



# Trustees' Annual Report for the period

<b>From</b>	Period start date			<b>To</b>	Period end date		
	6th	April	2017		5th	April	2018

**Charity name**

**Other names charity is known by**

**Registered charity number (if any)**

**Charity's principal address**   
  
  
**Postcode**

## Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Dr Andrew Salisbury	Chair	All Year	
2	Helen Bostock	Hon Treasurer	April 17-Feb 18	
3	Marc Carlton		All Year	
4	Adrian Thomas		All Year	
5	Dr Ken Thompson		All Year	
6	Caroline Ware		All Year	
7	Laura Brook		April-June 2017	
8	Judith Conroy		Joined Feb 18	
9	David Perkins		Joined Feb 18	
10	Rosi Rollings		Joined Feb 18	
11	Morag Shuaib		Joined Feb 18	
12	Deborah Smith		Joined Feb 18	
13	Adam Cormack		Joined Feb 18	
14				
15				
16				
17				
18				
19				
20				

## Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

**Names and addresses of advisers (Optional information)**

Type of adviser	Name	Address

**Name of chief executive or names of senior staff members (Optional information)**

Dr Stephen Head Coordinator (unpaid volunteer)

**Description of the charity's trusts**

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Appointed by existing Trustees

**Additional governance issues (Optional information)**

You may choose to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

The charity has clear policies and procedures on the skill needs, recruitment and induction of Trustees. These have been implemented, resulting in a strengthened and refreshed board of trustees. In addition Pippa Greenwood agreed to be a patron joining Professor Chris Baines.

The charity is a volunteer-operated organisation with no employees. The charity corresponds with a large number of other not-for-profit organisations, and is a member of Wildlife and Countryside LINK.

The Trustees have reviewed the strategy of the forum and identified the future direction of the organisation where further capability is required. Working practices have been modified where necessary, including the distribution of responsibilities for specific activities more widely among the board. A five year plan will be further developed in 2018-19.

The Trustees have reviewed, amended and updated its Risk Register and procedures. To comply with GDPR a data protection policy was produced and successfully implemented.

**Summary of the objects of the charity set out in its governing document**

- a) To promote the conservation, protection and improvement of the physical and natural environment of gardens and their biological diversity.
- b) To advance the education of the public in the conservation, protection and improvement of the physical and natural environment and biodiversity of gardens and the consequent human health and well-being benefits.

**Summary of the main**

**activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

Gardens are remarkably diverse and important habitats for our declining wildlife, and are where the great majority of children find their first direct contact with nature. Nearly 90% of UK households have gardens and so our work is able to benefit a very large proportion of the public who wish to manage their gardens sustainably and with wildlife in mind. In planning and executing our work, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit and in particular to its public benefit guidance on advancing education and on conservation of the environment.

Object a) Promoting conservation, protection and improvement ...

The Wildlife Gardening Forum furthers this object through issuing 4 newsletters per year summarising new research and best practice findings. In addition we hold public conferences, and maintain an expanding website to provide access to evidence-based information and advice, through coordinating and informing the work of the many charities and other organisations within our membership and contacts, and influencing decision makers through working with other charities and disseminating evidence.

Our conferences are based on academic studies, backed up with examples of successful applications and best practice and are very popular with research students for networking and gaining experience in communicating their work. Conference costs are kept close to break-even, and concessions are made on request. Conference proceedings are written up and made available to all Forum correspondents, and are freely available as pdf files on our website.

Our website, relaunched in Spring 2017, has been considerably enlarged and pages updated. It contains extensive background information in garden and wildlife science and planting for wildlife, reviewing information largely unavailable to a general reader. Major new sections have been populated on garden wildlife, education opportunities and practical management. The website constitutes the largest compendium of freely available information about garden biodiversity anywhere on the web.

The Forum's Manifesto, available in English and Welsh on the website, provides a simple introduction to decision makers about the policy changes we would like to see to improve the status of gardens for wildlife and people. Our membership of the umbrella organisation Wildlife and Countryside Link is allowing the Forum to contribute its voice alongside other charities in environmental issues.

Object b) To advance the education of the public....

This object is addressed through public conferences, creation of publications and newsletters, work with the media, provision of professional guidance and training for teachers and practitioners and maintaining a website to provide access for everyone to evidence-based information and advice.

The Trustees ensure a powerful educational outcome by insisting on testing all statements and guidance in our material and on our website against established and published fact, giving attribution so that those who wish can have access to original work. We identify and point out areas where evidence is inadequate, and have succeeded in starting research projects (such as the RHS-run "Plants for Bugs Project" investigating the relative value of native and non-native garden plants) where a major deficiency of evidence has let myths and assumptions

stay unchallenged. The Trustees wish to increase our role here through partnership with other organisations in citizen science projects. We have started a programme of citizen science based research on "best Garden Plants" with regard to pollinator use.

While most of our focus is on biodiversity, our education objective is also concerned with the role of gardens and urban green space on human mental and physical health, and the cohesion and better function of communities. This is another relatively new field of research that has not yet become widely known among the public and decision makers, but is of increasing importance as Britain becomes steadily more urban. There is great synergy between this aspect of gardens, and biodiversity conservation, and we see our role as helping to make the health research findings accessible to everyone alongside the biodiversity, and with the same standards of rigour.

#### **Additional details of objectives and activities (Optional information)**

The Wildlife Gardening Forum is not yet in a position routinely to disperse grants, and does not manage investments.

Within this past year the charity was able to receive and pass on a single but substantial donation from the Kestrelman Trust (charity number 1150057 )to the Greater London National Park City Foundation in anticipation of its registration as a Charitable Incorporated Organisation (#1173267). The decision to do this was a one-off agreed unanimously by the Trustees because of the great benefit the new National Park City Foundation will have for wildlife gardening in larger urban areas.

The Wildlife Gardening Forum does not have any paid employees, so all its activities are managed and executed through volunteer action.

**You may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

#### **Summary of the main achievements of the charity during the year**

The fourth full year of operation of the Wildlife Gardening Forum as a registered charity has seen a further development of our risk and mitigation procedures. The charity's profile and number of supporters have continued to grow through conference, the website and a strong growth in social media interaction.

Within the year the Charity has held one public conference in June 2017, attendee by over 70 delegates at Magdalen College Oxford, themed on Wildflower Meadows, and taking in the novel Merton Borders at the Oxford Botanic Garden.

Two 'conferences' are planned for 2018-19. The first in May 2018 is planned at the WWT London Wetland Centre and will be a "Wildlife Gardeners Day" rather than a conference with stalls from other organisations and workshops in addition to talks. This is designed to

extend the reach of our communication beyond the ecologically-aware gardeners to the less informed but interested public. The second will have the subject matter 'New findings in Wildlife Gardening Science' and be held in Bristol.

The Forum's website [www.wlhf.org] was redesigned in a updated format, with improved layout, menu-system and search facility. Allowing readers to correspond with the Forum and book conference places, and serve as a "one-stop-shop" to direct readers to other useful sites on the web. It was launched in its new format in late Spring 2017. Development is not static and updates and new content continue to be added and the appearance of the landing page remains under review.

The website and our conferences are helping to recruit new contacts for the Wildlife Gardening Forum, and our mailing list is now over 1,115 people, affiliated with about 300 organisations. The Forum's Facebook page has 1900 followers maintaining a lively correspondence about garden wildlife and management. Over 1100 people are following our Twitter stream.

**Brief statement of the charity's policy on reserves**

The Wildlife Gardening Forum has general funds, currently approximately equal to one year's operating costs, which the Trustees consider prudent to maintain the charity's core activities during a time of growth and change. There are no designated funds. It has one long-term Restricted Fund, of monies received from the Patsy Wood Trust, which are for the development of the Charity, extending its reach and influence. This restricted fund will be closed when it is exhausted. The Kestrelman Trust monies described above were treated as a short term Restricted Fund.

**Details of any funds materially in deficit**

Nil

**Further financial review details (Optional information)**

You may choose to include additional information, where

The Charity's main core funds have come from its charitable activities of holding conferences, where the delegate charges are at approximately break-even level. The great significance and achievements made

relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.


possible by the Patsy Wood Trust's Development grant are gratefully acknowledged. The Charity is beginning to attract small donations.

The Charity's future fundraising activity will be tailored to the goals of its development plan currently under construction. It is the Trustees' intention to keep the charity modest in size and to achieve its aims in partnership rather than creating a substantial infrastructure.

## Section F Other optional information

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	ANDREW SALISBURY	
Position (eg Secretary, Chair, etc)	CHAIR	
Date	20 NOV 2018	