



**Noah's Ark Zoo Farm
Conservation Policy
2025**

We care and protect



Introduction

At Noah's Ark Zoo Farm we believe that the conservation of our natural world is a shared responsibility across our entire zoo team. We are working to embed environmental conservation into our culture, making conservation of our natural world a core theme through all areas of activity within our organization. We are seeking to create diverse opportunities to engage, effect and educate in meaningful and sustainable ways. This strategy lays out how Noah's Ark Zoo Farm 'does' conservation both currently and how it plans to develop over the next four years.

Noah's Ark Zoo Farm's Charitable objective

Conservation: the advancement of environmental protection and improvement, particularly, but not exclusively, by the operation of a zoo; to support and promote the conservation of animals, wildlife, and biodiversity in the UK and worldwide.

Noah's Ark Zoo Farm (NAZF) will support the World Association of Zoos and Aquariums (WAZA) and contribute to the Global Species Action Plan by enhancing its conservation efforts through strategic initiatives. NAZF will actively participate in organized breeding programs for IUCN Red List species and those on the Rare Breeds Survival Trust watch list, contributing to global population management. The farm will also use its expertise in captive animal management to support native species conservation, including potential animal releases into managed habitats. By forming meaningful partnerships with organizations like the Spectacled Bear Conservation Society, NAZF will share skills, expertise, and resources to amplify conservation outcomes. Aligning with WAZA's goals, NAZF aims to significantly impact global species conservation efforts.





Wildlife

Conservation Through our living collection.

Noah's Ark Zoo Farms's living collection will further develop to fully support the conservation strategy, and continue to deliver an inspirational day out. By providing an opportunity for people to experience firsthand the wonder of the natural world and species they wouldn't otherwise encounter, we seek to inspire generations of nature lovers and conservationists.

Noah's Ark will continue to champion and prioritize species on the IUCN red list 'near threatened' and above, and on the RBST watch list 'at risk' and above.

Where possible organized breeding programs will be joined and supported, allowing population level contributions to conservation of species.



Breeding Programs

Noah's Ark Zoo Farm proudly participates in several breeding programs with the exotic species held in its collection and the rare domestic native breeds. These are excellent ways to make collaborative contributions to captive population numbers, either by breeding on site or holding animals as a vital role within the population management for the species.

We have 4 species at Noah's Ark Zoo Farm held as part of an EEP, this is the most managed of the breeding programs run by EAZA (European Association of Zoos and Aquaria).

These are the Siamang Gibbon *Symphalangus syndactylus* , The Andean Bear *Tremarctos ornatus* , The White Headed Vulture *Trionoceps occipitalis* and the African Elephant *Loxodonta Africana*. In addition to participation in these programs Noah's Ark Zoo Farm also supports team members to contribute to the management of 3 of these programs. Noah's Ark Zoo Farm also holds two species which are part of the less closely managed European studbooks; the Asian box turtle *Cuora* and the Steller's sea Eagle *Haliaeetus pelagicus* .

We also breed a number of rare native farm stock and register the young with the perspective breed societies and flock books. These numbers then form part of the critical population statistics nationally.



Conservation Research.

Noah's Ark Zoo Farm's site provides a great number of opportunities to engage with scientific research. This can be through both the living collection and the surrounding wild landscape. We will continue to actively engage with ethical research wherever possible and practicable. Research on captive animals can have huge impacts on conservation efforts and understanding of wild animal across the world.

A recent example; The development of early identification technology to monitor and track elephants in the wild. Noah's Ark Zoo Farm participated in training the pioneering equipment that could revolutionize the conflict between humans and wild elephants across their home ranges by giving early warnings of the presence of elephants.

Noah's Ark Zoo Farm will further develop its own research priorities to gain further knowledge to support its conservation activities.

Native Species

Opportunities to engage with native species of wildlife are not limited to habitat management. By utilizing the wealth of captive animal management skills and experience within the Noah's Ark team, the conservation efforts on site and that of other UK partners can be supported by captive breeding programs within the living collection.

Having native animals in the collection can provide opportunities for people to engage with these species in new ways, whilst potentially providing animals for release under the right conditions into managed wild habitats.

Wildlife focused conservation objectives 2024 -2028

1. Assess regional biodiversity plans and identify species NAZF can engage with and impact.
2. Identify specific research areas within the zoo and bring new knowledge to the industry.
3. Increase the number of studies and projects undertaken within the zoo.
4. Undertake site-wide species surveys of wild native species.
5. Join EAZA and participate in breeding programs with existing species and some species not currently held at Noah's Ark.

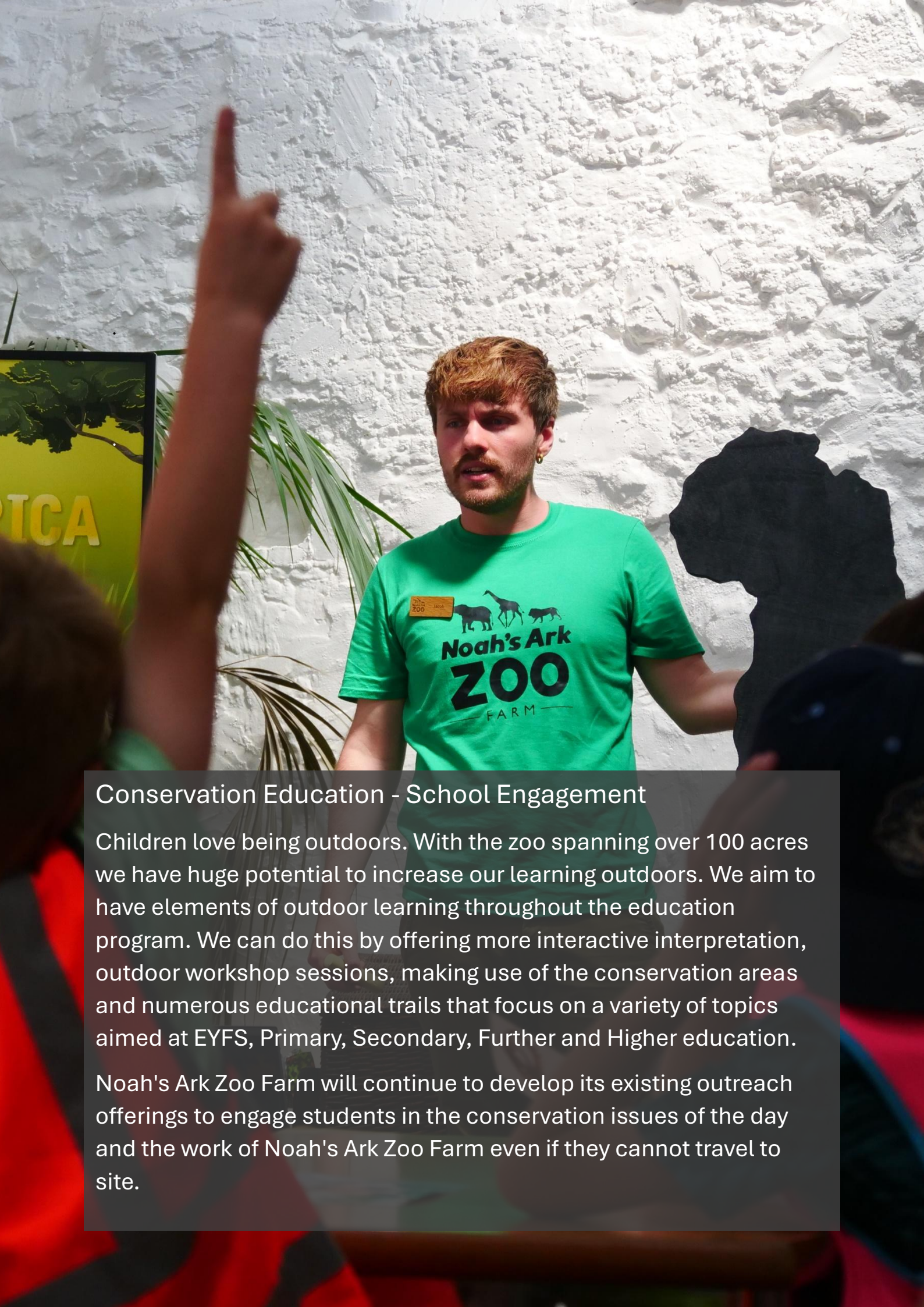




People

Volunteer Engagement.

The range of conservation activities at Noah's Ark Zoo Farm provides a variety of opportunities for people and organizations to engage in meaningful activities. The value of volunteering for people's mental and physical health is well documented, and at Noah's Ark Zoo Farm we will continue to grow our volunteering program and the range of activities from animal welfare, nest box or habitat creation as well as public engagement opportunities, bringing our work to life for zoo guests. We will continue to work on making our volunteering as accessible to all as we can, finding new and creative ways for people to access our conservation work.



Conservation Education - School Engagement

Children love being outdoors. With the zoo spanning over 100 acres we have huge potential to increase our learning outdoors. We aim to have elements of outdoor learning throughout the education program. We can do this by offering more interactive interpretation, outdoor workshop sessions, making use of the conservation areas and numerous educational trails that focus on a variety of topics aimed at EYFS, Primary, Secondary, Further and Higher education.

Noah's Ark Zoo Farm will continue to develop its existing outreach offerings to engage students in the conservation issues of the day and the work of Noah's Ark Zoo Farm even if they cannot travel to site.

Staff engagement

At Noah's Ark Zoo Farm we believe that the conservation of our natural world is part of everyone's role. We strive for every part of our operation to have sustainability at its core. Our conservation activities on site are open to all team members, we are keen to harness enthusiasm and skills within the entire zoo team. We encourage the team to engage in activities regardless of their position.

For specific tasks, focus groups comprising members of multiple teams will be created to undertake projects. This should also provide areas of learning, sharing and growth for team members, offering opportunities to learn and practice skills not normally found within a specific role. This will also give team members the platform to bring their ideas, skills and enthusiasm to our conservation work.



Collaboration and Partnerships

Partnering and collaborating with organizations who's objectives align with that of Noah's Ark can be both rewarding and beneficial for all parties. Through these partnerships, skills and experience can be shared across the world, and work that both partners do can be communicated to a much larger combined audience.

Noah's Ark Zoo Farm is seeking to increase the number of meaningful partnerships it has with organizations and charities across the world and in the UK. Partnerships come from a natural connection where both parties objectives align. There must be a clear benefit to both parties. Noah's Ark Zoo Farm does not want to provide purely fanatical support to organizations but actively contribute to the work with its skills and expertise, animal collection, media presence, thus optimizing its zoo site and audience.

Our partnership with the Spectacled Bear Conservation Society (SBC) is a great example of how we can work together to fulfil our goals and add real value to a partners conservation work, providing multiple platforms for awareness raising of their work. This has included taking a stand to a local Bristol Bears Rugby game and engaging families with activities thus raising awareness of the threats to the bears, and the value of the work of SBC. During our activities throughout the year we managed to fundraise for radio tracking collars for wild bears.

We have also adopted their 'felty' products into our onsite retail outlets with funds contributing to the livelihoods of remote families who would otherwise end up in conflict with the bears in the forest.



Great Communication

We not only want to be doing great works, but we also want to inspire others too.

This will be done by crafting narratives from our works that highlight our mission and values, and showcasing activities incorporating visually captivating content such as videos, photographs, and graphics. This will form a key part of our story-telling, utilizing social media, mainstream media and zoo signage. Collectively this will convey the importance of conservation efforts in a compelling way. By applying great communication to our conservation work we can make sometimes complex concepts accessible, relevant and engaging to people of all ages and backgrounds.



People focused conservation objectives 2024 -2028

1. Create accessible conservation volunteering opportunities.
2. Increase staff engagement in conservation activities.
3. Cultivate at least 2 more strong partnerships with external conservation organizations.
4. Identify areas within Noah's Ark Zoo Farms natural catchment area where lack of opportunity is a barrier for children to access nature. Focus appropriate engagement in these areas utilizing our existing programs.
5. Increase annual funding to conservation projects and partners



Planet

Sustainability

Noah's Ark Zoo Farm has always been a leader within the industry in the field of sustainability. From creating renewable electricity, using sustainable heat sources, recycling both commercial and visitor waste, water harvesting, and using composting packaging to name but a few.

Moving forward, Noah's Ark Zoo Farm will continue to find innovative ways to resourcefully optimize sustainable practices throughout its activities. We will also look to develop a sustainability hub where we can showcase the extensive efforts already made and inspire others to make changes and get involved.

Food, Farming and Conservation Grazing

Nationally and internationally food production is critical, however agriculture worldwide has a big influence on the natural world. Through Noah's Ark Zoo Farm's catering outlets and farm shop we have the opportunity to highlight how our consumer choices influence practices around the world, whether through deforestation of the Amazon to the rearing of cheap meat, or the chemical run off filling our rivers. Pairing this with the rare breed section of our living collection we can promote the holistic value of local high welfare meat and food products.

Our rare breed farm section actively breeds rare British livestock. These animals are brilliant natural habitat managers, bringing many environmental benefits. Our breeding programs aim to support the survival of the breeds by making surplus stock available to other collections and organizations, either for their breeding programs or their own conservation grazing projects. We are also able to provide sustainable, ethical and very high-quality fresh meat for our café and farm shop from this resource.





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Habitat development,

Noah's Ark Zoo Farm is based in 100 acres of countryside; therefore, we have a wide range of wild habitats accruing naturally within our boundaries. We will strive to develop a culture of conservation within our zoo team, moving away from traditional attitudes and methods of controlling wild areas, and instead, identifying areas as habitats hosting a wide variety of both plant and animal life. Habitats that need enhancing and developing for nature to thrive once identified, can be assigned to different working groups for activities like adding log piles, ponds, dead hedge creation, removal of invasive plants.

Conservation planting plan

Developed so all planted garden areas within the zoo not only look great but are purposely filled with plants carrying conservation messaging, including rare native plants or plants that promote biodiversity such as those for pollinators or those that provide winter feed for birds.

Planet focused conservation objectives 2024 – 2028

1. Scope, plan, deliver a phased sustainability hub.
2. Complete carbon footprint audit.
3. Develop and deliver conservation planting plan.
4. Develop managed conservation habitat areas on site.
5. Introduce conservation messaging into our Food Barn with local and sustainable as a core message