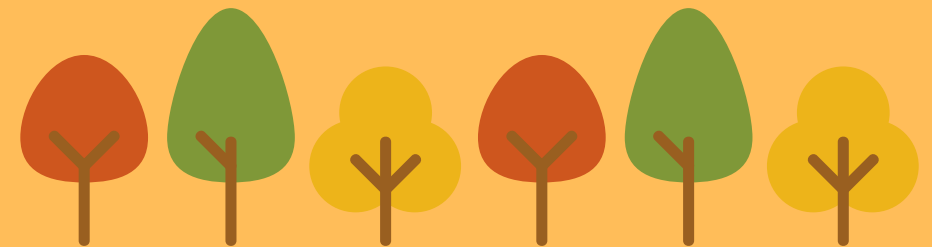




**Conservation Policy**  
**2022-2027**

*Our Life is Wildlife*

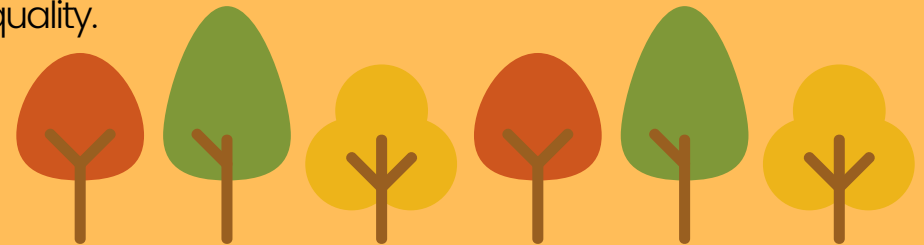


## **Summary**

Our Conservation Policy outlines our objectives as a wildlife conservation organisation. The document details our nine global themes and specific aims; habitat protection and restoration, National Centre for Species Survival, wildlife health, species conservation, human wildlife co-existence, conservation breeding and reintroduction, capacity building, conservation entrepreneurship and discover, engage and inspire.

We are excited to offer four grant opportunities both internally and externally, home and abroad. This document provides transparency in our funding decision-making process and how we monitor and evaluate through our Conservation Committee.

The policy outlines our guiding principles demonstrating the importance of following the One Plan Approach, and ensuring that our work is holistic, ethical, responsible, inclusive and promotes equality.



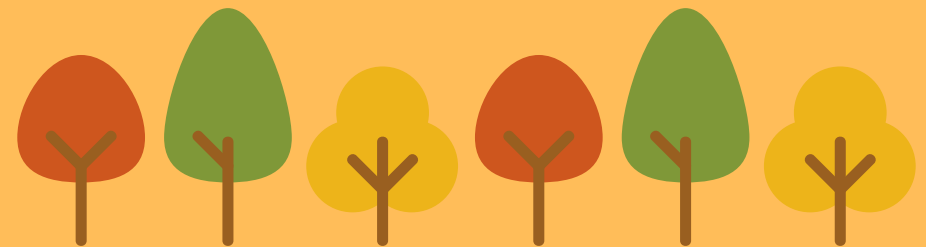
*Our Life is Wildlife*

## **Vision**

To become a leading conservation organisation, and an inspiration to other zoological collections.

## **Mission**

To make a meaningful, sustainable and inclusive impact on the preservation of the planet and its biodiversity.

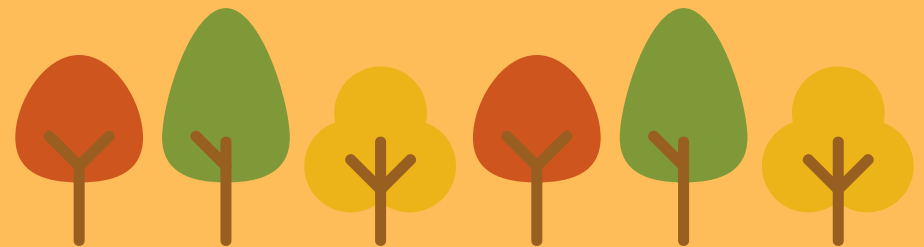




## Message from our CEO

Since our family purchased Broxbourne Zoo back in 1984, the meaning of conservation has changed immensely. Back in the 80's, zoos and wildlife parks had far more emphasis on entertainment, amusement and quirky photo opportunities as opposed to conservation, education, genetically important breeding and research centres that they are today. As zoos, we have a responsibility to educate our visitors, promote conservation home and abroad and how we all have a duty to care about the natural world whether the habitats and ecosystems are visible to us or not, because if change doesn't happen now, future generations will never have the opportunity to see them at all.

In 2005, myself and a group of volunteers set up our first small charity here at Hertfordshire Zoo then Paradise Wildlife Park, appropriately named Friends of Paradise Wildlife Park, where we ran a small fair-trade stall and held events to raise funds to support the animals in our care and donate to conservation organizations in the UK and abroad. In 2017, we expanded the charity to become the Zoological Society of Hertfordshire (ZSH) and incorporated our admissions, experiences and adoptions too, with the hope of increasing our awareness and impact even further by adopting five principle pillars; welfare, breeding, conservation, education and research.



# *Our Life is Wildlife*

I am delighted that Hertfordshire Zoo is able to make vital contributions financially every year. Over the last 38 years, we have strived to become one of the best medium sized zoos in Europe and actively highlight the work that good zoos do. We have established professional relationships with multiple conservation partners around the world, many of whom we have worked with and supported with donations of equipment and financially for many years. However conservation is about far more than financial contribution; actively promoting conservation partners and their work in-situ, dedicating time to research, raising awareness of conservation issues and housing genetically important species as part of internationally recognized breeding programmes all contributes too.

I have always tried to inspire our team and others to engage with our beliefs here at Hertfordshire Zoo as well as experience the world for themselves. Over the past few years alone we have been able to fund team members to visit conservation partners around the globe to spend time working with species they are passionate about including tapirs in Brazil, jaguars in Costa Rica, Fishing Cats and tigers in India and elephants in Africa.

Even after being here at Hertfordshire Zoo for over three decades, I always find it pleasing that we are still experiencing firsts; in 2020 we were able to deliver the first animal ambulance to the Uganda Wildlife Education Centre, where the vehicle has now helped rescue and rehabilitate over 300 injured animals to date, Hertfordshire Zoo was recently announced as the first zoo in the UK listed as an IUCN Centre of Species Survival, launching our first dedicated Conservation Committee and after the recent Covid-19 pandemic and coming through a very uncertain couple of years, I am excited to be launching this brand new Conservation Policy.

With today's developing world and the accessibility of the media around the world, we are all so much more educated and aware of global issues than we have ever been, from human wildlife interaction, climate change, illegal wildlife trade and habitat destruction to name a few. More than ever before, I feel that all ages are coming together, especially the younger generation to become ambassadors for change - we can all play our part.

*Lynna Whitnall*





## *Our Life is Wildlife*

### **How far we have come.....**

Unfortunately a day out at Broxbourne Zoo was remembered for very different reasons to those attributed to a day out at Hertfordshire Zoo today. The zoo was notorious for poor animal facilities and by the early 1980s was widely regarded and documented as the worst zoo in Britain. Thankfully, the Sampson family saw through the terrible reputation of Broxbourne Zoo when they purchased the site on the 1st April 1984. They could see the potential of the area for creating a Zoo the country could be proud of, with conservation and preservation of both endangered animal species at its heart. With the Sampson's drive and passion for wildlife, the unbelievable transformation began.

It was the 1990s when the Sampson family dream really started to take shape with the introduction of more spacious open enclosures; an extensive education programme and the opportunity to support and partner conservation projects around the world.

The then Paradise Wildlife Park, now Hertfordshire Zoo, made its first conservation donation as early as 1989 to The Santago Rare Leopard Project. To date the zoo has raised over £6 million for projects conserving over 100 different species.



## Funding Strategy

Hertfordshire Zoo works under nine thematic areas; habitat protection and restoration, National Centre for Species Survival, wildlife health, species conservation, human wildlife co-existence, conservation breeding and reintroduction, capacity building, conservation entrepreneurship and discover, engage and inspire.

Guided by these thematic areas the zoo offers four conservation funding opportunities;

1. Long term Partnership Fund - minimum three year funding commitment to conservation organisations which reflect the Park's species collection plan.
2. Short Term Partnership Fund - one year funding of £1000 for conservation organisations or research projects
3. The Conservation Award - a travel grant awarded to a member of the team annually to visit a supported conservation project world wide.
4. The Peter Sampson Grant - one year funding for a stand alone emergency project such as disaster relief, vehicle purchase, or disease outbreak

Projects are monitored and evaluated yearly to ensure our policy is followed.



## How We Work

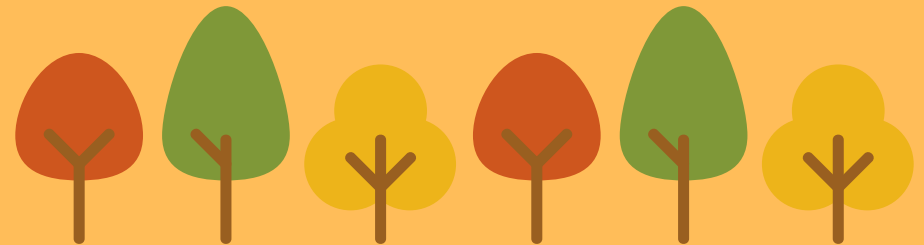
### Conservation Committee

The Committee is made up of Directors, Trustees, Animal Management, Conservation Ambassadors and the Conservation Officer.

The role of the Committee is to monitor and evaluate long term funding projects, identify gaps and propose new projects, short-list annual one off funding through the funding portal, and coordinate the Conservation Award.

The Committee liaises with the Education, PR & Marketing Teams to provide appropriate conservation content. for educational programmes, on-site interpretation, online platforms and media requests. In addition it coordinates conservation-themed events including guest talks, fundraising activities and staff presentations.

The Conservation Committee is mandated to ensure transparency in the zoos conservation support and its guiding principles are implemented throughout its actions.





## Statement of Need

Of the 120,000+ species of animal, plant and fungi assessed by the International Union for the Conservation of Nature (IUCN) more than 35,000 are threatened with extinction with 902 species already declared Extinct. The key threats facing the planet's biodiversity include climate change, pollution, invasive species/disease, species exploitation and the biggest - land change driven primarily by exponential human population growth.

Since 1990 420 million hectares of forest has been lost, with recent data calculating five million hectares of tree loss now occurring annually. The unprecedented global demand for beef production is responsible for 41% of all deforestation. The production of unsustainable palm oil found in chocolate, cosmetics and shampoos, is wiping out the equivalent of 300 football fields of forest every hour and indiscriminate mining for precious minerals destroying around 7% forest loss globally.

Biodiversity and its benefits are fundamental to human well-being and a healthy planet. Despite ongoing efforts, biodiversity is deteriorating worldwide and this decline is projected to continue or worsen without action. If we are to meet the required goals set by the United Nations, and to realize their vision for humanity "living in harmony with nature," by 2050 we must act now.



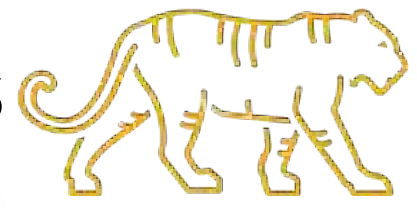


By 2027 we pledge to globally

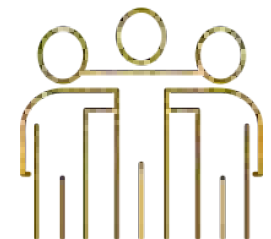
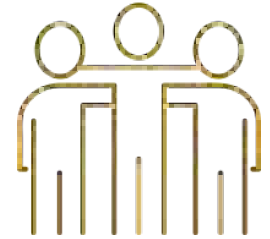
**Support 50 different projects**



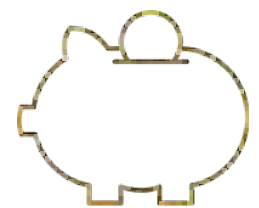
**Support 20 different species**



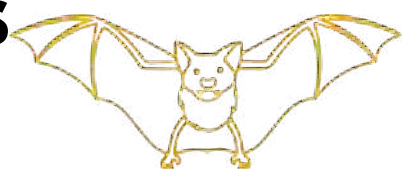
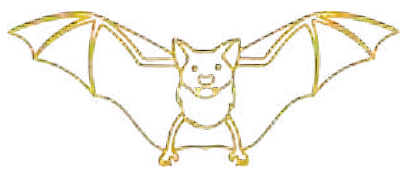
**Engage 10 million people**



**Contribute min. £100k p.a**



**Implement min 4 native species conservation actions annually**





**Habitat  
Protection &  
Restoration**

**Species  
Conservation**

**Capacity  
Building**

**National  
Centre for  
Species Survival**

**Human-wildlife  
co-existence**

**Discover,  
Engage &  
Inspire**

**Wildlife Health**

**Conservation  
breeding &  
reintroduction**

**Conservation  
Entrepreneurship**



## Habitat Protection & Retoration

**Aim:** Support projects which address deforestation and habitat fragmentation through the creation of protected areas, tree nurseries, planting of native tree species in degraded forest areas, forest delineation/buffer zone, forest corridors and tree planting for agroforestry or sustainable community use.



## National Centre for Species Survival

**Aim:** Maintain a Centre for Species Survival as part of the global Species Survival Centre network overseen by the IUCN Species Specialist Commission. In particular; 1) to catalyze a coordinated effort towards native species conservation across the UK promoting the Reverse The Red, Access, Plan, Act Conservation Cycle and the BIAZA Community and their expertise and 2) manage and implement native species conservation action within the zoo and surrounding Hertfordshire woodland including habitat restoration, species monitoring, citizen science and captive breed and release.



## Wildlife Health

**Aim:** Support specialist veterinarians and nurses to share knowledge and expertise through hands-on ground level work. Working alongside local organisations, projects support disease surveillance, capacity building in wildlife medicine and species rehabilitation.



## Species Conservation

**Aim:** To directly protect specific species through a multi-disciplined approach including habitat protection by government, community or private ownership; rescue, rehabilitation and release into indigenous range; population monitoring by radio collaring, camera trapping and survey work; and captive management in range countries.

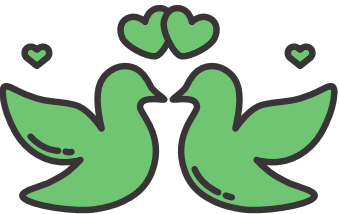


## Human-Wildlife Co-existence

**Aim:** Support projects which address human-wildlife co-existence such as crop raiding, urban invasion and resource competition. Projects address both the needs of the wildlife and the human population finding solutions which benefit both and find harmonious resource sharing solution.

## Conservation Breeding & Reintroduction

**Aim:** Contribute to the genetic diversity of global captive populations by participating in the World Association of Zoos and Aquaria (WAZA) and the European Association of Zoos and Aquaria (EAZA) Ex-situ Breeding Programmes (EEP) which may facilitate reintroduction of species which have become extinct in the wild, or where remaining wild populations are genetically compromised.





## Capacity Building

**Aim:** Contribute to the capacity building of conservationists and animal care-givers globally by supporting opportunities for career progression, tools to improve project output and facilitate knowledge sharing and experience sharing.



## Discover, Engage & Inspire

**Aim:** Create a world class zoological collection which instills a passion with every adult, child and school group which visits for wildlife and its protection. Deliver comprehensive educational material for all national curriculum levels which is interactive and engaging. To provide an equal opportunity for all members of society to learn about wildlife, how they can live sustainable and contribute to the conservation of wildlife and the planet.



## Conservation Entrepreneurship

**Aim:** The Conservation Cabin stocks products that supports retail entrepreneurship in range countries which promotes fair trade, fair price, sustainable practices, good agricultural practices, good business practices and/or profits support conservation projects around the world.

# Historical and Current Conservation Partners



*Our Life is Wildlife*







## Monitor

- Each organisation must submit their Annual Report to the Park, with clear project indicators listed.
- Each year the organisation must complete a funding application form which outlines the next years objectives
- Each organisation must meet with the Conservation Committee at least once a year to discuss project progression and or give a presentation to staff
- Each organisation is requested to supply high res photographs and video content for unrestricted use.
- If necessary, the organisation may be requested to provide a financial breakdown with supporting documentation.
- Website, social media and other publications will be monitored for appropriate acknowledgement.

## Evaluation

- Project indicators will be evaluated against application form objectives
- Completed application forms will be evaluated against the Parks global themes, species collection plan and guiding principles
- Project presentation, meeting outcomes, photo and video content will be evaluated against global themes and guiding principles
- Website, social media and other publications will be evaluated against guiding principles.
- If necessary, external experts will be consulted for input.





Hertfordshire Zoo defines its guiding principles to ensure the conservation work supported by the Park not only achieves a significant and sustainable conservation impact but ensures due diligence is undertaken so fairness, inclusivity and equality is assured for all stakeholders.

Our principles are:

- **One Plan Approach**, as defined by Conservation Specialist Planning Group, is the development of management strategies and conservation actions by all responsible parties for all populations of a species, whether inside or outside their natural range.
- **Holistic** - supported projects recognize all stakeholders and that wildlife and human needs are recognised and supported
- **Quality & Success** - projects are well monitored and evaluated to ensure we are supporting quality projects determined by quantifiable but realistic success.
- **Ethical** - our projects support only ethical practices from both a wildlife and human perspective.
- **Responsible** - our supported projects undertake due diligence ensuring fair, prior and informed consent is acquired from range participants and relevant government bodies. International guidelines are followed. Duty of care is given to all project participants.
- **Inclusive** - national stakeholders are involved at all levels of project planning, implementation and reporting. Recognition is given for their contribution in project activities and success including in publications as co-authors, media and other reporting mechanisms
- **Equality** - our supported projects do not discriminate against gender, religion, ethnicity or sexuality.
- **Imagery & Terminology** - language and imagery used in project content is responsible; does not perpetuate out of date colonial perspective and can not be misconstrued which may compromise the welfare and/or conservation of wildlife.



## **Our Mandate**

Hertfordshire Zoo will endeavor to support conservation projects which reflect our global thematic areas, our species collection and follow our guiding principles while creating a world class zoological collection inspiring the next generation of conservationists.

