



CONSERVATION STRATEGY

Introduction

Zoos and aquariums have evolved from being simply exotic attractions to prioritising research, education and conservation. Zoos and aquariums must take an action-driven, leadership role in the conservation of wildlife. Zoological institutions must create sustainable business plans to support field-conservation efforts while simultaneously facilitating pro-environmental behaviour change. This balanced approach is the only way to address human threats to wild populations.

The Living Planet Index in the 2014 WWF Living Planet Report showed an overall decline of over 50% in global vertebrate populations between 1970 and 2010, so a concerted undertaking to strengthen our conservation efforts could not be more urgent. The quality of the land, air and water not only affects wild populations of animals and plants but will eventually determine humanity's fate as well. Quick and effective action must be taken to deal with the profound anthropogenic issues confronting natural ecosystems, such as growing human populations, continued pollution and over-exploitation of natural resources, and climate change.

Human actions and lifestyle choices are threatening the planet and the life forms that inhabit it. To preserve the diversity of the world's wildlife, humans must change how they live, and how they apply knowledge and skills. People must be inspired to understand that life on earth is fragile; that the species that make up life on the planet depend upon each other to survive; and human survival is reliant on the species populations in natural ecosystems. It must also be made clear that species conservation has economic value: the richer the diversity of life the greater the opportunity for medical discoveries, economic development and adaptive responses to the ominous impacts of global climate change.

The collective social, political and financial power of zoos and aquariums as a community, as well as the potential impact of such vast audiences, can be potent. Zoos and aquariums enjoy wide-ranging levels of public credibility and trust, and provide fun and intellectually stimulating destinations for visitors of all ages. Every year, an estimated 700 million visits are made to association member zoos and aquariums worldwide.

Conservation goals at Shepreth Wildlife Park

At Shepreth Wildlife Park we will strive to:

Provide the highest-quality care and management of wildlife within and across our institution

- Support conservation-directed social and biological research.
- Lead, support and collaborate with education programmes that target changes in community behaviour towards better outcomes for conservation.
- Use our zoological facilities to provide for populations of species most in need of genetic and demographic support for their continued existence in the wild through participating in EEP's and ESB's.
- Promote and exemplify sustainable practices in the management of animal populations, our facilities and the environment.
- Provide a public arena to discuss and debate the challenges facing society as extinction accelerates and ecosystem services are degraded.
- Act as rescue-and-release centre for threatened animals (hedgehogs) in need of immediate help, with the best knowledge and facilities to care for them until they are fit to go back to the wild.
- Be major contributors of intellectual and financial resources to field conservation.
- Provide ethical and moral leadership.

Where possible we will use the One Plan Approach. Using all available resources to engage in producing one comprehensive conservation plan for a target species (hedgehogs). This integrated approach will result in more comprehensive actions, promoting innovation in species conservation, cultivate greater collaboration between zoological facilities and with other conservation organisations, and allow for greater adaptability in the face of climate change.

Conservation in the Community

Conservation is often discussed in terms of science or financial resources. However, conservation of nature is really about protecting and restoring natural resources, including species, and people are a tool that can be used to deliver effective conservation. The perception of what is important in the lives of individuals, what internal value nature has to them, and the relationships, both close and distant, between groups of people are all part of this tool. The 'will' of any individual, group, institution, community or country to undertake conservation begins with attitude, which is then put into practice with action. By helping to create a culture of conservation in society, zoos and aquariums are an integral part of the process to generate the attitude and the will needed to save species and maintain healthy ecosystems.

There are three discrete groups that should be communicated with on a regular basis in order to build a culture of conservation:

- (1) Staff
- (2) Visitors
- (3) Wider community

Once the foundation of an internal culture of conservation is created, attention can then be turned towards the visitors. Essentially people must understand and believe that visiting a zoological facility helps to save animals in the wild.

Zoos and aquariums can be living laboratories where visitors view a world designed for conservation. Buildings should highlight sustainable building practices and lead by example in reducing the carbon footprint. For example, the landscape within our wildlife park should demonstrate to visitors how their lawns, parks and cities could look if measures were taken to improve water quality with green infrastructure, healthy ecosystems without invasive species, and habitat for native flora and fauna. Information alone does not create change; culture is transmitted through experience and participation

In our community we have a variety of corporate neighbours with which to engage. As environmentally friendly products are increasingly incorporated, the goals, progress and experiences should be shared with local businesses in the community.

Local and national media are always happy to print stories about conservation. Conservation is an exciting story. We should publicise every success, however small, to endorse the mission and status of our conservation work.

As environmental threats become ever greater, zoos and aquariums are ideally positioned to be species champions. With over 13,000 species in the care of zoological facilities, a concerted effort to enhance and study these populations will have significant consequences for the future survival of wild populations. Animals in zoos and aquariums act as ambassadors. It is essential to provide visitors with clear explanations about the conservation impact their everyday behaviour is having on wild populations, both locally and globally, and to focus behavioural-change campaigns on the behaviour changes that will be most positive for biodiversity conservation.

Shepreth can achieve these goals through:

- Keeper talks
- Keeper presentations
- Awareness fundraising events
- Behaviour Change campaigns
- Inclusion in the SWCC Hedgehog Hospital release programme and habitat restoration.

Conservation Research

Zoos and aquariums provide a unique opportunity to increase understanding of wildlife species, their environmental needs and their ability to adapt. This can fill an important gap in knowledge that cannot be gained from wild populations because of cryptic animal behaviour, inaccessible environments, limited access to the animals, prohibitive costs of studying enough individuals and the likelihood of the study itself impacting on the animals being observed.

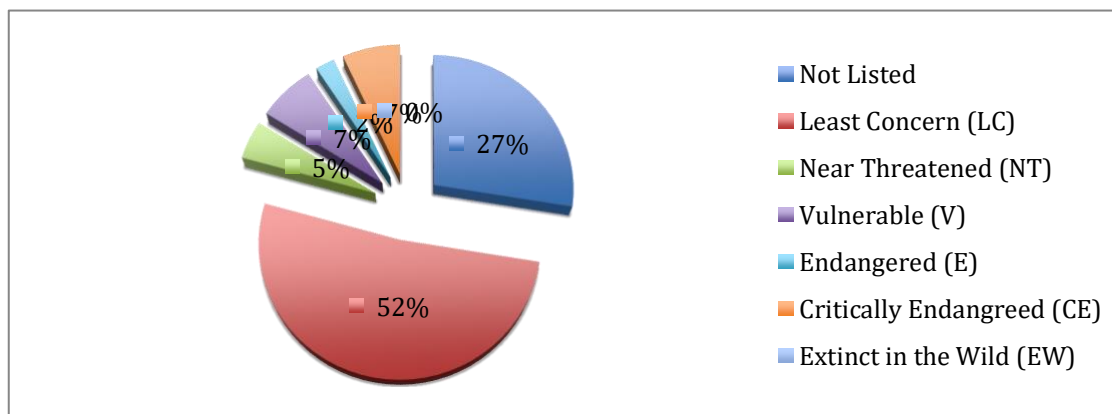
At Shepreth Wildlife Park we utilise a well-structured data-collection and management systems (ZIMS), we also maintain a research policy and SWCC Hedgehog Hospital Strategy fitting the field-conservation mission of the institution. We have developed partnerships with academic institutions and other zoos to assist with the Hedgehog Release programme. We also take a leadership role in developing the next generation of conservation biologists, including creating opportunities for children to aim for careers in relevant fields.

Conservation Breeding

IUCN has recognised that conservation breeding by zoos and aquariums has played a role in the recovery of one-quarter of the 64 vertebrate species whose threat status was reduced according to The IUCN Red List of Threatened Species. For birds, conservation breeding and reintroduction helped prevent the extinction of six out of 16 species that would probably have been lost in the absence of conservation measures. For mammals, conservation breeding and reintroduction have been more successful in improving conservation status than other conservation actions, and contributed to the genuine improvement in IUCN Red List status of at least nine species.

International and regional studbooks provide the data that can help facilitate the coordination of such conservation-breeding efforts across zoological institutions. Studbooks are repositories of pedigree and demographic data on animals managed internationally or regionally.

If the zoological community is to succeed in building sustainable populations, the vital importance of cooperative population management, carried out by programme leaders and studbook keepers, must be recognised and supported. In an environment where financial and other resources are limited, collection planning is crucial because cooperative population management is integral to the long-term success of zoos and aquariums.



Species held at Shepreth Wildlife Park as listed by IUCN Red List

Conservation Partners

We are members of Cambridge Carbon Footprint and hope to get involved in moving to a sustainable low-carbon future in partnership with other local business.

We are part of the Cambridge Climate Change Charter (CCCC) and Sustainable Parish Energy Partnership (SPEP), and hosted their regional meeting.

We are members of the Cambridge Conservation Forum and hosted their Summer Symposium 2012 and 2018 social event.

We are members of the BIAZA Environmental Sustainability and Climate Change Working Group and the Director was the Native Species Liaison Officer for the BIAZA Native Species Working Group during 2013.

We established a partnership with FSC (Forest Stewardship Council). First meeting held on 05.06.19.

Shepreth Wildlife Park Commitment

We will:

- Ensure high welfare standards for the animals in our care.
- Be animal-welfare leaders, advocates and authoritative advisers.
- Provide environments that focus on the animals' physical and behavioural needs.
- Build and share with colleagues, animal-care and welfare knowledge, skills and best-practice advice.

The following information charts evidence of how Shepreth Wildlife Park has continued to succeed with our commitment to both conservation and the community.

This strategy is reviewed periodically by the: Shepreth Wildlife Park - Ethical Review Board



SHEPRETH WILDLIFE PARK FINANCIAL CONTRIBUTION 2005 - 2011

PERIOD 2005- 2011	FINANCIAL CONTRIBUTION	PROJECT	STAFF CONTRIBUTION	RANGE COUNTRY	KEY SPECIES	Research	Education	Habitat	Livelihood	Conservation Breeding	Active in situ Management	Policy	Sustainability	Monitoring	Illegal Wildlife Trade
	£21,382	21 st Century Tiger	Fundraising Events Daily Keeper Talk	Asia	Tiger	x	x							x	x
	£200	Contribution for flight to Indonesia	4 weeks voluntary work in Sumatra on tiger conservation projects.	Asia	Tiger	x	x				x	x		x	x
	£500	Fauna & Flora International	Donation given to FFI. RW organised a week trek for tiger conservation in Sumatra	Asia	Tigers	x								x	x
	£6,000	World Land Trust BIAZA Reserve	Fundraising Events Daily Keeper Talk	South America	Various - Rainforest	x		x						x	
	£200 Equipment	Given to an Animal Keeper	Assist with research in the Atlantic Rainforest, WLT.	South America	Various - Rainforest	x									
	£2,595	Madagascar Fauna Group	Fundraising Events Daily Keeper Talk	Madagascar	Lemur	x	x							x	
	£1,000	Puma Project	Research conducted by Jake Willers in Nevada	North America	Puma	x					x	x		x	

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SWCC FINANCIAL CONTRIBUTION (FOUNDED MARCH 2011)

Registered Charity: #1145477

PERIOD 2021/ 2022	FINANCIAL CONTRIBUTION 2011 – INC. CURRENT YEAR	PROJECT	STAFF CONTRIBUTION	RANGE COUNTRY	KEY SPECIES	Research	Education	Habitat	Livelihood	Conservation Breeding	Active in situ Management	Policy	Sustainability	Monitoring	Illegal Wildlife Trade
£1,000	£31,650	WildCats Conservation Alliance (21 st Century Tiger)	Fundraising Events Daily Keeper Talk	Asia	Tiger	x	x							x	x
	£9,400	Wildlife Vets International	Fundraising Events Daily Keeper Talk	Russia	Tiger	x								x	x
	£2,500	Fauna and Flora International	Fundraising Events Daily Keeper Talk	Indonesia	Tiger	x								x	x
£51,760	£363,123	SWCC Hedgehog Hospital	Founded, constructed and managed by staff at SWP and SWCC trustees	UK	Hedgehog	x	x	x			x	x		x	
	£750	EAZA Ape Campaign	Event organized by SWP staffing team	Africa	Apes spp	x	x							x	x
	£1,230	EAZA South East Asia Campaign	Fundraising Events Daily Keeper Talk	South East Asia	S.E. Asian species	x	x							x	x
	£181	World Land Trust	Fundraising Events Daily Keeper Talk	South America	Rainforests		x	x						x	
	£189	Native Species BioBlitz	Event organized by SWP staffing team	UK	UK species	x	x	x						x	
	£250	Little FireFace Project	Fundraising Events Daily Keeper Talk	Indonesia	Loris spp	x	x							x	x

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GLOSSARY OF TERMS

Animal welfare: How an animal copes with the conditions in which it lives. A good state of welfare (as indicated by scientific evidence) results in an animal that is healthy, comfortable, well-nourished, safe, able to express innate behaviour and not suffering from unpleasant states, such as pain, fear and distress.

Biodiversity: The variability among living organisms from all sources, including inter alia, terrestrial, marine and other aquatic ecosystems, and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems (CBD definition).

Captivity (from a zoological perspective): A situation where an animal is maintained in a man-made habitat and solely or partially dependent on human care.

Carbon footprint: Amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organisation or community.

Collection planning: Strategic planning process at an institutional, regional or global level, to identify and prioritise taxa suitable for human intervention and care, determined by the conservation and educational value of that taxa, and an ability to provide adequate care; collection planning envisions the future of the institution, and takes into account organisational resources and limitations.

Climate change: Change in global or regional climate patterns, attributed largely to the increased levels of atmospheric carbon dioxide produced by the use of fossil fuels, that is forcing the climate system of the planet into a chaotic transitional state.

Conservation: Securing populations of species in natural habitats for the long term.

Conservation breeding: The process of breeding animals for conservation purposes outside their natural environment in conditions under human care.

Conservation outcomes: Quantitative, qualitative and otherwise demonstrable conservation results at the species and/or habitat level, either in human care or in the wild.

Conservation welfare: Ensuring positive animal-welfare states at the same time as aiming to achieve conservation objectives, such as wildlife-research activities or release-to-the wild programmes.

Ecosystem: A biological community of interacting organisms and their physical environment.

Ecosystem services: Natural processes, such as provision of clean air, clean water, nutrient cycling and soil production, that benefit people and maintain the conditions for life on earth.

Emerging disease: New or previously unrecognised bacterial, fungal, viral and other parasitic diseases.

Environmental education: Teaching and learning experiences that promote understanding and appreciation of the natural world.

Environmental sustainability: Responsible interaction with the environment to avoid depletion or degradation of natural resources, and allow for long-term environmental quality; environmental sustainability helps to ensure that the needs of today's population are met without jeopardising the ability of future generations to meet their needs.

Euthanasia: The humane, painless and distress-free termination of life, using a method that produces concurrent loss of consciousness and central nervous system functioning.

Field conservation: Directly contributing to the long-term survival of species in natural ecosystems and habitats.

Genomics: Identification and plotting of genes, and the study of the interaction of genes with each other and the environment.

Habitat fragmentation: Clearing or degradation of habitat where once continuous areas are split into isolated sections; these may only support reduced populations and suffer from edge effects and changed microclimates.

Horizon scans: systematic examination of potential threats, opportunities and likely future developments that are at the margins of current thinking and planning.

Integrated conservation: Projects that link biodiversity conservation both inside and outside the natural range, and take account of all stakeholders.

Invasive species: A species that competes with native species for space and resources; usually exotic or introduced.

One Plan Approach: Integrated species conservation planning that considers all populations of the species (inside and outside the natural range), under all conditions of management, and engages all responsible parties and resources from the start of the conservation-planning initiative.

Metapopulation: A group of populations that are separated by space, but consist of the same species, and interact as individual members move from one population to another.

Metapopulation management: Management of a group of (partially) isolated populations of the same species by, for example, exchanging individuals or genes between wild populations and those in human care.

Modern zoo or aquarium: Contemporary zoo or aquarium (as defined within this glossary) that strives to achieve high standards of wildlife conservation, animal welfare and environmental education.

Population fragmentation: When groups of animals living in the wild become separated from other groups of the same species, and are no longer connected in a way that allows for gene flow between groups; often the result of habitat fragmentation.

Protected area: A clearly defined geographical space, recognised, dedicated and managed through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values. California condor

Range: The area over which a species is distributed.

Reintroduction: Restoring a species to parts of its natural range from which it has been lost.

Studbook: Detailed records of births, deaths and genetic relationships and other biological data that, when analysed, allow management of a population.

Supply-chain activism: The action of organisations joining forces to exercise substantive influence on suppliers of goods and services for wider conservation benefit.

Sustainable practices: Actions that reduce negative environmental impacts, and enhance ecological and social benefits.

Translocation: The deliberate movement of organisms from one site for release in another; intended to yield a measurable conservation benefit at the population, species or ecosystem level.

Zoo: Permanently sited facility, primarily open to and administered for the visiting public, with living wildlife and other species.

The Cambridge Plastic Pledge.

Shepreth Wildlife Park and SWCC have teamed up with Visit Cambridge and Great Days Out In & Around Cambridge to bring you the Cambridge Plastic Pledge.

Many companies are already taking great steps to help reduce the amount of single-use plastic they use. It is estimated that approximately 12 million tonnes of plastic ends up in our oceans every year harming marine life and everything else up the food chain, including us.

Becoming plastic-free is a difficult task, but making small changes can be achievable, and adding together all these small changes creates BIG change. We are asking every business and organisation in Cambridge to just make one small change this year, so we can all become part of the bigger solution to a better planet.

If your company or organisation would like to sign up to the Cambridge Plastic Pledge and make just one positive change this year, please visit this link:

<https://www.surveymonkey.com/r/TVK2WYZ>

As a thank you for your commitment, Shepreth Wildlife Park will be giving every company signed up a £50 entrance gift voucher to visit the park and you will be invited to the launch evening on 11th August.

**Let's make the change today,
so our children can have a tomorrow.**



Visit
Cambridge
and Beyond



For more details visit: www.swccharity.org.uk

