unig sy'n bwysig. Rydym yn cydweithio gyda phartneriaid ar ran llawer o fywyd gwyllt arall hefyd. Er enghraifft, rydym yn gweithio gyda Plantlife Cymru i ddysgu mwy am y rhywogaethau o gen a rhedyn sy'n tyfu yn ein coedlannau derw'r Atlantig.

Mae'r project, a gefnogir gan gwsmeriaid Tesco drwy gyfrwng tâl bagiau plastig Llywodraeth Cymru, yn ein helpu i ddeall gwerth y cynefin arbennig hwn. Dyma ateb Cymru i goedwig law'r Amazon a sylwodd fy merch wyth oed ar ei harddwch cynhenid. Wrth i ni gerdded drwy'r coedlannau ar ein gwarchodfa natur yng Ngharnagallt, dywedodd: "Mi ydw i wrth fy modd gyda'r coed barfog yma!"

Ar ein gwarchodfa natur Cors Ddyga ar Ynys Môn, cofnodwyd chwech o'r wyth rhywogaeth o frigwlydd y dŵr (*Callitriche*) yn y DU gan ecolegydd a aeth yno i gynnal cyfrifiad. Roedd pump o'r rhywogaethau yma'n gysylltiedig â rheolaeth gynefin ddiweddar. Credir mai tair rhywogaeth mewn un man yw'r mwyaf a gofnodwyd erioed o'r blaen, felly Cors Ddyga yw'r safle pwysicaf i'r rhywogaeth hon yn y DU ac, o bosibl, y byd!

Gwych i ymwelwyr

Nid ar gyfer byd natur yn unig mae ein gwarchodfeydd natur – maent ar gyfer pobl hefyd. Yn 2013, cynhaliwyd *Springwatch* y BBC ar ein gwarchodfa natur yn Ynys-hir yng Ngheredigion am y trydydd tro, a'r tro olaf, gan ysbrydoli miloedd o bobl i ymweld â'r safle a ddisgrifiwyd gan Chris Packham fel "un o warchodfeydd natur gorau'r RSPB."

Diolch i nawdd gan Gronfa Dreftadaeth y Loteri, roedd modd i ni ychwanegu arwynebedd mawr o lwybr pren a chuddfan newydd. Addurnwyd y guddfan newydd gan waith celf gan blant ysgol lleol yn seiliedig ar farddoniaeth R S Thomas.

Un o uchafbwyntiau'r flwyddyn i mi oedd lansio'r cyfleusterau newydd ar ein gwarchodfa natur yng Nghonwy yng Ngogledd Cymru. Gyda chefnogaeth Cronfa Cymunedau a Natur yr UE, a lluo o noddwyr eraill, llwyddwyd i sicrhau dros £400,000 i greu ystod o gyfleusterau ar gyfer teuluoedd. Y canolbwynt yw ein hadeilad ecogyfeillgar newydd, 'Yr Wylfa', a wnaed o fynau gwellt, sy'n darparu gofod ar gyfer digwyddiadau beth bynnag fo'r tywydd. Roedd yn teimlo fel pe bai'r gymuned gyfan yn cymryd rhan; roedd pobl yn dod ataf ac yn awyddus iawn i ddangos eu cyfraniad – yn cynnwys y lymphiau yn wal galchog Yr Wylfa! Pobl ifanc lleol oedd yn amlwg yn y lansiad, gan ddangos ffilm a wnaed ganddynt am y newidiadau ar y warchodfa a'u cyfraniadau i'r datblygiadau

Cymru am byth

Ar y cyd â Chomisiynydd yr Iaith Gymraeg, rydym wedi bod yn datblygu ein Cynllun Iaith Gymraeg, ac roeddem wrth ein bodd bod hysbyseb Rhoi Cartref i Fyd Natur wedi ei ddarlledu yn y Gymraeg ar S4C drwy gydol yr haf, ac wedi derbyn ymateb hynod o bositif gan y cyhoedd.

Yn olaf, sicrhawyd y nifer fwyaf o aelodau newydd a recriwtiwyd yng Nghymru, a chroesawyd 4,051 atom. Os oeddech chi'n un ohonynt, yna diolch i chi am helpu i roi cartref i fydd natur yng Nghymru.



Danny Green (rspl-images.com)

Rydym yn rhoi cartref
i lygod pengrwn y dŵr
ar Gors Ddyga, ein
gwarchodfa natur ar
Ynys Môn.



We have a record number of members, including the most families and young members ever.

David Tipling (rspb-images.com)



RSPB

Graeme Wallace
Treasurer

From the treasurer

The theme for my first year as Treasurer was putting money to work for conservation, but also putting money to work to attract new audiences – so that we can further increase our conservation work.

We were able to continue the important task of growing support for our cause through significant investment in our brand and communications, including our Giving Nature a Home TV ads.

At the same time, we increased spend on direct conservation activities by £3.2 million, and increased the effectiveness of the RSPB pound through working in partnership, whilst maintaining sound financial reserves through prudent financial management.

More money for nature

This increased conservation spend is reflected in the stories in the preceding pages – the acquisition of Medmerry, projects to improve the chances for birds under threat such as turtle doves and campaigning against illegal killing of raptors in the UK and the appalling treatment of our blackcaps, chiffchaffs and willow warblers on their perilous migrations.

Increasing the RSPB's support will provide the voice we need to influence politicians and decision-makers to bring such abuses to an end.

Record membership

So, in a year of conservation progress, the big news on membership is that we have the highest number of members in our history – above 1.1 million.

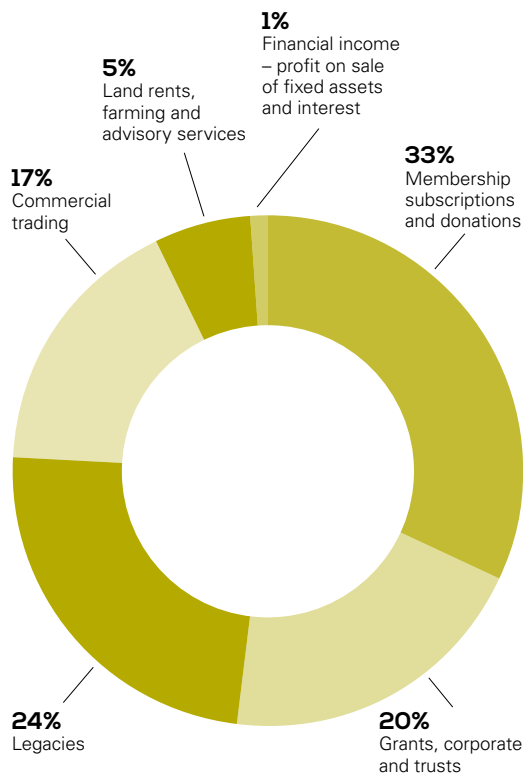
This includes a record number of families and young members, and member retention is also holding strong. I'd like to thank you for your part in a very successful year.

Income and spend

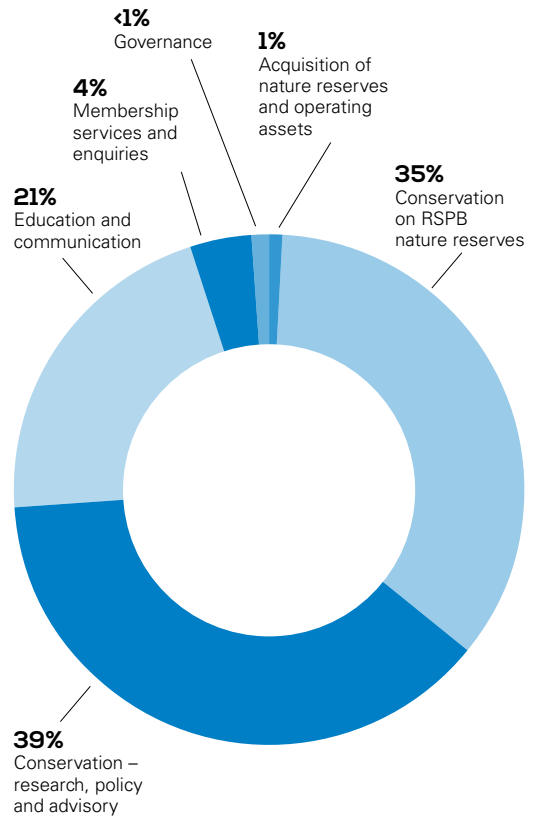
Our income

We raised £93.2 million for conservation this year. This amount is net of the £20.9 million cost of generating income and a further £12.9 million cost of goods for resale for our trading operation.

Our varied income sources help keep our finances in robust shape, despite economic fluctuations – the graph below shows our main income streams.



How we spent it to save nature



This year, we spent £94.2 million on our charitable activities. Our conservation work includes giving nature a home on our 213 nature reserves, finding solutions to species population declines, and working to keep nature on the political agenda.

Where your £1 goes

We work hard to make sure as much as possible goes directly into our conservation work – just 11p in every £1 is spent on admin, governance and membership costs.



OPERATING STATEMENT for the year ended 31 March 2014	2014 £m	2013 £m
Income		
Membership subscriptions and donations	42.4	41.2
Grants, corporates and trusts	25.4	23.7
Legacies	30.4	28.4
Commercial trading	21.3	21.2
Land rents, farming and advisory services	7.0	6.4
Financial income – profit on sale of fixed assets and interest	0.5	1.2
Total income	127.0	122.1
Cost of generating income		
Cost of goods for resale	12.9	13.1
Other cost of generating income	20.9	18.9
Total cost of generating income	33.8	32.0
Net income available for charitable purposes	93.2	90.1
Expenditure on charitable purposes		
Acquisition of nature reserves and operating assets	1.2	2.7
Conservation on RSPB nature reserves	32.6	29.6
Conservation – research, policy and advisory	36.4	34.7
Education and communication	19.4	14.2
Membership services and enquiries	4.0	4.0
Governance	0.6	0.6
Total expenditure on charitable activities	94.2	85.8
Net operating (expenditure) / income	(1.0)	4.3
Other movements		
Investment assets	1.2	2.0
Pension scheme	(2.0)	(1.1)
Stock, debtors and creditors	3.6	(0.8)
Total other movements	2.8	0.1
Movement in available cash and investments	1.8	4.4
STATEMENT OF NET ASSETS		
as at 31 March 2014	2014 £m	2013 £m
Nature reserves	129.7	128.3
Operating assets	4.3	4.5
Cash and investments	43.6	41.8
Stock, debtors and creditors	2.6	6.2
Pension liability	(62.4)	(67.8)
Net assets	117.8	113.0
FINANCIAL RESERVES		
as at 31 March 2014	2014 £m	2013 £m
Available financial reserves at the start of the period	48.0	42.8
Net operating (expenditure) / income	(1.0)	4.3
Movement in investment assets and pension scheme	(0.8)	0.9
Available financial reserves for future activities	46.2	48.0
Held for specific purposes	(32.2)	(31.8)
Free financial reserves	14.0	16.2
Representing future expenditure cover of	9 weeks	10 weeks

INDEPENDENT AUDITOR'S STATEMENT TO
THE TRUSTEES OF THE ROYAL SOCIETY
FOR THE PROTECTION OF BIRDS

We have examined the summarised financial statements set out on this page.

Respective responsibilities of trustees and auditor

You are responsible as trustees for the preparation of the summary financial statements. We have agreed to report to you our opinion on the summarised statements' consistency with the full financial statements.

Basis of opinion We have carried out the procedures we consider necessary to ascertain whether the summarised financial statements are consistent with the full financial statements from which they have been prepared.

Opinion In our opinion, the summarised financial statements are consistent with the full financial statements for the year ended 31 March 2014.

Crowe Clark Whitehill LLP Chartered Accountants and Registered Auditors, St Bride's House, 10 Salisbury Square, London EC4Y 8EH, UK

THE FULL AUDITED ACCOUNTS were authorised for issue on 1 July 2014 and, together with the Annual Report, have been submitted to the Charity Commission. The opinion of the auditor was unqualified. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full accounts, the auditor's report on those accounts and the Trustees' Annual Report should be consulted. Copies can be obtained, free of charge, from the Director of Finance, The RSPB, UK Headquarters, The Lodge, Sandy, Bedfordshire SG19 2DL.



Professor Steve Ormerod,
Chairman, RSPB Council

Members and Supporters

The support and loyalty of our members is critical to the success and achievements of the RSPB. Meeting the rigorous conservation targets that we set would not be possible without the enormous contributions that members make. Members help in many ways, all of them equally important: financially, through volunteering, by supporting RSPB campaigns through letter writing, and by helping to deliver RSPB projects on the ground through local groups. We would also like to thank all of the supporters who contribute generously through in memoriam, raffles, lotteries, payroll giving, regular gifts, appeals and other forms of support.

Community Groups

RSPB local groups, RSPB Wildlife Explorer groups and RSPB Phoenix groups worked unstintingly over the year. Local groups provide a great focus for us in local communities, involve many people in our work, and raised over £412,242 (from donations, RSPB sales and pin badges) for RSPB conservation projects. Over the last 18 months, Wildlife Explorers (our junior members) raised more than £28,000 to help the Northern Rockhopper Penguins.

Volunteers

The RSPB enjoyed the support of more than 16,684 volunteers last year, giving the RSPB a gift of time of 1,021,165 hours. This is equivalent to an extra 597 full-time staff working for nature conservation. These volunteers helped with virtually every aspect of the RSPB's work, and we cannot thank them enough for their generous support. Additionally, 387,623 people gave an hour of their time to participate in the RSPB's Big Garden Birdwatch.

Legacies

Legacies income makes a significant impact on the conservation work we carry out every year. Whilst it is impossible to thank every single one of our generous benefactors, we would like to mention the following:

- Mrs Alice Lillian Bainbridge
- Miss Sheila Brown
- Mr Alan John Buss
- Lady Caroline Jane Dawson
- Mrs Jean Lindsay Goodall
- Miss Pamela Morley
- Miss Lesley Jacqueline Nickell
- Mrs Mary Constance Ransome
- Ms Margaret Lucy Sharp
- Mrs Emily Mary Shaw
- Mrs Gertrude Helga Shepard
- Mrs Marjorie Shepherd
- Mrs Betty Tucker
- Mrs Dorothy Carvell Williams

Heritage Lottery Fund

The Heritage Lottery Fund has provided essential support for RSPB projects to restore our natural heritage and bring nature into people's everyday lives. The RSPB is indebted to HLF for their continued support for our work.

Charitable Trusts, Non-Governmental Organisations and Individual Donors

We are grateful for the support received and would particularly like to acknowledge the following:

- Abernethy Fundraising Group
- African Bird Club
- Agreement on the Conservation of Albatrosses and Petrels (ACAP)
- Derek Allpass
- A J H Ashby Will Trust
- The Banister Charitable Trust
- Basel Zoo – Across the River
- Battens Charitable Trust
- BirdLife International
- British Birdwatching Fair
- British Trust for Ornithology
- Cambridge Conservation Initiative
- Central Scotland Forest Trust
- Miss Marion Ashley Christopher Discretionary Trust
- The Pamela Edmundson Connolly Charitable Trust
- Mark Constantine
- Disney Worldwide Conservation Fund
- Durham University
- JCJ Eaton Charitable Trust
- Enkalon Foundation
- Esmée Fairbairn Foundation
- John Fletcher
- Mrs D M France-Hayhurst Charitable Trust
- Frankfurt Zoological Society
- The Gannochy Trust
- The Helen and Horace Gillman Trusts
- Douglas Glanfield Memorial Trust
- Dr Joan Rae Gomez Discretionary Trust
- David & Sarah Gordon
- The Calouste Gulbenkian Foundation
- The Hasluck Charitable Trust
- Mr Albert John Radcliffe Haycock Discretionary Trust
- Heath Charitable Trust
- CAJ Hervey Trust
- International Seafood Sustainability Foundation
- Mrs Katharine Audrey Jones Discretionary Trust
- Dr A Von Känel
- Henry Kenner & Deidre Boyle
- Kushlan Research Award – The Water Bird Society
- The Larchwood Charitable Trust
- The A G Leventis Foundation
- Los Angeles Zoo and Botanical Gardens/Greater Los Angeles Zoo Association
- Lush Charity Pot
- The MacRobert Trust
- MAVA Foundation
- The Elizabeth C F McGregor-Dziniak Charitable Trust for Animals
- David Milne QC
- Mull & Iona Community Trust
- Sir Douglas Myers CBE
- National Birds of Prey Trust
- The National Fish and Wildlife Foundation
- The Nature Trust (Sandy) Ltd
- Mr Leonard Colin Gordon Otway Discretionary Trust
- The David & Lucile Packard Foundation
- The Peacock Trust
- The Pew Charitable Trust

- Jane and Nick Prentice
- Miss Constance Winifred Richardson Discretionary Trust
- Riverbanks Conservation Support Fund
- The Rufford Foundation
- Save Our Species (SOS)
- The Shears Foundation
- ShareGift, The Orr Mackintosh Foundation
- Nick Sherwin & Dame Sarah Asplin
- The Barnett and Sylvia Shine No 1 Charitable Trust
- Size of Wales
- Smart Energy for Europe Platform (SEFEP)
- The Sound Approach
- Dr Spalding's Charitable Trust
- Nini Isabel Stewart Trust
- Teesside Environmental Trust
- George Henry Terry Discretionary Will Trust
- Tilia Environmental Fund
- The Tubney Charitable Trust
- University of Cambridge
- Visit Woods
- Franziska Vogel
- Vogelbescherming Nederland (VBN)
- David & Christine Walmsley
- Michael & Rosemary Warburg
- The Waterloo Foundation
- Whitley Animal Protection Trust
- The Wild Network
- J & J R Wilson Charitable Trust
- Viv Wilson
- Judith Woodman
- Yorkshire Dales Millennium Trust
- Albert George and Nancy Caroline Youngman Trust managed by the Equity Trustees
- The Mohamed bin Zayed Species Conservation Fund

Landfill Communities Fund

We are grateful for funding support from the following organisations through the Landfill Communities Fund:

- Alpha Programme – Groundwork NI
- Banbridge District Council
- Biffa Award
- Caird Bardon Community Programme
- FCC Environment through WREN
- Gloucestershire Environmental Trust Company – via Cory Environmental
- GrantScape
- Grundon Waste Management Ltd through Trust for Oxfordshire's Environment (TOE2) Ltd
- Ibstock Cory Environmental Trust
- Lafarge Tarmac Ltd
- Lancashire Environmental Fund
- Newry & Mourne District Council
- SITA Trust
- Solway Heritage and Shanks Waste Solutions
- Staffordshire Environmental Fund
- Ulster Wildlife Landfill Community Fund
- Veolia Environmental Trust
- Veolia North Thames Trust
- Viridor Credits Environmental Company

Business Supporters

The RSPB enjoys successful partnerships with business supporters to our mutual benefit. We would particularly like to acknowledge the following:

- Abercrombie & Kent
- Arrowgrass Capital Partners LLP
- Ashridge Nurseries
- Blacks
- BP through the Scottish Forest Alliance
- Brookfield Drinks Ltd
- BT
- Canon UK
- The Caravan Club
- CEMEX UK Ltd
- Charity Car
- Chevron
- Claims.co.uk
- Clifford Chance LLP
- Conexpo NI Ltd
- Co-operative Bank
- Co-operative Financial Services
- Coral Cay Conservation Ltd
- Corncrake Ale
- Ecosurv
- Ecotricity Group Ltd
- Exodus Travels
- The Famous Grouse
- Fulham Heating Merchants Ltd
- George Best Belfast City Airport
- The Green Insurance Company
- GrowHow UK Ltd
- Headwater Holidays
- Hoseasons Group
- HSBC
- Hurtigruten Ltd
- The James Hutton Institute
- Kettle Produce
- Lafarge Tarmac Ltd
- Marks and Spencer
- Northumbrian Water
- One Ocean Expeditions
- Páramo Nikwax Ltd
- Questmark Ltd
- RES UK & Ireland
- Rightmove
- St Helens Farm
- Scottish & Southern Energy
- Scottish Power
- Scottish Power Renewables
- SHS House
- TAQA Bratani
- Tesco Stores Ltd
- TNS Research International
- Turcan Connell
- United Utilities plc
- Viking Optical Ltd
- Victoria Graham
- Volvo Ocean Race
- Walkers Shortbread Ltd
- Wildwings
- Wold Ecology
- Yorkshire Water

Support from Statutory Sector and other Public Bodies

We are grateful for co-operation and support from organisations of many kinds, and would especially like to thank the following:

- Arnside and Silverdale AONB
- Barnsley Metropolitan Borough Council
- Belfast Harbour Commissioners
- Big Lottery Fund
- Big Lottery Fund – Awards for All
- Cairngorm National Park Authority
- Copeland Community Fund
- Danish Development Assistance Programme (DANIDA)
- Dartmoor National Park Authority
- Department for Environment, Food and Rural Affairs (Defra)
- Defra Darwin Plus
- Defra Darwin Plus Fellowship
- Defra / DfID – Darwin Initiative
- Department for International Development (DfID) – Civil Society Challenge Fund (CSCF)
- Department of Agriculture and Rural Development (DARD)
- Department of Energy and Climate Change (DECC)
- Department of Environment in Northern Ireland
- Dumfries & Galloway LEADER Programme 2007–2013
- East Durham LEADER Programme 2007–2013
- Environment Agency
- Environment Agency – Catchment Restoration Fund
- European Agricultural Fund for Rural Development (EAFRD)
- European Commission – BEST
- European Commission – DG Environment
- European Commission – LIFE+ Information & Communication
- European Commission – LIFE+ Nature & Biodiversity
- European Commission – Thematic Programme for Environment and Sustainable Management of Natural Resources, including energy (ENRTP)
- European Environment Agency
- European Union through the European Regional Development Fund (ERDF)
- ERDF – INTERREG IVA 2 Seas Cross-Border Cooperation Programme 2007–2013
- ERDF – INTERREG IVA administered by the Special European Union Programmes Body (SEUPB)
- ERDF – INTERREG IVA France (Channel) England Cooperation Programme 2007–2013
- ERDF – INTERREG IVB Atlantic Area Transnational Programme 2007–2013
- ERDF – INTERREG IVB North West Europe Transnational Programme 2007–2013
- Event Scotland
- Fife LEADER Programme 2007–2013
- Foreign & Commonwealth Office (FCO)
- FCO/DfID – Overseas Territories Environment Programme (OTEP)
- Forestry Commission England
- Forestry Commission England – Woodland Improvement Grant
- Forestry Commission Scotland
- The German Ministry for the Environment (BMU), via the German development bank (KfW)
- Heritage Lottery Fund
- Heritage Lottery Fund – Young Roots
- Heritage Lottery Fund – Your Heritage
- Heritage Lottery Fund – Landscape Partnerships
- Highlands & Islands Enterprise
- Highland LEADER Programme 2007–2013
- Historic Scotland
- Joint Nature Conservation Committee
- Kirklees Council Environment Grant Scheme
- Kirklees Metropolitan Council
- Lancaster City Council
- Lancaster City Council – Take Pride Community Fund
- Leeds City Council
- Loch Lomond and The Trossachs National Park
- Natural England
- Natural England – Access to Nature, part of the Big Lottery Fund's Changing Spaces Programme
- Natural England – Action for Birds in England partnership
- Natural England – Nature Improvement Areas
- Natural Resources Wales
- The Natural Environment Research Council (NERC)
- Northern Ireland Environment Agency
- Northern Ireland Environment Link
- Northern Ireland Tourist Board
- Northumberland Coast and Lowlands LEADER Programme 2007–2013
- Northumberland Coast AONB Partnership
- Northumberland National Park Authority
- Peak District National Park Authority
- Pennine Prospects
- Rural Development Programme for England (RDPE)
- Rural Tayside LEADER Programme 2007–2013
- Scottish Environment Protection Agency
- Scottish Government
- Scottish Government Talking Science Grants Scheme
- Scottish Natural Heritage
- Scottish Natural Heritage Green Stimulus Peatland Restoration Project
- Scottish Rural Development Scheme
- Somerset County Council
- Staffordshire Moorlands District Council
- University of Essex
- Visit Scotland
- Welsh Government Resilient Ecosystems Fund
- West Sussex County Council
- Yorkshire Dales National Park Authority



**A vote for Bob
is a vote for nature**

Looking forward

Here at the RSPB we work incredibly hard to protect and restore our wildlife and natural places. However, despite our efforts, ancient woodlands are still destroyed, land is concreted over and 60% of our species are in decline. Our work on the ground continues to bring results, but we can't succeed on our own.

The alarming losses need to be tackled on all fronts and the Government must play its part. But it's a sad fact that nature doesn't have the political support and investment that it needs or deserves, and it's suffering as a result.

Getting nature on the political agenda

So in the run up to the 2015 Westminster general election, when politicians are busy creating their manifestos, we have launched a brand new campaign designed to get nature on the political agenda.

We need the whole nation behind us, so we've come up with an innovative and quirky way to gain support: we've enlisted the help of Bob, a red squirrel. He may be small, but he's a charismatic little chap with big ambitions.

Vote for Bob

As the furry face of the Vote for Bob campaign, he'll be spreading the word that nature needs our help and asking people to vote for him by adding their names to a petition he'll be sending to all our politicians.

The more votes Bob gets, the louder our voice will be and the more politicians we can reach with our message. So please sign the petition today at voteforbob.co.uk. A vote for Bob is a vote for nature.

Contact us

UK HEADQUARTERS

The RSPB, The Lodge, Sandy, Bedfordshire SG19 2DL. Tel: 01767 680551

ENGLAND

Midlands Office

46 The Green, South Bar,
Banbury, Oxfordshire
OX16 9AB
Tel: 01295 253330

Eastern England Office

Stalham House, 65 Thorpe Road,
Norwich NR1 1UD
Tel: 01603 661662

London Area Office

Second Floor, 65 Petty France,
London SW1H 9EU
Tel: 020 7808 1240

Northern England Offices

Westleigh Mews, Wakefield Road,
Denby Dale, Huddersfield HD8 8QD

1 Sirius House, Amethyst Road,
Newcastle Business Park,
Newcastle upon Tyne NE4 7YL

7.3.1 Cameron House,
White Cross Estate, Lancaster
LA1 4XQ

For all offices:

Tel: 0300 777 2676

South East England Office

1st Floor, Pavilion View,
19 New Road, Brighton,
East Sussex BN1 1UF
Tel: 01273 775333

South West England Office

Keble House, Southernhay Gardens,
Exeter, Devon EX1 1NT
Tel: 01392 432691

NORTHERN IRELAND

Northern Ireland Headquarters

Belvoir Park Forest, Belfast
BT8 7QT
Tel: 028 9049 1547

SCOTLAND

Scotland Headquarters

2 Lochside View, Edinburgh Park,
Edinburgh EH12 9DH
Tel: 0131 317 4100

East Scotland Office

10 Albyn Terrace, Aberdeen
AB10 1YP
Tel: 01224 624824

North Scotland Office

Etive House, Beechwood Park,
Inverness IV2 3BW
Tel: 01463 715000

South and West Scotland Office

10 Park Quadrant, Glasgow
G3 6BS
Tel: 0141 331 0993

WALES

Wales Headquarters

Sutherland House, Castlebridge,
Cowbridge Road East, Cardiff
CF11 9AB
Tel: 029 2035 3000

North Wales Office

Unit 14, Llys Castan, Ffordd y Parc,
Parc Menai, Bangor, Gwynedd
LL57 4FH
Tel: 01248 672850

rspb.org.uk

Cover: tree sparrow by Ray Kennedy (rspb-images.com)

The Royal Society for the Protection of Birds (RSPB) is a registered charity:
England & Wales no. 207076, Scotland no. SC037654 350-1375-13-14



The RSPB is a member of BirdLife International, a partnership of nature conservation organisations working to give nature a home around the world.