



# CONSERVATION STRATEGY 2024 – 2030

A white bird with a blue face and a spiky crest perched on a green leafy branch. The bird is facing right, and its crest is raised. The background is a blurred green forest.

# **Our Mission**

**To excite and captivate our visitors with the wonders of living animals and the planet we share with them. We endeavour to impress young minds with the importance of conservation both locally and globally.**

# **Our Vision**

**To champion the natural world through collaborative conservation projects, breeding programmes and our education programme. As a small zoo with deep roots within our local community, we strive to reconnect our guests with the importance of protecting wild places and the species with whom we share the planet. We will continue to focus on native wildlife, building on our relationships with local conservation organisations and encouraging wildlife to thrive on the zoo site.**



# Contents



## 5. Introduction

## 8. Our Five Conservation Goals

**9–11. Goal One:** Support the maintenance of healthy ex-situ populations of managed species.

**12–14. Goal Two:** Build conservation partnerships to support the preservation of wild populations and their habitats.

**15–18. Goal Three:** Empower people through education to make positive behavioural changes for wildlife conservation.

**19–21. Goal Four:** Improve our own environmental sustainability to minimise our contribution to global climate change.

**22–24. Goal Five:** To promote British farming and eating sustainably through education and collaboration with rare breed conservation initiatives.

## 25. Our project partners



# Introduction

**In 1951, Battersea Park was transformed into a pleasure garden as part of the Festival of Britain celebrations, and the forerunner of Battersea Park Children's Zoo was born.**

**In the Summer of 2004, the zoo was rescued from the threat of closure by the Heap family. Alongside the New Forest Wildlife Park and the Chestnut Centre, Roger, Carol and Ed Heap transformed the zoo into a modern zoological establishment.**

**Over the past 20 years the zoo has grown to become a dedicated force in both conservation and education, adapting to the evolving needs of modern zoos. Recognizing the critical role zoos play in addressing global biodiversity loss, the zoo has expanded its conservation efforts, focusing on endangered species and contributing to international breeding programmes. Through innovative educational initiatives, it has become a centre for raising awareness about environmental sustainability and the importance of preserving wildlife. As a pillar of the community, the zoo not only serves as an educational resource but also provides a space for visitors to connect with nature, fostering a deeper understanding of the challenges facing our planet's biodiversity.**

**Small in size, big on impact**  
**- where conservation,**  
**community, and discovery**  
**come together**



**ZOO**  
Battersea Park  
Children's Zoo

020 7924 5826  
[batterseaparkzoo.co.uk](http://batterseaparkzoo.co.uk)

We're passionate  
about wildlife

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**One million animal and plant species are on the brink of extinction and the global climate is changing due to human activities. In response to this, zoos are challenged to critically evaluate their activities, and assess their impact on global conservation.**

**The need to be efficient with conservation resources and engage in collaborative work is greater than ever.**

**Collaborative working has been key to Battersea Park Children's Zoo's success, and essential in connecting our community back to nature.**

**Battersea Park Children's Zoo is a longstanding member of the British and Irish Association of Zoos and Aquaria (BIAZA). We also actively engage with European and Worldwide Associations through breeding programme participation.**



# Our Five Conservation Goals:



## Goal One

**Supporting  
Ex-situ  
Populations**



## Goal Two

**Protecting Wild  
Species And  
Their Habitats**



## Goal Three

**Conservation  
Through  
Education**



## Goal Four

**Improve our  
environmental  
sustainability**



## Goal Five

**Promote  
sustainable  
farming and the  
conservation of  
native breeds**



# Goal One

Support the maintenance of healthy ex-situ populations of managed species.





**At the beginning of 2024, Battersea Park Children’s Zoo cared for over 100 animals across more than 45 species. 34% of our non-domestic species are part of carefully managed EAZA ex-situ programmes (EEPs) within the EAZA framework. Furthermore, 45% of our domestic breeds are UK native and recognised by the Rare Breeds Survival Trust (RBST) as ‘at risk’. We engage with relevant societies to conserve these valuable breeds.**

**Currently, 29% of the species at the zoo are categorised by the IUCN Red List as at least ‘vulnerable’ to extinction. Recognising the resources that we have and the hands-on role that zoos play in the conservation of threatened species, we are committed to increasing the number of EEP and managed species housed at Battersea Park Children’s Zoo to 50% by 2030, with 50% of species listed as at least ‘vulnerable’ by the IUCN Red List.**

With a rich history of caring for rare and unusual species, Battersea Park Children's Zoo has achieved many institutional conservation milestones in recent years. Through engagement with the EAZA ex-situ programme (EEP) we have seen the successful breeding of critically endangered Bali myna, becoming one of the most successful European facilities breeding this species in recent years. In 2022, the BIAZA Bali Myna husbandry guidelines were produced by BPCZ Zoo manager, Jamie Baker. In 2023, BPCZ won a gold BIAZA award for its Bali myna husbandry and breeding success.

Further success has been achieved with the breeding of the critically endangered pancake tortoise, Scottish wildcat and Asian short-clawed otter.

Curator of collections, Jason Palmer is the WAZA/ISB holder & EAZA EEP monitor for Asian Short Clawed Otters, as well as being an active member of the following organisations: IUCN Otter specialist group liaison for OSG/EAZA. IUCN Otters in zoos taskforce coordinator (Global). IUCN global species advisor for *Aonyx cinereus*. EAZA small carnivore taxon advisory group member.



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# Goal Two

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**Build conservation partnerships to support the preservation of wild populations and their habitats.**

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Today, Battersea Park Children's Zoo proudly champions a number of conservation partnerships in our mission to support threatened species and their habitats.

Since the summer of 2021 we have worked with Ealing Wildlife Group, contributing to a pool of over 2000 Eurasian harvest mice being released into restored habitats across West London. Zoo staff continue to be involved at every stage of the project, from the breeding programme, to the reintroduction and survey days. This reintroduction project has seen hundreds of local community members directly engage with urban rewilding and gain first hand experience with native species conservation. In 2024, BPCZ won a BIAZA field conservation award for our collaborative work with Ealing Wildlife Group.

Our commitment to native species conservation is intrinsic to our mission. Since 2018, five wildcats have been born at the zoo as part of the Scottish wildcat EEP and in collaboration with the Saving Wildcats programme. One male was selected and moved to the Royal Zoological Society of Scotland's reintroduction centre in the Cairngorms National Park. Since 2022, Battersea Park Children's Zoo has built a valuable partnership with the London Beekeepers' Association (LBKA). Through our sustainable honeybee apiary, we have welcomed over 500 children free of charge to engage in practical workshops on the importance of protecting native pollinators.

**In 2025 we aim to extend this partnership further, through the LBKA pollinator grant. This grant will allow us to establish a 'native pollinator trail' at the zoo, encouraging our visitors to explore habitats created around the site with planting to attract specific pollinating invertebrates. As an urban zoo within London, we must provide opportunities for our urban audience to find ways to encourage native wildlife in the often limited outside space they have available. The native pollinator trail will therefore feature methods to attract pollinators with limited resources and space, i.e. window boxes, invertebrate refuges and hanging baskets.**



**Recognising the value of community-based conservation and improving biodiversity within habitats degraded by urbanisation, we aim to establish two more conservation partnerships by 2030, focussing on habitats and species within a 30-mile radius of our zoo.**

**By 2030 we would have doubled our commitment to making the zoo site a haven for native wildlife by conducting a zoo-wide tree survey, and an annual bat survey. Alongside our pollinator trail target, we will also increase the number of bird and bat boxes across the zoo.**

**Each new and ongoing conservation partnership works towards objectives, including monitoring and protecting wild populations, inspiring behaviour change that may reduce species threats, and empowering people by enabling sustainable livelihoods that better facilitate their coexistence with wildlife.**

# Goal Three

Empower people through education to make positive behavioural changes for wildlife conservation.





**Conservation education at Battersea Park Children's Zoo aims to inspire, engage and connect people to the natural world. We strive to provide everyone with an opportunity to experience wildlife. To achieve this, we offer a comprehensive, balanced, holistic education curriculum that caters to all zoo visitors and school groups.**

**Our informal conservation education output aims to increase public knowledge of biodiversity, make conservation relevant to people's lives and challenge misconceptions about conservation and the importance of protecting native wildlife.**

**In 2023, we delivered 430 hours of educational keeper talks to the public. To consolidate our educational output, 100% of our species information signage includes up-to-date conservation information relating to all of the species within our care. In 2023, we added additional signage to the zoo that focuses specifically on the conservation, education and research goals of modern zoos to complement our species display boards.**

**Our formal education programme invites students to become immersed in nature education through both the classroom environment and practical sessions.**





**Our aim is to provide fun, engaging and immersive practical sessions and workshops. In 2024, we welcomed 5,566 students to the zoo on booked school trips. Of this total, 63% were booked on to our guided education sessions. By 2030, we aim to welcome over 6000 students per year, with at least 75% of the booked schools engaging in our guided workshops.**

**Our education team will achieve this goal by creating a brand new workshop every year until we offer a total of 10 workshops by 2030.**

**By 2030, we will have strengthened the reputation and effectiveness of our education department through the enactment of a quality assurance process. We will ensure all schools that attend our formal workshops complete a feedback form to enable us to track and assess the quality of our educational output. This feedback process has already begun, and will continue for five years before we assess the data and conduct a full-scale review of our educational output.**

**To strengthen our commitment to making nature education accessible to all, we will continue our honeybee school programme in collaboration with the London Beekeepers' Association and the School Food Matters charity. Since 2023, this scheme has allowed over 500 London school children, free of charge, to attend practical beekeeping sessions and classroom workshops on the importance of pollinating insects. The School Food Matters charity selects schools with students from low-income families and children with special educational needs. In 2024, BPCZ won a BIAZA education award for our collaboration with the London Beekeepers' Association.**



In 2024, senior keeper Lizzy Humphries launched #ShareSavvy, a campaign to target the negative implications that irresponsible social media usage can have on the conservation of threatened species. The #ShareSavvy campaign aims to educate the public on social media's influence on animal welfare and the illegal wildlife trade, providing an alternative, positive approach to social media usage.

The campaign has already been joined by over 17 conservation and welfare organisations, reaching wide audiences with content related to different taxa impacted by concerning imagery.

In August 2024, Battersea Park Children's Zoo held the first ever #ShareSavvy Saturday, alongside other participating zoos and aquariums.



This annual event was organised by the zoo to highlight the plight of vulnerable species as a result of irresponsible social media imagery. During our first #ShareSavvy Saturday our education team held a number of workshops and educational stands around the zoo with activities aimed at highlighting how images of wild animals can be taken out of context online, and how this content can promote the illegal trade of wild animals.

During the event, an entry and exit questionnaire was given to members of the public, enabling us to quantify the educational impact of the day. The results of the survey showed a positive change in the opinion of visitors, thanks to a single day of focused education.

Later in 2024, our team presented our campaign to delegates from across the UK at the International Otter Survival Fund's 'World Otter Day' conference, the ABWAK otter keepers workshop and the 2024 BIAZA communications conference.

In January 2025, our senior animal team were invited to the Houses of Parliament to present this campaign to MPs and members of the APPG for International Conservation. Sharing this increasingly important topic with those in government highlights the need for collective action against this growing issue, and establishes the need for such a campaign in the years to come.

# Goal Four

Improve our own environmental sustainability to minimise our contribution to global climate change



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**Battersea Park Children's Zoo is an organisation striving to have a positive impact on the environment, our visitors, and our local community. We are committed to fostering a sustainable future through thoughtful practices that minimise our environmental impact.**

**We comply with all relevant environmental legislation and the associated guidance, always ensuring we follow the precautionary principle to prevent or reduce environmental pollution. We will continually evaluate and improve our environmental performance through open and ongoing conversations at every level of our organisation.**

**Through our retail and catering outlets we play our part in minimising the use of plastic waste by ensuring 100% of single use items provided to customers are made from compostable and sustainably sourced material.**

**We prioritise local suppliers, ensuring that all products are sourced responsibly, and made from recycled materials where possible. We also actively select suppliers that donate profits to conservation and community-based charities, aligning our purchasing practices with our core mission. To reduce the number of deliveries to the site, we amalgamate orders across zoo departments as often as possible.**

As of October 2024, we have partnered with Kirbys Produce for fresh animal feeds, ensuring that 75% of our produce is grown in the UK. Deliveries are plastic-free, utilising paper bags and cardboard boxes.

By 2030 we aim to expand our collaboration with the London Beekeepers' Association further, to establish a vegetable and herb garden at the zoo, growing plants that benefit native pollinating insects whilst producing food onsite for our animals. Producing a percentage of our own food will allow us to reduce our reliance on imported produce. For our meat and fish orders, we purchase from Marine Nutrition, where their products are sourced sustainably and from responsible fisheries.

Developments around the zoo are always made with energy efficiency in mind, minimising our environmental impact where possible. In 2024, we upgraded all lighting in our two zoo classrooms to energy-efficient LED bulbs, which use 25%–80% less energy than traditional bulbs. The new bulbs also last 3–25 times longer than those previously used in our classrooms.

To ensure new infrastructure aligns with our ongoing sustainability efforts, lighting, double glazing, energy-efficient heating and waste disposal will always be our priority where possible.

A significant aspect of improving sustainability across the site is responsible waste management. As of 2025, Visitors can separate all recyclable, food and general waste for responsible disposal. 100% of in-house recyclable material is recycled using dedicated bins. We compost all green garden waste produced on-site, reducing landfill contributions. Further to this, we donate 50% of our hoofstock waste to Thrive, a community garden charity, for use as manure in charity-run gardens around Battersea Park. Waste wood is also repurposed for animal enrichment and log stacks are created to provide habitats for wild invertebrates on-site.

Over the next 5 years we will continually follow the latest waste management and sustainability guidelines, reviewing our impact and making changes to reduce our own impact on the environment.



# Goal Five

To promote British farming and eating sustainably through education and collaboration with rare breed conservation initiatives





**At Battersea Park Children's Zoo, we are passionate about supporting our native livestock and inspiring the public to invest in sustainable, locally produced foods and materials. Our work to conserve native rare breeds aims to collaboratively secure the future, and promote the use of, rare and native breeds in livestock farming for meat, fibre and conservation grazing.**

**Today, the UK has over 160 different native breeds of livestock. As well as being a significant aspect of our cultural heritage, our native breeds provide resilience to both the UK's food supply and the rural economy.**

**They also play an integral role in providing ecosystem services including environmental land management and promoting biodiversity.**

**At the zoo, 45% of our domestic breeds are UK native and recognised by the Rare Breeds Survival Trust (RBST) as 'at risk'. As of 2024, we focus on the conservation and promotion of 4 key native breeds. The Bagot goat, Oxford sandy & black pig, the Sussex and silver grey Dorking chicken.**

**An integral part of our work within rare breed conservation, is collaboration. Working closely with our partners at Mudchute Farm, we manage a small breeding herd of Bagot goats, registered with the official Bagot goat society to maintain strong genetics within a breed who remains on the RBST watchlist with as few as 300 breeding females remaining.**



**Our ongoing successful project to aid in the conservation of the Oxford sandy & black pig has been achieved through our partnership with the Oxford Sandy & Black Pig Society. As members of the society and the British Pig Association (BPA), we breed our resident sows to align with official studbook recommendations. Today, this breed is down to 350 individuals, representing just 14 bloodlines.**

**Our native livestock breeding programme focuses on exhibiting farm animals in a high-welfare setting, promoting the environmental benefits of eating sustainably sourced foods, whilst highlighting the 'field to fork' process to our urban audience, who we feel are often disconnected from the farming process.**

**To consolidate our conservation and education goals for our rare breeds, all our livestock signage contains up-to-date information about their conservation status. Moreover, we hold an annual 'rare breeds weekend', alongside advertising sheep shearing and farriery dates to encourage public engagement and learning experiences about important livestock welfare practices.**

**We plan to double down on our efforts to promote our native livestock. By 2030 we will have established an official partnership with the Rare Breeds Survival Trust to reinforce our mission. To accompany this, we aim to introduce another rare breed to our farm section within the next 5 years.**

**Today, the genetic pool these breeds represent is fundamental to the future of sustainable livestock farming, particularly with the need to reduce artificial inputs, improve disease resistance and address the challenges of climate change.**



# With thanks to our conservation and education project partners



**Saving  
Wildcats**  
#SWAforLIFE

# CONSERVATION

# STRATEGY

# 2024 – 2030



Battersea Park  
Children's Zoo