



RECOVER. TRANSFORM. INSPIRE.

SAVING BUTTERFLIES AND MOTHS

ANNUAL IMPACT REPORT

2021/2022

OUR VISION

A world where butterflies and moths thrive and can be enjoyed by everyone, forever.

OUR PURPOSE

We conserve and recover butterflies and moths and champion them for the benefit of nature and people.

OUR STRATEGIC GOALS



ONE

Halve the number of the UK's threatened species of butterflies and moths



TWO

Improve the condition of 100 of the most important landscapes for butterflies and moths



THREE

Transform 100,000 wild spaces in the UK for people, butterflies and moths

THE INITIATIVES

We will deliver these Strategic Goals through a programme of Initiatives.

- Recover butterflies and moths
- Connect people to nature
- Unite for wildlife
- Tackle threats to nature
- Manage land sustainably

THE ENABLERS

Our Enablers are the essential platform for achieving our Strategic Goals.

- Inspiring communications
- Sustainable funding
- Lean and scalable organisation
- High-performing staff and volunteer team

OUR VALUES

Our values underpin our culture, the way we do things and what we believe in:

DELIVER EXCELLENCE

We use our wealth of scientific evidence and practical experience to deliver positive change for butterflies, moths and nature. We are the experts you can trust to give you the information you need.

INSPIRING

We take action and speak up for what we believe in; we enable people to understand, enjoy and care for butterflies and moths.

PASSIONATE

Nature is at the heart of all we do. We are dedicated to delivering positive change to conserve butterflies, moths and our environment. We are relentless in the pursuit of our vision, seeking new ways to make a difference.

COLLABORATIVE

We will achieve our vision by building networks, communities and partnerships, to deliver success for nature. Our culture champions and promotes inclusion, equality and diversity.

OVERVIEW



Karen Goldie-Morrison

OVERVIEW BY THE CHAIR

It is clear that nature in the UK is under considerable threat from biodiversity loss, climate change and pollution. To combat these threats, Butterfly Conservation works to conserve and recover butterfly and moth species and champion them for the benefit of both nature and people. We do this most effectively by working with a wide range of organisations and landowners to recover landscapes for nature.

Recently we delivered significant results for threatened species with our Back from the Brink partners in England, and seek to achieve the same through Species on the Edge in Scotland and *Natur am Byth!* in Wales. Collaborative projects such as Brilliant Butterflies and Big City Butterflies focus on encouraging widespread species by creating new habitats. The Big Butterfly Count continues to connect more than 100,000 people to nature each year. These citizen scientists contribute important data to our monitoring schemes, enabling

our science and research teams to adapt and develop the most effective conservation methods for species across the UK.

We also speak for species through our advocacy work. In 2021 we launched Grasslands+, a coalition with our partners – Plantlife and Bumblebee Conservation Trust – to save grasslands around the world. Species-rich grasslands are crucial in the fight against climate change as they hold around a third of the world's carbon. This campaign aims to demonstrate the importance of grasslands in tackling the climate and biodiversity crises.

Once again, the key to our success this year has been the work, dedication and resilience of our staff and UK-wide network of volunteers and members. All have been crucial to Butterfly Conservation's continued success in species conservation, and I thank them.



Julie Williams

OVERVIEW BY THE CHIEF EXECUTIVE

There is no doubt that the last couple of years have been very challenging, but the natural world has provided solace and enjoyment for many people

Butterfly Conservation's vision of a world where butterflies and moths thrive and can be enjoyed by everyone, forever, has never been more important. Our work on finding ecological and climate solutions, and creating opportunities and spaces for people to engage with nature, is at the very heart of what we do.

We have launched Butterfly Conservation's most ambitious strategy to date. Over the next four years we are committed to delivering the biggest possible impact for nature. To do this we need to build on our successes and focus our resources. And people are the key to making this step change in nature conservation. I want

to thank the people who consistently make positive change for us; our volunteers, branches and staff, as well as members and supporters.

We cannot deliver this strategy on our own. We need to collaborate more with existing and new partners, engage and attract more people, increase our research, and influence change. This Annual Impact Report provides concrete examples of how we are doing all that.

The challenge in 2022/23 is to ensure we have more sustainable funding. We need to be more lean and scalable, with an improved infrastructure in place for our staff and volunteers. But we also have huge opportunities to make a difference for nature and for people. Nature is in crisis, but by working together we can navigate the ambitious journey our new strategy has set us upon.

RECOVER BUTTERFLIES AND MOTHS

Key facts



1,917

sites being monitored by Butterfly Monitoring Scheme volunteers – a record number



195

new sites added to the UK Butterfly Monitoring Scheme



1,573

site visits by Butterfly Conservation staff

SAVING THREATENED SPECIES

At the heart of Butterfly Conservation's ambitious new strategy is our goal to halve the number of the UK's threatened butterfly and moth species. Our UK conservation strategy identified 129 threatened species so half of these – at least 65 species – need to be prioritised over the next five years.

Species were selected based on the threat level across their UK range, meaning that some regional priorities, such as Dingy Skipper and Argent & Sable, haven't been included. There will, however, be a chance to work on such species through our landscapes initiative. Ultimately, we aim to make the future of more species more secure by 2030.

REVOLUTIONISING SPECIES RESEARCH

In 2021/22 a new database was published that holds a wealth of vital ecological information on the butterflies and larger moths of Great Britain and Ireland. The *Traits database for the butterflies and macro-moths of Great Britain and Ireland* has been collated by Butterfly Conservation and incorporates important information about species' traits that was previously spread across a wide range of sources. It includes 968 species in total.

Traits included in the database include standard ones such as forewing length and caterpillar plants but also information on life-cycle timings and habitat use as well as distribution and abundance trends.

Recently, research has used species' traits to understand patterns of population change, or to explain and predict how butterflies and moths will respond to environmental changes, such as

climate, habitat fragmentation and artificial light. The new database will, therefore, open up many new possibilities for further research.

You can view the new database on the CEH website: catalogue.ceh.ac.uk.

MONITORING MOTHS AT RISK

The Rare Moth Indicator Programme produces trends that are used by the government alongside data from other schemes, such as the United Kingdom Butterfly Monitoring Scheme (UKBMS) and the Farmland Bird Index, to assess the health of the UK's wildlife. Originally, the number of species selected to be included was quite small and we are now developing methodologies that will allow additional species to be included. During 2021/22, existing datasets for Slender Scotch Burnet, New Forest Burnet, Forester moth and Rosy Marsh Moth were added and we started monitoring six further species. Trials were conducted on an additional dozen species, although not all are able to produce reliable trends. ▶

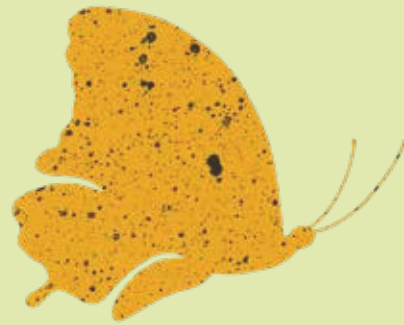


Wood White

Keith Warrington

As well as contributing to the Rare Moth Indicator, monitoring allows us to detect problems with site management. At one site for the rare Greenweed Case-bearer, counts of larvae dropped from 931 in 2013 to just one in 2018 due to overgrazing. We took action by reducing grazing levels and the larval count in 2021 has climbed to 326. Many dedicated volunteers contribute to the Rare Moth Indicator. In Scotland, nine hardy souls overcame very remote locations and the Scottish weather to prove that monitoring of the Mountain Burnet was possible, finding two new colonies in the process!

CONNECT NATURE TO PEOPLE



Small Copper

Keith Warrington

Key facts



74

events engaged...



720

people,
who took part in...



185

days of practical
conservation work

A GREEN RECOVERY FOR PEOPLE AND NATURE

The Green Recovery for Morecambe Bay's Woodlands project has been offering wellbeing sessions to people in the area to help them connect with nature. Since March 2021 there have been regular meetings with a variety of groups along with 'woodbank days', which are open to all. Offering a range of activities has been the key to getting people engaged with the natural world.

These activities have ranged from practical habitat management of the sites to working with local artists, exploring responses to their environment through printing and drawing. For some people, art has been a tool for overcoming a fear of moths or butterflies and has enabled them to observe these fantastic creatures up close, without being scared. The project ended in June and funding is currently being sought to extend the project further.

WHAT PEOPLE HAVE SAID ABOUT THE PROJECT:

"It's very beneficial for my mental wellbeing, being in nature and listening to the birdsong. I enjoyed contributing to conservation work."

"A chance to speak to new people, face to face, and feel useful, collecting wood and supporting conservation."

"The combination of manual labour at a relaxed pace, in a natural habit and the nature of the work and human interaction are vital."

"Seeing and identifying 10 different species of butterflies – magical!"

HELPING URBAN MEADOWS TO THRIVE

Our Helping Hands for Butterflies project in Scotland had another successful year, with online and in-person events for volunteers. Participants have enjoyed carrying out practical work for butterflies and moths again.

Scotland's meadows have also responded positively, with some now attracting an increased variety of wider-countryside species, such as Ringlet, Meadow Brown, Small Heath and Small Copper.

As we near the end of the project, our thoughts turn to the lessons we've learned. It has been hugely successful in recruiting and supporting volunteers; more people have discovered Butterfly Conservation through the project, and we have created many different ways for people to stay involved throughout the year. The challenge now is to build on this success and deliver even more urban wild spaces.

FROM BRILLIANT BUTTERFLIES TO WILD SPACES

The Brilliant Butterflies project, which restores habitats for butterflies and insects across London, worked with partners and communities to create a network of butterfly banks across South Croydon and Bromley, including three in New Addington primary schools.

At Fairchildes School, we cut into a slope on the playing fields to create a bank using chalk subsoil from the site. The children weren't afraid to get their hands dirty. They helped with planting the large bank with 200 plug plants of 11 different species that will be perfect for butterflies and caterpillars to feed on, including the rare Small Blue. ▶

This project is an early example of our ambitious goal to transform 100,000 wild spaces for people, butterflies and moths. We want to empower anyone, anywhere to transform a space – be it a balcony, community allotment or school field.

We're excited to welcome a Wild Spaces Manager to our team. They will lead efforts to secure funding, develop projects and partnerships, and create new resources to bring our goal of Wild Spaces to life.



"The bank looks amazing, thank you so much for helping us get this wonderful resource"

- HEAD TEACHER JO HUSSEY

Steve Bolton



UNITE FOR WILDLIFE

Key facts



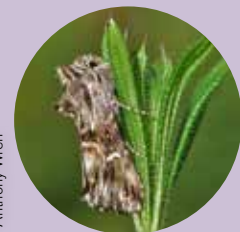
Andrew Cooper

The Chequered Skipper now occupies at least
86ha



Melanie Wigley

2,833
Fiery Clearwing eggs counted



Anthony Wen

10,083
foodplants being grown as part of Kent's Magnificent Moths project

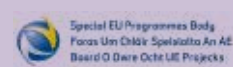
PARTNERSHIPS AROUND THE UK

Working with others is the best way for us to influence land management techniques across a wider area and increase our efforts to halt the biodiversity crisis.

We've spent the last year helping to develop one of Scotland's biggest-ever conservation projects, Species on the Edge, which aims to recover 37 threatened and declining species. In partnership with NatureScot and six other charities, we developed a coordinated action plan for conservation and established relationships with landowners from Caithness to the Isle of Mull. We are now bidding for support from the National Lottery Heritage Fund to make these plans a reality.

In Northern Ireland, both of our key partnerships, Cooperation Across Borders for Biodiversity and Lepidoptera in Our Landscapes, funded by INTERREG and the Northern Ireland Environment Agency, have been extended into 2022, giving a further boost to our work on species including Marsh Fritillary, Large Heath and Cryptic Wood White.

We're also part of a major new project in Wales: *Natur am Byth!* This collaboration between charities and government aims to build Wales' largest natural heritage and outreach programme. We secured development funding and employed two officers to plan conservation action and public engagement to help one of the UK's rarest butterflies, High Brown Fritillary, in the Alun Valley, its last foothold in Wales.



HELPING THE HEATH FRITILLARY

The last two summers have been the best years on record for the Heath Fritillary in Kent. A peak of 3,901 individual butterflies was counted in the woodlands of The Blean in North Kent during the last week of June 2021. One of the UK's rarest butterflies, the Heath Fritillary occurs in just four confined areas – Exmoor in Somerset, the Tamar and Lydford Valleys on the Cornwall/Devon border, North Kent and a complex of small woodlands in South Essex.

These superb results are the culmination of more than three decades of conservation action. In the early 1980s the species was on the brink of extinction in the UK. We have worked with woodland owners including the RSPB, The Wildlife Trusts and Forestry England to identify opportunities to expand and connect isolated colonies, leading to the strong populations we are now seeing.

These populations are now seeing greater dispersal as the butterflies seek out more space. At least three woodlands have been newly colonised in Kent, with a highlight being the discovery in April 2021 of larvae at The Woodland Trusts' newly planted Victory Wood. This former arable site overlooking the Thames Estuary will be an important link between existing woods in that landscape, and the Heath Fritillary has wasted no time in moving into this new space. As the butterfly extends its range, we are working with more woodland owners and managers to ensure even more rich, open, sunny woodland is available for it. ►



GREEN SHOOTS OF RECOVERY

In 2021/22 the Wales Green Recovery Fund enabled us to review our work in Wales to better understand the gaps between our ambitions and our capacity to carry out future work. We've also looked at where we need to do better: improving our engagement with diverse audiences, building new partnerships to help us make more of an impact, and improving the way we use the Welsh language. With these insights, our Wales team is better equipped to deliver our strategic goals, building new partnerships to make an even greater impact for butterflies, moths and people.

In England, the Green Recovery Challenge Fund has underpinned the next phase of our exciting work to reintroduce the Chequered Skipper to Rockingham Forest. After bringing back the butterfly to England, the next challenge is to establish a stronger population across a wider network of sites to ensure it can thrive. Surveys in 2021 showed the butterfly is still doing well three years after the initial release, and has spread further through these open woodlands.

Northern Brown Argus

Jim Asher

Jim Asher



TACKLE THREATS TO NATURE

Key facts



15

co-authors on 15 scientific papers



iRecord is a website that makes data collection, storage and sharing easy

GROUNDBREAKING RESEARCH ON LIGHT POLLUTION

Light pollution affects everyone in the UK: 99.9% of people live under light-polluted night skies and over three-quarters are unable to see the Milky Way from where they live. It affects plants and animals too – in many complex ways that science is only just starting to unravel. Over the past eight years, Butterfly Conservation has helped to fund and supervise two PhD students (Callum Macgregor and the late Douglas Boyes) to research the impact of artificial light at night on moths, in collaboration with Newcastle University and the UK Centre for Ecology & Hydrology.

Through these projects, we found that many nocturnal moths transport the pollen of a wide range of plants. However, street lights disrupt this activity – for example by luring moths away from the vegetation – and can affect the pollination of plants. Most importantly, the first study to show real-world impacts of light pollution on moth abundance found that street lights have a direct and significant impact on local moth populations, reducing caterpillar numbers by almost half in illuminated hedgerows and a third on grassy road verges.

These projects have also led to the development of new ways to identify pollen using DNA barcoding, revealed that lighting reduces the activity of nocturnal caterpillars, and shown that the current switchover to LED streetlights is causing further damage to local moth populations.

Boyes, D.H., Evans, D.M., Fox, R., Parsons, M.S. & Pocock, M.J.O. 2021. Street lighting has detrimental impacts on local insect populations. *Science Advances* 7, eabi8322

SUPPORTING SCIENCE

Each butterfly encounter or moth trap unveiling provides a connection with nature. That moment can also live forever, observed as a scientific record.

Thousands of observations of moths and butterflies flow through Butterfly Conservation's flagship recording schemes; these records provide us with evidence to underpin understanding and take action. The Supporting Science project was made possible by funding from the Department of Digital, Culture, Media and Sport, and The National Lottery Heritage Fund as part of their Digital Skills for Heritage initiative. It aims to strengthen our butterfly and moth data infrastructure. It will support recorders and volunteers who share and check butterfly and moth sightings with well-maintained digital tools and opportunities to refresh and share their skills.

Over two thirds of County Recorders check relevant butterfly or moth records within iRecord. With the Field Studies Council (FSC) we created a new course for County Recorders, building on the popular FSC Biolinks series Discovering iRecord. Initial feedback is good and will inform development of iRecord training for butterfly and moth recording beginners and a follow-up verification skills course.

During the year, Supporting Science has also started to reimagine the Garden Butterfly Survey. Participants of this online citizen science project share garden butterfly observations with us throughout the year. We have redesigned the website, so that records are now delivered directly to County Recorders for checking and feedback via iRecord. ►



Grasslands Trust

We want the Garden Butterfly Survey to reflect the breadth and diversity of gardens and citizen scientists across the UK. We have expanded the survey to enable insights into all shapes and sizes of garden – including shared spaces around flats, community gardens and allotments. We're looking forward to getting to know the growing Garden Butterfly Survey community better over the year ahead, connecting with them via newsletters and social media.



FIGHTING FOR NATURE

In the run up to COP 26, we joined forces with Plantlife and Bumblebee Conservation Trust to raise the profile of grasslands as an important means of tackling the biodiversity and climate crisis. As well as being important for some of our most threatened butterflies and moths, grassland conservation and restoration has a critical role in carbon sequestration and storage.

Grasslands+ targeted UK politicians and saw Early Day Motions lodged in both Westminster and Holyrood. It also received significant media coverage. The campaign was chosen by HRH The Prince of Wales' Sustainable Markets Initiative as one of the case studies for their Terra Carta Impact Report 2022. The Terra Carta is a roadmap to 2030 towards an ambitious and sustainable future.



Key facts



8,000

signatures on a petition led to direct emails sent to MPs



80

organisations signed up to the Grasslands+ campaign, including international partners

MANAGE LAND SUSTAINABLY

Key facts



223
sites worked
on across three
landscapes



4,500
people directly
engaged in our work



700ha
of grazed land in the
Cotswolds influenced
through the project

BRINGING SPECIES BACK FROM THE BRINK

After four successful years, the innovative Back from the Brink partnership has come to an end. Butterfly Conservation is hugely proud of the collective achievements of this programme. We led the delivery of three projects – in the Cotswolds, Rockingham Forest and for Barberry Carpet – and collaborated in several others, as well as being part of the steering group that supported the whole programme. Overall, 96 species made conservation progress, including Chequered Skipper, Wood White, Duke of Burgundy and Large Blue. The partnership has also produced recommendations for the wider sector on how to measure success in species conservation.

Working with landowners and land managers was key, with 865 landowners receiving specific advice on managing their lands for species, and 89 organisations involved as partners across England. From creating bare ground for Grey Carpet moth in the Brecklands of Suffolk, to planting new hedgerows for the Barberry Carpet moth in Wiltshire, finding ways to sustainably manage land with space for threatened species is at the heart of our work. The influence of this England-focused programme is now reaching across the UK as similar partnerships develop to find new ways of saving species.

RETHINKING FENCES IN THE COTSWOLDS

Sustainable grazing is a vital tool in maintaining the precious grassland habitats that support many butterflies and moths. One legacy of our work in the Cotswolds through the Back from the Brink project has been to help trial virtual fencing with the Painswick Beacon

Conservation Group. The system replaces conventional fencing with GPS collars, controlled through a mobile app to set a digital fence. This removes the need for electric fencing and allows the Dexter cattle that graze this large limestone grassland site to be targeted where their grazing is needed to support both Large Blue, reintroduced to the site in 2018, and Duke of Burgundy butterflies.

We've also helped the National Trust purchase GPS collars for their conservation grazing herd of Belted Galloways, some of which graze our Rough Bank nature reserve. This is allowing the National Trust to get grazing onto sites where installing fencing isn't feasible, creating habitat for Marsh Fritillary. It's a brilliant combination of traditional grazing and modern technology.

“This has transformed grazing on the Beacon. It has saved us money while allowing us to accurately target awkward grazing areas.”

- PAUL BAXTER, PAINSWICK BEACON CONSERVATION GROUP

EXTENDING OUR REACH WITH SEVERN TRENT

At least eight priority species will benefit from Butterfly Mosaics, our new three-year conservation partnership with Severn Trent, which will restore and enhance a variety of habitats at 60 sites across the Midlands. The work covers land managed by private landowners and other organisations, as well ▶



Brown
Hairstreak

Iain H Leach

as our own nature reserves. We have already visited 30 sites, in some cases providing advice and support but also funding targeted work to benefit Wood White, Small Pearl-bordered Fritillary, Dingy Skipper, Brown Hairstreak and Grayling, increasing the amount and the quality of suitable habitat for these species.

In Nottinghamshire, through our East Midlands Branch volunteers and Nottinghamshire Biodiversity Action Group, conservation work parties have been deployed to eight sites, with the aim of increasing the availability of suitable egg-laying sites to benefit Grizzled Skipper. Meanwhile, volunteers from Warwickshire Branch worked with partners on key sites across the county to plant larval foodplants for Wood White and other species.

Work was also carried out on our nature reserves including Prees Heath, Grafton Wood and Monkwood. At Prees Heath, we are appointing a consultant to investigate the feasibility of grazing. This will make

management more sustainable and ensure the site continues to support a thriving population of Silver-studded Blue long into the future. With support from Branch volunteers, we monitored the impact of winter management work and site advice, assessing the outcomes for habitat condition and priority species. By assessing what works best, we can improve our site advice and management and share examples with other land managers to broaden our reach even further. Overall, our ability to support positive land management for butterflies and moths in the Midlands is reaching new heights.



ENABLERS THE PLATFORM OF SUCCESS

Key facts


152,029

counts received, the
largest number ever


107,195

UK citizen
scientists spotted

1,392,373

butterflies and moths

So that we can deliver our new strategy, we have been reviewing where we are now and where we need to be. This is reflected in all the work we've done so far, particularly on the Enablers, which we have identified as key drivers for our new Strategy.

INSPIRING COMMUNICATIONS

Butterfly Conservation already achieves a huge amount of publicity. In 2021 our Big Butterfly Count saw its biggest year yet, but, for our ambitious new strategy to be successful, we need to build on this to further publicise the brilliant work that our teams are carrying out all across the UK.

To achieve this, we are implementing a new and ambitious marketing and communications strategy. This is based on extensive research into our audiences so that we attract, engage, convert and retain new members to help us achieve our goals. We are also building a bigger team of talented people to use a diverse range of tools across all media channels.

This will support our fundraising aims and raise awareness through producing compelling and interesting content and communicate our mission and brand more widely to members, supporters and donors. We know that the stories we tell will continue to create positive change in the world.

SUSTAINABLE FUNDING

We have been expanding our fundraising so that we can do more. Many of our successful fundraising bids are reflected throughout this report but, of course, not every application is successful. For example, it has been particularly difficult to find funding in Northern Ireland, but

an application to Dormant funds NI will increase our fundraising capacity. The key to success with funders is having prepared projects that can be quickly submitted. Therefore, we have developed an overall funding opportunity plan that includes our project proposal to develop a Global Butterfly Index.

Our individual giving team has reviewed our major donor programme, membership offer and legacy work. Another major area of new activity is around green investment; our new corporate officer will be responsible for this as well as for developing our corporate relationships more widely. We have also been working towards cyber essentials accreditation, to make us eligible for public sector contracts.

A LEAN AND SCALABLE ORGANISATION

To implement our new strategy, we have been restructuring teams across our directorates. This began by bringing in a new Director of Finance and Operations. To deliver our initiatives we have recruited new members of staff and altered existing staff roles.

To make us more efficient we need to know where to invest in technology, so a review of our digital infrastructure will be commissioned this year. Investing in access to new databases to find funders and getting the new technologies up and running is critical to so many areas of our work – membership, volunteering and fundraising. We are exploring ways of simplifying processes to remove duplication, particularly in our finance systems, and embracing the many positives associated with new ways of working, including the environmental impact of our activities through a Sustainability Action Plan. ►



Volunteers
searching for the
Narrow-bordered
Bee Hawk-moth.

Megan Lowe

We have undertaken a comprehensive review of our policies and our land management advice, to see what needs updating and what new advice we need for the land management hub and to aid the development of our Wild Spaces project.

HIGH PERFORMING STAFF AND VOLUNTEERS

A new Head of People and Culture is in place to improve our recruitment and staff development; examining all processes that will help everyone achieve their potential. We also agreed Butterfly Conservation's first Equality, Diversity and Inclusion Statement of Intent, with an action plan to deliver it in the coming year.

We have resumed regular meetings with our Branch chairs and other committee members

that were disrupted due to Covid-19. There is a wider need for volunteer training so we have reviewed all our volunteer role profiles to ensure they are fit for the future. We are creating training resources for these and will be rolling this out to all volunteers in 2022. We also want to help our Branches work better together, so we are developing an online forum to help facilitate that, with more plans for improving communication.



39,433

members of Butterfly
Conservation





FUTURE PRIORITIES

2022–2023

- Commission a new volunteer database and make it ready for launch in 2023. Training and support will be provided early in 2023, helping volunteers to access necessary information and report their activities online or via an app.
- Launch a new volunteer training programme, providing essential training for active volunteers, and a range of supplemental training courses open to active and prospective volunteers, to help develop specific interests and skills.
- We will assess existing participation in our citizen science projects to identify barriers to wider engagement, how to overcome them and assess the benefits to health and wellbeing of taking part.
- We will review our landscape projects to date, examining the outcomes for habitats and species to improve the way we work at a landscape scale.
- Develop our new land management hub and update our advice portfolio for different audiences.

- Expand our advocacy impact across the four UK countries with new staff deploying our evidence effectively.

2023–2025

- We will run our first international symposium in five years.
- Roll out our Wild Spaces programme across the UK, working with new partners, organisations and communities to make a real difference for butterflies and moths, including linking with our education programme, Munching Caterpillars.
- Continue our digital transformation, introducing new systems for handling our biological data, assessing habitat improvements and managing our finances and project development.
- Develop our research impact by applying our evidence to our advocacy work, especially around land management schemes in each of the UK countries.
- We will have fully established a new landscapes programme to increase our impact in landscape-scale conservation action.

BEYOND 2025

- We will publish a new *Butterfly Atlas* to celebrate 25 years since the groundbreaking *Millennium Atlas* was released.

FINANCIAL STATEMENTS

The members of Council confirm that these summarised financial statements are a summary of information from the full financial statements, which were approved by Council on 13 July 2022.

INDEPENDENT AUDITOR'S STATEMENT TO THE COUNCIL OF BUTTERFLY CONSERVATION

We have examined the summarised financial statements of Butterfly Conservation for the year ended 31 March 2022.

RESPECTIVE RESPONSIBILITIES OF THE COUNCIL AND THE INDEPENDENT AUDITOR

The Council members are responsible for preparing the summarised financial statements in accordance with applicable UK law and the recommendations of Statement of Recommended Practice: Accounting

and Reporting by Charities. As auditors, our responsibility is to report to you our opinion on the consistency of the summarised financial statements with full financial statements. We also read the other information summarised in the annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

BASIS OF OPINION

We conducted our work in accordance with International Standards of Auditing (UK & Ireland) issued by the Auditing practices Board for use in the United Kingdom.

OPINION

In our opinion the summarised financial statements are consistent with the full financial statements of Butterfly Conservation for the year ended 31 March 2022 and comply with the

applicable requirements of Section 427 of the Companies Act 2006 and regulations made thereunder.

BUZZACOTT LLP

Statutory Auditors – 130 Wood Street, London, EC2V 6DL. 26 July 2022.

A copy of the full financial statements of the charitable company, upon which the auditor has reported without qualification, will be delivered to the Charity Commission and the Registrar of Companies House. These summarised financial statements may not contain sufficient information to allow for a full understanding of the financial affairs of Butterfly Conservation. Further information and the full accounts are available at butterfly-conservation.org or may be obtained free of charge from the charity.



Buff Arches

Antony Wren

FINANCIAL REVIEW

Income decreased slightly by 2.9% to £4.35m (2021: £4.48m). Grant funding decreased by 7.2% to £1.10m (2021: £1.18m). This was mainly due to various projects ending during the year, resulting in an overall reduction in payments received from funders such as Natural England.

Income from donations and legacies decreased by 7.8% to £1.25m (2021: £1.35m). Despite the pandemic and economic climate, we continued to have a good response to all our individual appeals and general donations (including Gift Aid). Membership subscription income slightly increased by 2.3% to £1.27m (2021: £1.24m).

Expenditure remained at the same level at £4.27m (2021: £4.27m). This was partly because of a planned reduction due to the pandemic and the start of the investment to deliver the Strategy. There has been 3.6% increase in total assets over the year. The capital value of our endowment fund increased by £0.29m to £5.59m (2021: £5.30m).

The result was a net income of £0.37m (2021: £0.86m) and the closing total net assets were £12.31m (2021: £11.94m).

FUNDRAISING POLICY

We are registered with the Fundraising Regulator and comply with the key principles embodied in their Code of Fundraising as set out in our Fundraising Promise (butterfly-conservation.org/legal/our-fundraising-promise). Several safeguards are in place for our supporters: we include data protection permission options and a three-point 'Our promise to you' on all fundraising materials; a detailed Supporter Guarantee can be found on our website (butterfly-conservation.org/legal/supporter-guarantee).

All fundraising is conducted in-house and we monitor activity to ensure it adheres to our strict guidelines. No external professional fundraiser or third-party organisation is engaged in fundraising activities on behalf of the charity. Corporate businesses have agreements in place to use Butterfly Conservation's logo for promotional purposes. All agreements can be terminated with immediate effect if the commercial participators do anything that could bring our reputation into disrepute. Butterfly Conservation operates a strict opt-in policy for all direct marketing in line with the EU General Data Protection Regulation. All direct mail fundraising communications sent out are covered by active, informed and specific permission by the individual. Supporters are offered the opportunity to revise consent preferences in each communication.

We also monitor the level of asks sent out to ensure unreasonable requests are not made to any individual. All staff adhere to our Policy for Supporters in Vulnerable Circumstances, which provides guidance to help identify vulnerable individuals and ensure that all supporters are treated fairly. Butterfly Conservation has received a total of two complaints regarding aspects of our fundraising during the year. Both complaints were fully investigated, appropriate action was taken, and a detailed response was sent to individuals within seven days. We received one notification from the Fundraising Preference Service during 2021/22 and this was dealt with immediately.

INVESTMENT POLICY

Our investment income is derived from an Endowment Fund intended to provide the charity with a permanent source of income. We are bound to

invest this to seek a balanced return from income and capital growth: we aim for each to grow in line with inflation (CPI) over the long term. To achieve an appropriate balance between risk and return, we invest in a diversified portfolio of equities, bonds and alternative assets: a breakdown of investment holdings is provided in the financial statements. We invest through pooled funds and third-party managers.

On 31 March 2022 our Endowment Fund had a market value of £5.59m (2021: £5.30m). Trustees rely upon professional advice for fund selection and allocation. At their meeting on 10 June 2020, Council passed a resolution to invest on a Total Return basis. The initial value of the trust for investment and the initial value of the Unapplied Total Return were established on 31 March 2020. The initial value of the Trust for investment was determined at £3.09m by reference to our records: the Unapplied Total Return was calculated as the difference between that value and the portfolio value at 31 March 2020. To ensure that we meet our obligations to balance the needs of current and future beneficiaries, trustees agreed a policy that we should allocate 3.25% of the portfolio value, after investment management fees, to income each year. The balance of the Total Return is then allocated to the trust for investment. We took advice on this figure from Cazenove Charities.

Council has further resolved that we should follow the principles of socially responsible investment. We will do so by holding sustainable assets, ►

**2021/22
membership
income**



in particular those that support the United Nations Sustainable Development Goals. We seek to engage, through our investment managers, with companies to encourage changing behaviours that will reduce consumption and emissions. We have no direct and de minimis indirect exposure to companies with fossil fuel reserves (0% at 31 March 2022). We identified both ethical and financial reasons for taking this approach. A further consequence of this policy is a significant reduction in the carbon footprint of our portfolio.

The total return on the endowed investments during the year to 31 March 2022 net of management charges amounted to £0.5m, of which £0.2m has been transferred to the revenue reserves of the charity under the Total Return approach for application.

FINANCIAL RESERVES POLICY

At 31 March 2022 Butterfly Conservation had total funds of £12.31m (2021: £11.94m). These funds included our permanent endowment, totalling £5.59m (2021: £5.3m), which was given to provide future income for Butterfly Conservation. Restricted funds totalled £1.18m (2021: £1.23m). A further £1.42m (2021: £1.15m) represents freehold nature reserves and other tangible and intangible fixed assets. Council has designated a total of £0.32m (2021: £0.28m) for branch commitments.

Butterfly Conservation's unrestricted funds at 31 March 2022 amounted to £5.54m (2021: £5.41m). These funds include £1.15m (2021: £1.15m) being the tangible fixed assets fund balance and £0.02m (2021: £0.02m) being the retained profits of Butterfly Conservation Trading Company. Both funds are central to Butterfly Conservation's charitable activities and the funds would not be available to meet future contingencies should they arise. The funds available for meeting ongoing future reserves, ie,

free financial reserves, therefore total £4.06m (2021: £4.00m). These free financial reserves are held to ensure that Butterfly Conservation:

- supports delivery of the 2026 Strategy
- maintains sufficient levels of working capital to allow for seasonal fluctuations
- protects its essential conservation activities in the event of shortfalls in grant and general income within the next financial year; and
- maintains funds to respond to conservation opportunities.

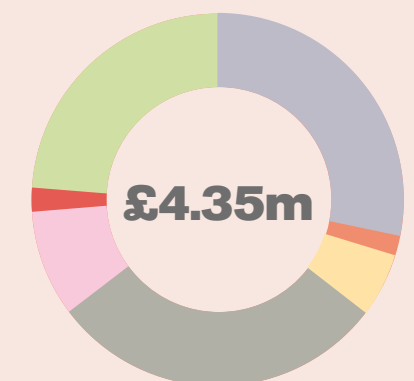
These funds equate to approximately eight months' budgeted operating costs for 2022/23. Council has reviewed the charity's Financial Reserves Policy with the designation of this money and has also taken into consideration the continued reduction in statutory agency funding and the need to invest financial resources into achieving our 2026 Strategy.

Considering these factors, Council has calculated that the amount of financial reserves it needs to hold is £3.5m (2021: £2.5m). The members of Council are therefore satisfied with the year end reserves position being higher than £3.5m due to the uncertainties around higher inflation, the ongoing pandemic, cost of living crisis and the economic impact of the war in Ukraine.

In 2022/23 we will continue to implement our Fundraising Strategy to maintain our conservation effort and financial reserves to the target level. However, with the ongoing uncertainties that may have some negative impact on our finances during the next few years. Positive action is planned to mitigate potential reduction in income during this period.

HOW WE RAISED OUR FUNDS

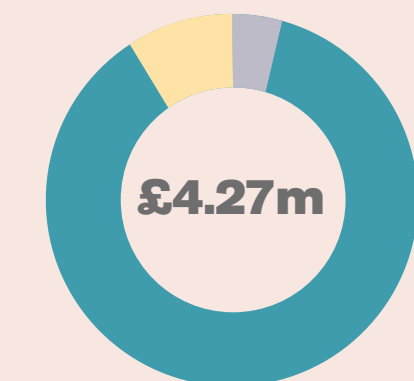
Total income: **£4.35m**
(2020/21: £4.48m)



Membership subscriptions	£1.27m
Donations and legacies	£1.25m
Conservation activities – grants	£1.10m
Contracts and royalties	£0.35m
Investments	£0.24m
Primary Purpose Trading	£0.09m
Other trading activities	£0.05m

HOW WE SPENT OUR FUNDS

Total expenditure: **£4.27m**
(2020/21: £4.27m)



Conservation	£3.65m
Membership services	£0.39m
Raising funds	£0.23m

FINANCIAL INFORMATION

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES, YEAR TO 31 MARCH 2022

	Unrestricted funds £000	Restricted funds £000	Endowment funds £000	2022 Total funds £000	2021 Total funds £000
Income from:					
Donations and legacies	1,191	54	-	1,245	1,351
Other trading activities	47	-	-	47	72
Investments & interest receivable	10	2	225	237	148
Charitable activities					
• Conservation activities – grants receivable	241	856	-	1,097	1,182
• Contracts and Royalties	294	61	-	355	310
• Primary purpose trading	83	11	-	94	121
• Membership subscriptions	1,270	-	-	1,270	1,241
Other sources	-	-	-	-	54
Total income	3,136	984	225	4,345	4,479
Expenditure on:					
Raising funds	207	4	13	224	249
Charitable activities					
• Conservation	2,535	1,115	-	3,650	3,643
• Membership services	392	-	-	392	378
Total expenditure	3,134	1,119	13	4,266	4,270
Net income (expenditure) before investment gains	2	(135)	212	79	209
Net investment gains	-	-	287	287	649
Net income (expenditure)	2	(135)	499	366	858
Transfers between funds	130	83	(213)	-	-
Net movement in funds	132	(52)	286	366	858
Reconciliation					
Total funds brought forward at 1 April 2021	5,411	1,231	5,299	11,941	11,083
Total funds carried forward at 31 March 2022	5,543	1,179	5,585	12,307	11,941

BALANCE SHEET, 31 MARCH 2022

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Fixed assets				
Intangible fixed assets	60	80	60	80
Tangible fixed assets	1,364	1,374	1,364	1,374
Investments	5,585	5,299	5,585	5,299
	7,009	6,753	7,009	6,753
Current assets				
Stocks	7	7	7	7
Debtors	1,480	868	1,542	905
Cash at bank and in hand				
• Short term deposits and interest bearing accounts	3,113	3,101	3,113	3,101
• Current accounts	989	1,435	906	1,375
	5,589	5,411	5,568	5,388
Liabilities				
Creditors: amounts falling due within one year	(291)	(223)	(290)	(220)
Net current assets	5,298	5,188	5,278	5,168
Total net assets	12,307	11,941	12,287	11,921
Funds of the charity				
Capital funds				
• Endowment funds	5,585	5,299	5,585	5,299
Income funds				
• Restricted funds	1,179	1,231	1,179	1,231
Unrestricted funds				
• General fund	4,057	3,970	4,057	3,970
• Non-charitable trading funds	20	20	-	-
• Tangible and intangible assets (including freehold nature reserves) fund	1,148	1,146	1,148	1,146
• Designated fund	318	275	318	275
Total funds	12,307	11,941	12,287	11,921

THANK YOU

We are extremely grateful to all our members, supporters and funders and the organisations that have generously continued to support the charity in 2021/22, including all donors who wish to remain anonymous.

On behalf of Butterfly Conservation, thank you to everyone who supported our work. Unfortunately, we do not have space to individually name all funders but would like to acknowledge the following, who provided support of £1,000 or more:

GRANT FUNDERS

Carmarthenshire County Council
Ceredigion County Council
Cotswold Area of Outstanding Natural Beauty
Devon County Council
Fidra
Garfield Weston Foundation
Grantscape
Groundwork UK
Hampshire County Council
London Wildlife Trust
National Trust
Natural England
Northern Ireland Environment Agency
Plantlife
Postcode Local Trust
Rural Payment Agency
Scottish Forestry
Scottish Natural Heritage
The National Lottery Heritage Fund
The RSPB
Worcestershire Wildlife Trust

CHARITABLE TRUSTS AND FOUNDATIONS

AEB Charitable Trust
Cambridge Chrysalis Trust
D G Albright Charitable Trust
DFN Charitable Foundation
GESS Charitable Trust
Henocq Law Trust
Miss Kathleen Beryl Sleigh Charitable Trust
P F Charitable Trust
Robert Kiln Charitable Trust

The Banister Charitable Trust
The Big Give Trust
The D S Smith Charitable Trust
The Hugh Fraser Foundation
The Jack Patston Charitable Trust
The John Swire 1989 Charitable Trust
The Lady Eda Jardine Charitable Trust
The Marlow Trust
The Orcome Trust
The Patsy Wood Trust
The Valentine Charitable Trust
The Walter Guinness Charitable Trust

CORPORATE PARTNERS AND SUPPORTERS

Animal Friends Insurance
B&Q plc
Charity Car
Ecclesiastical Insurance Offices Limited
Facebook
Habitat Aid
Highland Titles Limited
Naturetrek Limited
NHBS Limited
Papillon Dartmoor Distillery
Rapanui
STRI Ltd

CORPORATE MEMBERS

Highland Titles Nature Reserve
Naturetrek Limited
Stone King LLP
Wildflowers Scotland

LEGACY GIFTS

Much of our successful conservation work is underpinned by the generosity of supporters who have left a gift in their will. All gifts, whatever their size, are hugely valuable, making a lasting difference to butterfly and moth conservation. We would like to thank our generous benefactors for these important gifts:

Beryl Mary Serjeant (known as Billie)
Campbell Robert Smith
Carole Robinson

Claire Turner
Daphne Olive Graiff
David Andrew Barbour
David Morgan
David Philip Hooker
David William Gordon Sawyer
Elizabeth Green
Elizabeth Joan Mary Warren
Elizabeth Mariana Staley
Freda Janet Neal
Gwendoline Reavill
Janine Dunn
Kathleen Patricia Trasler
Maureen Osborne Hutton Irvine
Michael Alan Rockett
Michael George Nash
Molly Helen Kearns
Pauline Anne Stewart Haworth
Peter Allen Yeo
Robert William Norwood
Rodney Clyde Silk
Roger Charles Airey
Sheila Christine Dawsey
Sheila Elaine Hindley-Greaves
The Edward Geoffrey Montague Niblett Will Trust
Winifred Mary Oram

If you would like to find out more about leaving a gift in your will, please call Amanda Brazington on **01929 406048** or email **abrazington@butterfly-conservation.org**.

OUR YEAR IN NUMBERS



32,000,000

larger moth records made in the National Moth Recording Scheme, the highest-ever number



2,600,000

people spent 2,600,000 hours recording butterflies and moths = 1,477 full-time members of staff



38,053

hours spent counting butterflies by Big Butterfly Count participants, equivalent to 4.3 years



26,200

people reached by the Big City Butterflies project launch



10,558

people volunteered 160,967 hours = 96 full-time members of staff



806

sites were visited by Butterfly Conservation staff, the highest since 2018



44

school workshops took place, reaching 1,301 children

GET INVOLVED WITH BUTTERFLY CONSERVATION

There are many ways you can get involved to help save butterflies and moths and create a better environment for people and nature:

DONATE

Every penny counts in the fight to save species.

JOIN

Become a member and speak up for butterflies and moths

REMEMBER BUTTERFLIES IN YOUR WILL

Every gift, whatever the size, makes a real impact on our conservation work

GARDEN

You can add pollinator-friendly plants to any-size outdoor space and keep butterflies and moths flying

VOLUNTEER

We have volunteer opportunities available for all ages and abilities

FUNDRAISE

Run a marathon, bake a cake or open up your garden to visitors

FOLLOW US:

facebook.com/savebutterflies
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 instagram.com/savebutterflies

For more information, visit our website:

butterfly-conservation.org/how-you-can-help

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Butterfly Conservation

Saving butterflies, moths and our environment

Swallowtail

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