

Butterfly Conservation Press Pack



Peacock and Red Admiral - Steve Maskell

Our mission

Butterfly Conservation is a UK-based scientific, conservation and engagement charity seeking to create a world where butterflies and moths thrive and can be enjoyed by everyone, forever.

Through groundbreaking research, dedicated conservation work, and extensive engagement programmes, we are tackling butterfly and moth declines across the UK and saving species from extinction.

Who we are

Butterfly Conservation was founded in 1968 in Dorset by a handful of dedicated naturalists who wanted to make a difference for butterflies and moths. Since then, we have grown to over 100 employees, including some of the top experts in the field, we have [32 Branches](#) run by dedicated volunteers who are delivering practical action for butterflies and moths in their region, and we are supported by over 40,000 members. We also manage [36 nature reserves](#) across the UK.

Our conservation work

80% of butterflies have declined since the 1970s. Moth numbers have fallen by at least 33% in that same time. We are currently involved in delivering over 73 landscape-scale projects to conserve habitats for butterflies and moths, including protecting more than 50 threatened species. We are also involved in conserving hundreds of other sites and reserves across the UK, providing advice and practical management.



Boy with Small Tortoiseshell - David Cook. Buff Ermine - Sophie Hall. Students volunteering - Megan Lowe.

Our research

We are one of the world's largest specialist lepidoptera conservation organisations and undertake vital research on butterflies and moths. Much of our research is based upon data gathered through our world-leading citizen science [recording and monitoring schemes](#) which aims to understand why species are declining and how to recover populations. Our data and analyses are used by governments and policymakers to make a long-term difference for the environment. We undertake and [publish high quality, impactful research](#), often in collaboration with universities and research institutes around the world, and support PhD, Masters and degree-level students.

Our experts

We employ some of the leading experts in their field, including species specialists, ecologists, data specialists, conservationists, land managers, policy experts, and engagement experts. We are regularly called on to provide advice, evidence, and comment on matters relating to butterflies, moths and the environment for policymakers, press and research. Several of our experts have published leading texts on lepidoptera.

The Big Butterfly Count

Launched in 2010, the [Big Butterfly Count](#) is Butterfly Conservation's hero citizen science project and the biggest of its kind in the world. Each year from mid-July to mid-August, tens of thousands of people spend time in outdoor spaces across the UK counting our more common butterfly and day-flying moth species. Butterflies are key biodiversity indicators as they react very quickly to changes in their environment. Therefore, if their numbers are falling, then nature is in trouble. The vital data collected from the Big Butterfly Count gives our scientists a snapshot of how our environment is faring and helps to inform conservation decision making.

Wild Spaces

[Wild Spaces](#) are all around us. They are the flowers in our window boxes, the pots on our patios, the patches of weeds in our gardens or allotments, and the wildflower meadows in our churchyards and parks. They provide space for nature to thrive and people to enjoy. Butterfly Conservation is working to create thousands of Wild Spaces for people, butterflies and moths in cities, towns and villages all over the UK.

For more information, please contact the Butterfly Conservation Press Office:
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