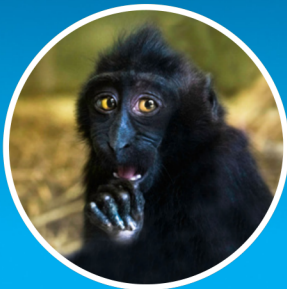


Championing Conservation

Drusillas Park's Conservation Strategy for 2030



NO ORDINARY ZOO!



Introduction

As our world changes and the delicate balance of our ecosystems teeters on the edge, the imperative to conserve and protect our planet's biodiversity has never been more urgent.

Threats to wildlife are wide-ranging and have been exacerbated by the evolution of humans. Scientists estimate that the current rate of species extinction is between 1,000 and 10,000 times higher than the natural background extinction rate, primarily due to human activities.

Zoos are in a perfect position to play a pivotal role in this fight for nature and this strategy will set out our roadmap and objectives over the course of the next 5 years, demonstrating our commitment to helping preserve wildlife.

We must inspire and empower people and communities to love and protect nature for today, tomorrow, and generations to come.



Our Strategic Cornerstones

Conservation

We must adopt an integrated approach to protecting animals in our care and in the wild

Research

We must build out our capabilities to deliver research that can contribute towards enhanced animal welfare management and the conservation of wildlife

Education

We must teach others about the importance of preserving natural biodiversity and embolden them to act on our vision



Our Vision and Mission



1

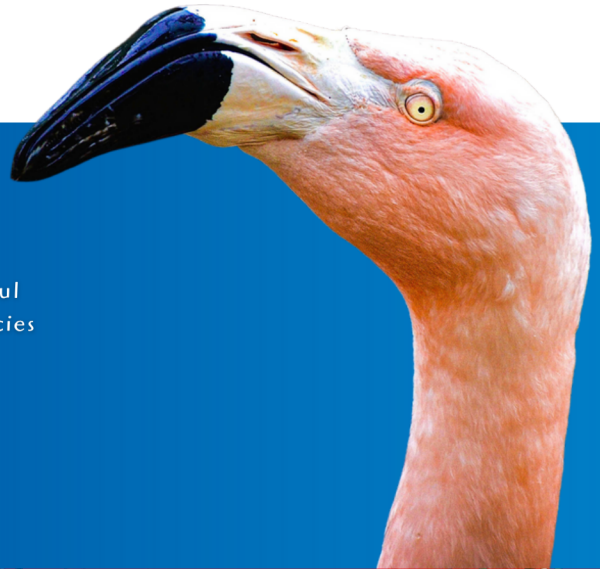
Vision

A world where wildlife thrives and nature is preserved

2

Mission

To use our position of influence for meaningful change with outcomes that contribute to species survival and habitat restoration



Our Objectives

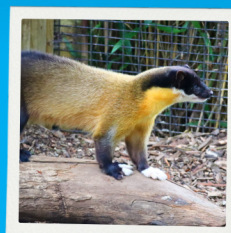
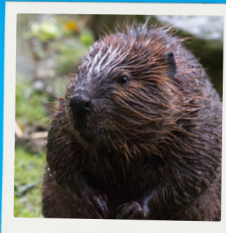
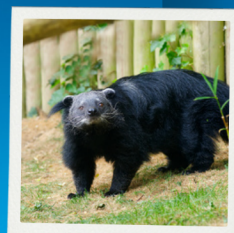
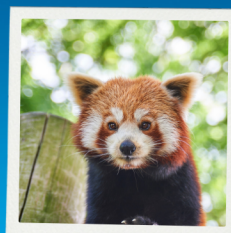
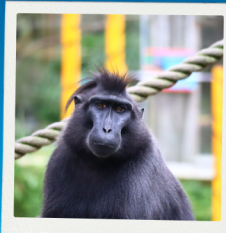
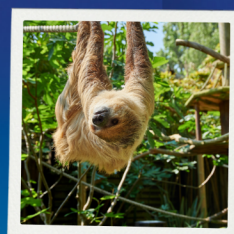
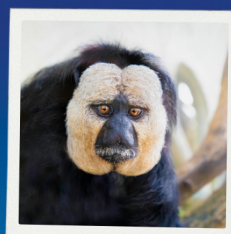
1 Endeavour to halt species extinction and work as an integrated member of the zoo community founded on a one plan approach

2 Establishing Drusillas as a recognised leader in the conservation of native British and Sussex wildlife

3 Formalise and diversify our global conservation efforts by establishing the Drusillas Conservation In Action charitable fund

4 Build out our capabilities to deliver meaningful, evidence-based, conservation research to inform conservation action and animal welfare

5 Deliver impactful conservation education to manifest the need and action required for wildlife conservation



Objective I

Endeavour to halt species extinction and work as an integrated member of the zoo community founded on a one plan approach

By supporting target 4 of the **global biodiversity framework** we will prioritise homes for threatened species that have a large focus on recovery, increasing the number of species holding at least a 'vulnerable' status in our collection from 34% to 50% by 2030

Increase the amount of managed and monitored **EEP** species at Drusillas from 50% to 75% by 2030

Investigate whether we could take further action in the recovery of threatened species by understanding whether we could support conservation **translocation** or species reintroduction

Recognise and adopt global initiatives such as **Reverse the Red**, by leveraging the IUCN Red List to select species and conservation projects that are appropriate for Drusillas

Increase our **in situ** conservation partners to 10 (from 4) and increase our local conservation partners to 4 (from 1).



Objective 2

Establishing Drusillas as a recognised leader in the conservation of native British and Sussex wildlife



-----> We will manage our 15-acre site as a quality habitat for native species, creating a roadmap of activities for **enriching biodiversity** within our perimeter which will align with national and local conservation strategies

-----> Grow our **native conservation** partnerships to 4 from 2, so we establish working partnerships with Peoples Trust for Endangered Species, South Downs National Park, Rewilding Britain, and The Sussex Wildlife Trust that will aim to conserve and restore Sussex wildlife and habitats, beginning locally in the South Downs and extending throughout Sussex and the UK

-----> **Encourage and support** staff to get involved with native conservation work by supplying resources, time, and budget alongside our biodiversity roadmap

Objective 3

Formalise and diversify our global conservation efforts by establishing the Drusillas Conservation In Action charitable fund



-----> Establish our charity, **Drusillas Conservation in Action**, aiming to increase our support for in situ and ex situ conservation efforts

-----> This central fund will be used to finance the range of conservation and research activities and will result in **greater productivity** and reporting of our conservation expenditure moving forward

-----> Establish and build **grant programs** that recognise where financial support is needed, or where staff can apply for conservation and research trips abroad

-----> Build a new **culture** of conservation within our institution and deliver our new vision with clarity to obtain as much employee buy-in as possible

Objective 4

Build out our capabilities to deliver meaningful, evidence-based, conservation research to inform conservation action and animal welfare

-----> We will expand our efforts to conduct, facilitate, and support **scientific research** directly impacting conservation action and animal welfare at Drusillas and beyond, providing research opportunities for students, researchers, and Drusillas staff

-----> Continue to support, and, where possible, initiate, research projects that are working towards a real commitment to **in situ** field conservation that align with our conservation efforts

-----> Build a **framework** to evaluate and assess whether our current in situ projects are best placed for our resources moving forwards, ensuring that our resource allocation is efficient and effective in practice.

-----> Build a stronger relationship with local **academic institutions** so we can forge a working relationship founded on conservation, ecology, or research topics spanning the field of conservation.



Objective 5

Deliver impactful conservation education to manifest the need and action required for wildlife conservation



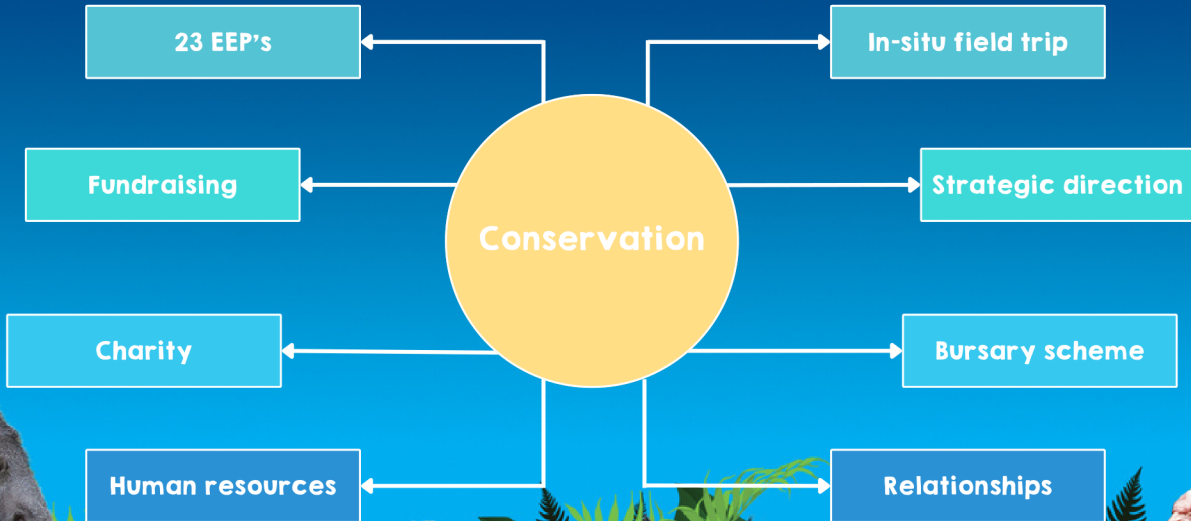
-----> Aim to have 50% of all zoo-related interpretation central to conservation messaging

-----> Build 5 new animal habitats that deliver conservation educational awareness to enhance public consciousness about local and global conservation issues, emphasising the importance of biodiversity, wildlife protection, and sustainable living practices

-----> Continue to deliver and provide stimulating, fun, and immersive sessions and workshops to over 13,000 each year with evidence-based evaluation to demonstrate that education programmes produce the desired learning outcomes

-----> Strengthen our relationships with local colleges, allowing undergraduate students, and where possible, post-graduate students, the chance to conduct research that can contribute to a one-plan approach to conservation

Over the last 3 years we have...



In Situ Conservation

In just under 3 years, Drusillas has raised over £17,000 for the Sloth Conservation Foundation, enabling the charity to buy precious new equipment to help track and record vital sloth data

In 2023, two Drusillas staff members travelled to Costa Rica to aid in field conservation including the building of new sloth bridges, planting trees as part of a community habitat restoration scheme, and assistance in collaring wild sloths for census data.

Our partnership with Marwell Zoo and the Grey's Zebra Project dates back to 1996. Every year we have donated funds to an educational outreach program that has enabled multiple students to complete master's degrees, who now act as wildlife scouts and community liaisons for their local villages.

Our new Colobus habitat is in direct partnership with the Colobus Conservation. We are raising funds, awareness and resources to help protect Colobus monkeys out in the Diani region of coastal Kenya

We are close to agreeing a partnership with the Civet Project Foundation, whereby we will both work together to pledge to save the Owston's Civet species from becoming extinct in the wild

We are close to agreeing a partnership with a new conservation partner, Selamatkan Yaki, which will help in conserving the black crested macaque species by raising funds and providing human resources where necessary



Ex Situ Conservation



Breeding Programs

50% of Drusillas species are part of carefully managed breeding programs to ensure healthy ex situ populations thrive in our care



Partnerships

Working with local academic institutions and charities that can support the shared goals of the Kunming-Montreal Global Biodiversity Framework



Genetic Integrity

We are partnered with a leading biobank charity who specialise in animal cell & tissue preservation for future regeneration



Education

Delivering conservation education messaging to both schools and visitors, aiming to demonstrate the critical importance of conservation work to prevent species extinction in the future

Surveying

Ensuring our site is biodiverse and catering for the wildlife that surrounds us by using species identification system and an organism occurrence recording tool



Research

Our unique living species have been home to 13 research studies in the last 3 years, from Drusillas staff to other academic organisations; focussing on welfare and conservation

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05

04

03

02

01

Drusillas Conservation in Action Charity

Formalising and diversifying our conservation income streams, enabling us to partner with more projects, charities, and support more fieldwork

Conservation grant programs



Research Projects



Increased in situ and ex situ conservation partners



Conservation sponsorships or bursary schemes

Supporting global species initiatives
such as reverse the red



The Future is in our Hands

We envision a world where zoos play a pivotal role in shaping a more sustainable and harmonious relationship between humanity and the natural world. We have the expertise to reverse negative species trends and give back to wildlife in a manner that is not only unique, but essential for the conservation of our planet. With an integrated and transparent approach, zoos can contribute significantly to the planet's restoration so wildlife can thrive in their natural habitats.

