



Ladybird Campaign Monitoring Report



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1	Number of people attending community events & CSGNT stand	9
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Executive Summary

Love Our Ladybirds is the latest in a long line of successful biodiversity led media campaigns run by Central Scotland Green Network Trust (previously CSFT) to engage the public, schools and to further conservation for important habitats and species in central Scotland. The change in direction and focus for the Trust when it became CSGNT in April 2015 meant that this is also likely to be the last public campaign of its type.

Ladybirds are a diverse group of species, with 40 different species in the UK alone. Many have specific habitat requirements, from the gravel riverbeds of Speyside through Larch woodlands, Ash woodlands and scrub through to grasslands. Several species of ladybirds can be found easily in urban areas, and others would be attracted to urban areas with only slight adjustments in habitat. They therefore make a good species with which to engage the public.

CSGNT's Love Our Ladybirds campaign ran from April 2014 through to December 2014, and took the form of a media campaign, including press releases in local press, social media and websites, and corporate and community events. In addition to this, an educational campaign focussing on providing free resources, activities and information to schools for inclusion in the eco-schools programme and to create more diverse habitat in their grounds was developed; and participation in the national UK Ladybird survey promoted and encouraged by the provision of free guidance, resources and training to community groups individually and the public at events.

The campaign has performed very well on the key goals, and in comparison to previous biodiversity campaigns. It can therefore be considered to have been a success, raising awareness of ladybirds and urban biodiversity in central Scotland, engaging the public and schools, and encouraging the survey and record submission of ladybirds.

Acknowledgements

This campaign was only possible through working closely with all of CSGNT's partner agencies, and their kind provision of time and resources. Buglife Scotland were instrumental in the development of the project and provided not only guidance and time, but also free resources to be used at events and in the school packs. Funding for the project came from SNH, CSGNT, and the Inner Forth Landscape Initiative. Many other partners helped organise events and run survey days with their groups, in particular TCV.

1. Introduction

Background to the Project

Throughout the UK, there are 40 different species of Ladybird, though not all are recognizably ladybirds. Scotland hosts 15 species, several of which can only be found here (Appendix 2). Most ladybirds have very specific habitat requirements, needing a small range of plants on which to feed, lay eggs on or hibernate in, and yet, some species are easily seen within urban environments such as gardens. This makes ladybirds a great group of species with which to appeal to the general public (they will actually see some) and to facilitate habitat creation or enhancement. For example, creating several small patches of different habitats across a park will appeal to a range of ladybird species, rather than just the widespread and common few. In turn, this will provide suitable habitats for more species, increasing biodiversity overall.



Seven-spot Ladybird (©Sandy Rae); Two-spot Ladybirds (©Giles San Martin); Larch Ladybird (©Sandy Rae).

In addition to the above, Ladybirds in the UK are under threat from the invasive Harlequin Ladybird, which out competes native ladybirds, and will prey on many of our smaller species. This captures people's imaginations, as the general awareness of pest and non-native invasive species is rising.

Love Our Ladybirds was developed and designed to promote the diversification of urban habitat including gardens, schools ground, parks and urban woodlands. The attractiveness and bright colours of most ladybirds, along with the good they do protecting gardens and vegetables from pests, appeals to the public, especially children, making them think about how they could make their own gardens and school grounds better for ladybirds.

KEY AIMS

We will promote ladybirds and encourage others to "Love Our Ladybirds" during the 2014 biodiversity campaign. Following the successful model used to date, there are three main strands to the campaign: public awareness raising, conservation action, and education. The main aims of the project are:

1. Engage with and inform CSGNT residents about Ladybirds and urban biodiversity
2. Provide educational resources and materials for schools to improve their school grounds for the main species of Ladybird found in Scotland.
3. Promote involvement in surveys to improve the knowledge of ladybird distribution in Central Scotland.

The measures we will use to record how successful we are in achieving these aims:

1. Engage with and inform CSGNT residents about Ladybirds and urban biodiversity

- Number of website hits to the Ladybirds web page
- Number of events attended by Ladybird stand and number of people visiting that stand
- Number of press releases distributed
- Number of schools, community groups etc. engaged
- Number of partner organisations engaged
- Photos documenting engagement

2. Provide educational resources and materials for schools to improve their school grounds

- Number of Ladybird school packs given to schools
- Number of awareness raising materials distributed at events
- Number of ladybird hibernation boxes built at events
- Number of resources downloaded from the website

3. Promote involvement in surveys and recording ladybirds

- Number of survey/box building workshops organised
- Number of postcard surveys distributed
- Number of recording forms and survey instructions distributed
- Number of groups engaged in surveys or practical conservation work.

2. Findings

The table below shows the overall results of the monitoring exercise

1. Engage with and inform CSGNT residents about Ladybirds and urban biodiversity	
• Number of website hits to the Ladybirds web pages	796 hits. Approximately 21 hours of time spent on the pages
• Number of events attended by Ladybird stand and number of people visiting that stand	22 events, 5,240 people at stand
• Number of press releases distributed	14 individual press releases known about to date.
• Number of schools, community groups etc. engaged	150 schools receiving eco-school packs 6 community groups directly worked with
• Number of partner organisations engaged	8
• Photos documenting engagement	See below
2. Provide educational resources and materials for schools to improve their school grounds	
• Number of Ladybird school packs given to schools	150
• Number of awareness raising materials distributed at events	3000 "sets" (based on number of leaflets printed and distributed)
• Number of ladybird hibernation boxes built at events	125
• Number of resources downloaded from the website	2328 in total (average of 145.5 per resource)
3. Promote involvement in surveys and recording ladybirds	
• Number of survey/box building workshops organised	4, plus box building at some events
• Number of postcard surveys distributed	1,000
• Number of recording forms and survey instructions distributed	500
• Number of groups engaged in surveys or practical conservation work.	6 confirmed to date, plus schools using the guides in the eco-school resources.

Analysis

The Love Our Ladybird campaign was able to capitalise on the great success of the Year of Natural Scotland 2013, and build on the opportunities developed during the associated Better Homes for Butterflies campaign. Several organisations that had organised one-off events to mark Year of Natural Scotland decided to repeat the events as they proved to be so successful, principally the Go Wild in the Park event, and the Rural Connect events. In addition, both the Ochils Landscape Partnership and Inner Forth Landscape Initiative were in full delivery phase and helped the campaign through promotion and events. In recognition of the success of the Better Homes for Butterflies campaign, the targets for Love Our Ladybirds were increased. As the table above shows, 22 events were attended, with 4 talks/walks and workshops run and 139 school packs given away (to date – target is 150). Many more of the school resources were downloaded from the website, but it isn't possible to confirm how many of these were by schools themselves.

In total, CSFT was involved in 26 events of different types. The majority of which were hosting a stand at a community or corporate event, but which also included hibernation box building, talks and walks. In addition to this Love Our Ladybird resources were provided to 4 other organisations for use at their own events or stands. Over the course of the campaign, 3,000 packets of wildflower seeds, 500 posters, 3,000 leaflets, 6,000 pencils, 6,000 stickers and 2,000 campaign “logo bugs” were given away in addition to activity sheets and postcard surveys from Buglife.

Press releases were prepared throughout the campaign, launching it in April 2015, promoting the events that the Love Our Ladybirds stand was attending, and the release of the schools pack. To date, 14 individual press releases on the campaign have been published (that are known about) in local press, on social media and in partner newsletters. Several partner organisations have also promoted the campaign through their Facebook pages.

The dedicated Ladybird pages on the CSGNT website have had a total of 796 hits since the launch in April 2014. The most popular pages were the main campaign page followed by the page containing the free downloaded resources. The main page was visited most (324 visits), however, visitors spent significantly more time on the downloads page (approximately 10.5 hours in total as opposed to approximately 4.4 hours for the main page). There were a total of 16 downloadable pages from information sheets and posters to activities for children, survey instructions and gardening advice. The documents were downloaded a total of 2328 times (average of 145.5 per page), with the most popular being advice on gardening for ladybirds, improving school grounds for ladybirds and how to do a ladybird survey.

Love Our Ladybird School Kits have been distributed to 149 schools in the CSGNT area. The resources within the school packs (with the exception of the materials to build the hibernation box, the tree seeds and the pencils) were all uploaded to the CSGNT website. This has been promoted to schools and groups outwith our area for their own use.

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a. Love Our Ladybirds stand taken to corporate and community events – this is at the parliamentary launch of *lkjnIFLI*



b. Love Our Ladybirds stand at the Forth Naturalist and Historian conference



c. Love Our Ladybirds stand at Wonderful Wild Wednesdays event at Winchburgh



d. Love Our Ladybirds stand at Wonderful Wild Wednesdays event at Torphican



e. Ladybird hibernation box building with schools at the Ochils Festival



f. Ladybird hibernation box building with schools at the Ochils Festival

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g. Event at Howden Park planting Ladybird friendly tree seeds



h. Examples of activity sheets included in the school pack and given away at events



i. Contents of the Ladybird Eco-kit for schools



j. Getting ready for a ladybird walk at Mosswater LNR open day

Pupils to look after ladybirds

A LADYBIRD diversity campaign is being launched in Scotland to celebrate the diversity of the colourful insects and to raise awareness of the importance of the insects to the environment.

Launched by the Central Scotland Green Network Trust (CSGNT) and funded by Scottish Natural Heritage (SNH) and the Scottish Government, the campaign aims to encourage schools and other groups to create ladybird-friendly habitats and to undertake practical habitat creation or enhancement projects for different species of ladybirds.

The campaign will focus on creating habitats for the most common ladybirds, including the seven-spot ladybird, the small spotted ladybird, the large spotted ladybird, the black ladybird, the red ladybird, the white ladybird, and the green ladybird.

The campaign will also include a range of educational materials, including a 'Look Up Lad' card, which provides information on ladybirds and how to create habitats for them.

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PRESS CUTTING

Green Network Trust celebrates ladybird diversity



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CENTRAL SCOTLAND GREEN NETWORK TRUST CELEBRATES LADYBIRD DIVERSITY IN GLASGOW

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Working alongside our partners, the 'Love Our Ladybirds' drive offers a range of educational tools for local primary schools in Glasgow including teaching aids on identifying ladybirds, as well as suggestions for how to provide suitable habitats within the school grounds, in order to attract more species, and information leaflets for pupils to create.

Arthur Kelly, Operations Manager at Scottish Natural Heritage, said:

"This project will help children discover how important a role small insects like ladybirds can play – and how much difference each of them can make to help ladybirds thrive."

Ladybirds also show their tracks are diverse – they create a big contribution to a healthy ecosystem by getting rid of aphids and other pests which eat plants.

The further information about the 'Love Our Ladybirds' campaign, please visit www.gsgt.org.uk/activity/love-our-ladybirds.

To apply for a 'Love Our Ladybirds' school pack, suitable for primary four to primary seven pupils, please contact Emily Wedgworth at emiliew@csngt.org.uk.

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k. Examples of PR from the campaign.

Event Results

In total, 18 community and corporate events were attended by CSGNT staff with the Love Our Ladybirds stand (see Appendix 1). Chart 1 shows the number of people at each event and the number of people making use of the CSGNT stand. It only displays the results for events with no more than 800 attendees in order to make the results clear on the graph. The attendance counts for the Oatridge Farm Open Day and Go Wild in the Park at Howden Park were removed as they were so much larger than the others, thus making the graph difficult to interpret. Attendance at these events was as follows:

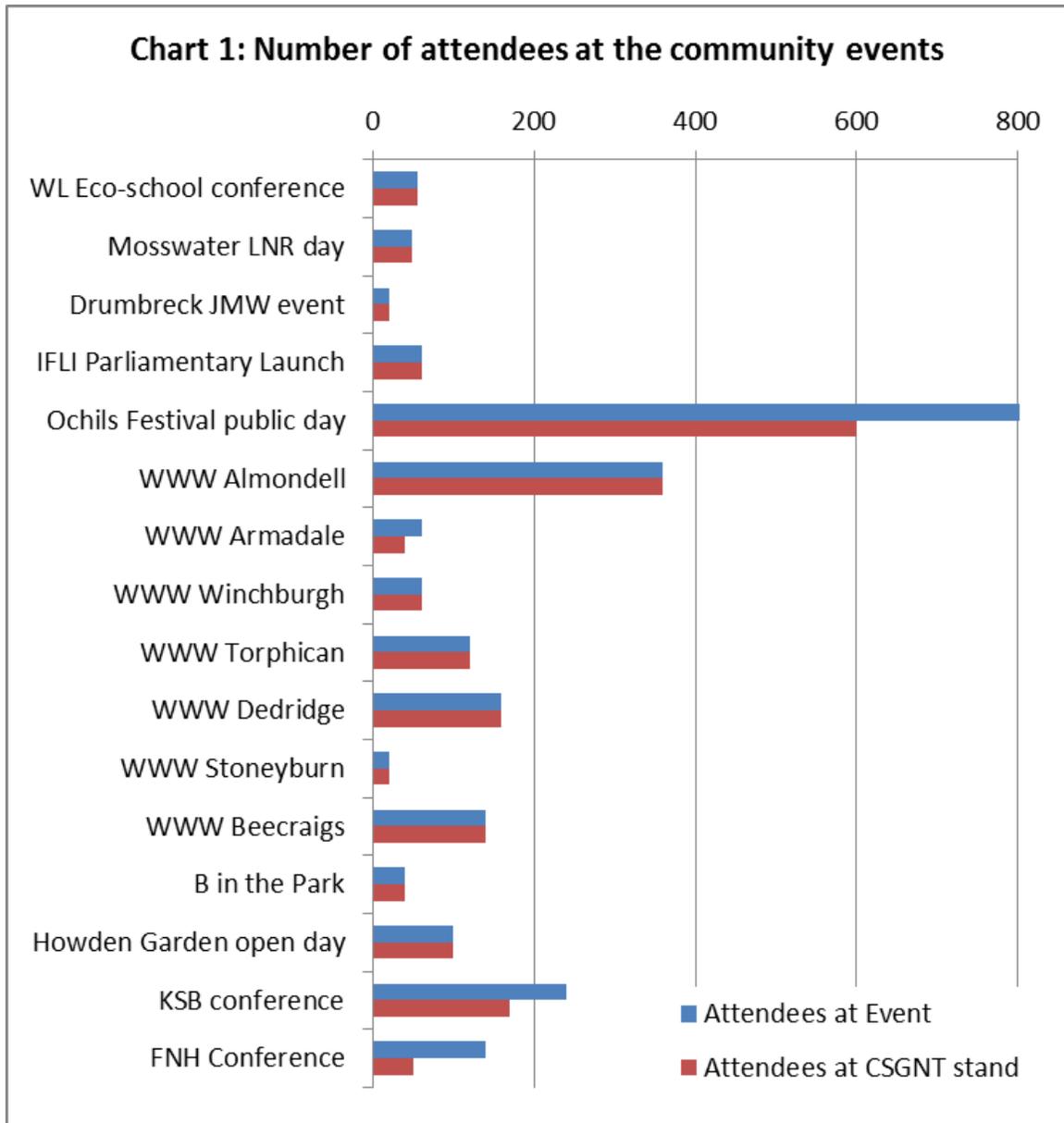
Event	Total attendance	At CSFT stand
Oatridge Farm Open day	3000	1000
Go Wild in the Park	5000	2000

One event not included above, or in the discussion below, is the Royal Highland Show. Unlike previous years, CSGNT didn't have a commercial stand itself in 2014. Instead, materials were provided, on request, to the Scottish Environmental And Rural Services stand for their community engagement area. SEARS staff were briefed on the campaign and associated materials.

Information gathered from event organisers and our own records show that over the 18 events, 47.4% of event attendees visited the CSGNT Love Our Ladybird stand. In addition to the events listed above and in Chart 1, event supplies and giveaway were provided to organisations for 3 other events that we were unable to attend ourselves (not including the RHS). It is estimated that the community event programme (including donations) reached around 5,090 people, with 3000 wildflower seed packets and other event materials (leaflets, pencils, stickers, bugs etc) given away.

In addition to the general awareness raising events discussed above, four other events with community groups were run to give talks on Scottish Ladybirds, undertake (or train people in) ladybird surveys, identify tasks to improve grounds for ladybirds, and to build hibernation boxes. These events (also in Appendix 1) were with primary schools as part of the Ochils Festival schools day; Whins of Milton sheltered housing group; Action in Mind mental health support group in Stirling; and Callendar Woods Urban Warriors in Falkirk.

In summary, the Love Our Ladybirds campaign has a presence at 26 events throughout 2014. All are listed in Appendix 1



3. Conclusions

Performance on Key Goals

The key aims of the campaign were to promote ladybirds and encourage others to “Love Our Ladybirds”. Following the successful model used to date, there were three main strands to the campaign: public awareness raising, conservation action, and education. The main aims of the project were to:

1. Engage with and inform CSGNT residents about Ladybirds and urban biodiversity
2. Provide educational resources and materials for schools to improve their school grounds for the main species of Ladybird found in Scotland.
3. Promote involvement in surveys to improve the knowledge of ladybird distribution in Central Scotland.

The campaign was successful in **engaging with and informing CSGNT residents about ladybirds and urban biodiversity**. Over the course of the campaign, nearly 800 visits to the campaign webpages generated approximately 21 hours-worth of browsing activity on our site. The pages visited most were the main page and the resources page. The resources were downloaded a total of 2328 times, with the most popular resources being the “Gardening for Ladybirds” advice leaflet, the “Improving school grounds for ladybirds” advice note, and the ladybird survey guidelines.

In addition to the website, 500 posters, 3,000 information leaflets & ID sheets, and 3,000 wildflower seed packets conveying the key messages and a range of other promotional materials such as stickers, pencils, activity sheets, and logo bugs were given away. Twenty-two community and corporate events were attended by the Love Our Ladybirds stand, with an estimated 5,141 people visiting it.

Educational resources and materials for schools to improve their school grounds were provided in the form of an Eco-school pack distributed to 139 schools (to date) in the CSGNT area. The packs included a hibernation box kit, instructions on how to do a ladybird survey and how to improve the school grounds for other species. The educational resources were also available on the Love Our Ladybirds section of the CSGNT website to download freely. On average, each individual resource was downloaded 145 times, suggesting up to 145 other schools took advantage of the materials.

The last goal was to **promote involvement in surveys to improve the knowledge of ladybird distribution in Central Scotland**. This was delivered by a series of talks and workshops with community groups and group/school leaders; by promoting the national UK Ladybirds survey by giving away Buglife survey postcards at events (1,000 in total); and by providing detailed advice on how to undertake an organised ladybird survey and where to submit the results to.

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In conclusion, the campaign has performed very well on the key goals, and in comparison to previous biodiversity campaigns. It can therefore be considered to have been a success, raising awareness of ladybirds and urban biodiversity in central Scotland, engaging the public and schools, and encouraging the survey and record submission of ladybirds.

Appendix 1: Community events programme for the Love Our Ladybirds campaign



Love Our Ladybirds Event Calendar (all events)

When	Where	Who/More information
Sunday 4 th May	Oatridge Farm Open Day, Oatridge college	Rural connect http://www.ruralconnectwestlothian.co.uk/
Friday 16 th May	Ecoschools Conference, West Lothian	Rural connect http://www.ruralconnectwestlothian.co.uk/
Saturday 24 th May	Mosswater Local Nature Reserve open day, Mosswater, Cumbernauld	North Lanarkshire Council http://www.northlanarkshire.gov.uk/CHttpHandler.ashx?id=12471&p=0
Saturday 24 th May	People in the Park, Almond Park, Livingston	West Lothian Council http://www.westlothian.gov.uk/media/downloadaddoc/1799577/2367716/2457759
Saturday 7 th June	John Muir Way event, Drumbreck Marsh, Kilsyth	North Lanarkshire Council http://www.northlanarkshire.gov.uk/CHttpHandler.ashx?id=12471&p=0
Thursday 19 th – Sunday 22 nd June	Royal Highland Show – display in the SEARS tent	SEARS: http://royalhighlandshow.org/dobusiness/view-business/scottish-government-sears/
Friday 20 th June	Ochils Festival schools day, Dumyat Centre, Menstrie	Ochils Landscape Partnership http://www.ochils.org.uk/ochils-festival
Saturday 21 st June	Ochils Festival public day, Dumyat Centre, Menstrie	Ochils Landscape Partnership http://www.ochils.org.uk/ochils-festival
Saturday 21 st June	Go Wild in the Glen, Westerquarter Glen, Falkirk	Falkirk Nature-Fest http://www.nature-fest.co.uk/resources/nfest%202014.pdf
Wednesday 2 nd July	Wonderful Wild Wednesday, Almondell Country Park	Rural connect http://www.ruralconnectwestlothian.co.uk/
Saturday 5 th July	Wild Day Out, Howden Park, Livingston	West Lothian Council http://www.westlothian.gov.uk/media/downloadaddoc/1799577/2367716/2457759
Wednesday 9 th July	Wonderful Wild Wednesday, Armadale	Rural connect http://www.ruralconnectwestlothian.co.uk/

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Wednesday 16 th July	Wonderful Wild Wednesday, Winchburgh	Rural connect http://www.ruralconnectwestlothian.co.uk/
Wednesday 23 rd July	Wonderful Wild Wednesday, Torphican	Rural connect http://www.ruralconnectwestlothian.co.uk/
Wednesday 30 th July	Wonderful Wild Wednesday, Dedridge	Rural connect http://www.ruralconnectwestlothian.co.uk/
Saturday 2 nd August	B in the Park, Barons Haugh RSPB Reserve, Motherwell	North Lanarkshire Council http://www.northlanarkshire.gov.uk/ CHttpHandler.ashx?id=12471&p=0
Wednesday 6 th August	Wonderful Wild Wednesday, Stoneyburn	Rural connect http://www.ruralconnectwestlothian.co.uk/
Wednesday 13 th August	Wonderful Wild Wednesday, Beebraigs Country Park	Rural connect http://www.ruralconnectwestlothian.co.uk/
Thursday 21 st August	IFLI Parliamentary reception	Inner Forth Landscape Initiative
Sunday 23 rd August	Howden Walled Garden open day	West Lothian Council
Sunday 14 th September	Gorgie City Farm Open Day	Gorgie City Farm
Friday 19 th September	Talk and workshop with Action in Mind	Action in Mind mental health group, Stirling
Wednesday 24 th September	Talk and workshop with Whins of Milton sheltered housing	TCV – natural communities apprenticeship
Wednesday 29 th October	KSB annual conference and awards, Stirling	http://www.keepsotlandbeautiful.org/environmental- quality/beautiful-scotland/events/beautiful-scotland- its-your-neighbourhood-annual-seminar/
Wednesday 12 th November	Callendar Park Urban Warriors	
Saturday 16 th November	Forth Naturalist and Historian conference	http://www.fnh.stir.ac.uk/

Funding for the Love Our Ladybirds campaign has been received from Scottish Natural Heritage and the Heritage Lottery Fund via the Inner Forth Landscape Initiative.





A common and widespread, particularly in the coastal belt of Scotland. Recent survey results suggest that the species is decreasing in abundance.

The Cream-spot ladybird is found mostly in hedgerows and deciduous trees, with a particular association with Ash and Lime trees. The ladybird hibernates in the leaf litter of deciduous trees or in cracks in the bark of trees, and eats aphids and psyllids, which are plant eating lice.

The Cream-spot is approximately 4-5 mm in size and is usually a red-brown colour with 14 cream spots. Rarely found with other colour forms, so is another easy to identify species.



This is a common and widespread ladybird which is increasing in Scotland due to its recent association with Ash and Sycamore trees.

The Orange ladybird is one of the vegetation ladybirds which feeds exclusively on mildew associated with deciduous trees and has preference for Sycamore and Ash trees during its active period. The orange ladybird hibernates in shadier positions on trees or leaf litter.

The Orange ladybird is approximately 4.5-6 mm big and only has one colour form - orange with 12-16 white spots. As it is the only orange ladybird in the UK, identification is easy.



The Larch ladybird is a common ladybird, but is quite dull in colour so is not often recognised as a ladybird or noted during surveys. It appears to have a stable population.

As the name suggests, the Larch ladybird is found in needle-covered habitats, and has a strong preference for Larch, though occasionally can be found on Norway Spruce, Scots Pine and Douglas Fir. It hibernates in the cracks in bark of conifer trees and eats redlegged (woolly) aphids and coccids (scale insects).

The Larch ladybird is approximately 4-5 mm in size and light brown in colour. These ladybirds sometimes are lightly speckled, and don't have any spots, but have a characteristic "M" shaped mark on back of their head.



The 5-spot ladybird has a localised distribution, mainly in central and north west Scotland and appears to have a stable population across the UK.

The 5-spot ladybirds is strongly linked to well-wooded conifer trees, those of spruce, Scots Pine, Larch and Douglas Fir. It hibernates in leaf litter from conifer trees and eats the aphids found on conifers.

At 7-8.5 mm, the 5-spot ladybird is the largest UK species and one of the few species that can take on the invasive Harlequin ladybird. It is rarer in colour with black spots which may have a cream ring and can have anywhere between 0-23 spots, though the average is 15.



The Striped ladybird has a localised distribution around Scotland, but appears to be quite stable, probably due to its strong association with Scots Pine woodlands.

The Striped ladybird is found exclusively on Scots pine woodlands with Pines. It hibernates in the soil or roots below Scots Pine trees.

The Striped ladybird is easily recognisable at 6-8 mm in size and has a distinctive striped pattern. The spots are black and are usually around 13 spot or stripe and the head is usually a darker brown than the body.



The Harlequin ladybird also has a localised distribution, concentrated on the south west and mid Scotland. Light colour forms are common, but although it could be difficult to identify, it can be distinguished as it has many different colour forms.

The Harlequin ladybird is found only in heather heathland, which could be another reason for it being under-recorded and it eats only the larvae of the heather leaf beetle. It lives on all species of heather and hibernates in plant litter under heather.

The Harlequin ladybird has a very variable appearance, but is generally 4-5 mm in size. It is often black or brown and has spots, stripes or patches which look like Egyptian hieroglyphics, hence the name.



The 11-spot ladybird is very localised in Scotland and has a strong association with coastal areas. It is found in the south west & north east of Scotland with a strong hold in the Hebrides.

It appears to be decreasing in distribution and population size, possibly due to its dependency on coastal habitats.

11-spot ladybirds are found in coastal area or slightly further inland with very sandy soils. It has a particular preference with dune systems, and the plants found there, such as Gorse, Willowherb, Thistles and Nettles. It eats aphids and hibernates in plant litter or buildings.

The 11-spot ladybird is quite easy to identify, rarely showing different colour forms. 4-5 mm in size, and one red with 11 black spots, which sometimes have yellowish rings around.



The 14-spot ladybird is quite a rare species in Scotland and appears to be decreasing in distribution, despite its association with a range of different habitats.

It is mainly found in grasslands, wildflower meadows and scrub but doesn't show any preference for specific species. It hibernates low down in grass tussocks and eats aphids.

The 14-spot is quite a small ladybird at 3.5-4.5 mm in size. They are usually yellow with 14 black spots, though they can have between 4 & 18. The spots are commonly fused and appear almost triangular.



The 24-spot ladybird is a rare species in Scotland, found only in increasing in distribution across the UK.

The 24-spot is another vegetation species eating larvae, though it doesn't have one preferred plant species. It is found in grasslands and meadows and hibernates low in grass tussocks.

The 24-spot ladybird is species roughly 3-6 mm in size, a spot in colour with up to 24 black spots. The spots commonly fuse to make stripes or bands. These are fine hairs on the elytra being sheds, making it appear more moth than shiny like other UK ladybirds.



The 5-spot is another rare species found only in the River Spey region in north Scotland (and parts of mid Wales). It appears to be quite stable, despite its restricted habitat requirements.

Found exclusively in unstable river shingle, although will use any plants found in those areas. It hibernates under shingle stones or in gorse and leaf litter near its preferred habitat and eats aphids.

The 5-spot ladybird is approximately 4-5 mm in size and is usually red with between 5-6-9 black spots (usually 5). It is very rounded and domed in shape which helps in identification.



The Pine ladybird in Scotland is limited to the eastern side of the country. It appears to be increasing in distribution.

As its name suggests, the Pine ladybird has a strong association with Pine trees, but it is also found in willow trees. It feeds on coccids and woolly aphids and can be found hibernating in leaf litter and the foliage of evergreen shrubs and trees.

The Pine ladybird is approximately 3-4.5 mm in size and is usually black with 4 red spots - the front 2 are often in a comma shape. There is a distinctive rim around elytra, which also helps with identification.



The Harlequin ladybird is not a native UK species. It was introduced to Europe to help with aphid control and has subsequently spread rapidly, making its own way to the UK.

It is currently spreading up from England and was recorded in south Scotland for the first time in 2007. It is increasing in distribution and is now found in 14 counties. It is set up to track its spread: <http://www.barkquit-survey.org>

The Harlequin ladybird is found in many different habitats and does not have strong associations with particular plants. It eats almost anything, including aphids, coccids, scale insects, larvae of other ladybirds and fruit. It hibernates in large quantities, usually in houses. They are large ladybirds at 6-8 mm, but this can vary and can have any where between 0 and 21 spots. The background colours can be yellow, orange, red or black.

