

# Conservation Strategy 2024 - Introduction



The challenges facing the natural world are vast, complex and critical. Climate change and unprecedented decline in biodiversity represent a real crisis for the natural world. Never before has there been such a need to actively protect animals and the habitats in which they live. As a zoological collection, Knowsley Safari has the privilege to do this through its conservation programming.

The WAZA Conservation strategy tells us modern, comprehensive conservation is multi layered and multi-faceted. In particular it recommends and recognises that a sustainable future for the planet comes with consideration of the need to engage with people and communities, as well as working with animal specialists and within habitats. In 2024 the Research and Conservation team at Knowsley Safari was blended with Learning and Discovery, strengthening the impact of both departments. This new holistic approach to conservation is in its infancy and therefore this strategy is written in 3 phases to allow time for growth and expansion.

## Phase 1

This phase focuses on projects which work in 4 strategic areas

<b>Neighborhood</b> Delivering impact on site and in the UK	<b>Collaboration</b> Combining and sharing expertise with others to maximize impact
<b>Engagement</b> Working in conjunction with L & D to support guest knowledge and connection to nature and improved public understanding of our role in conservation	<b>Financial</b> Supporting projects through financial donation

## Phase 2

<b>Evidence:</b> Research to support best practice in the sector and the wild	<b>Culture:</b> Intergration of conservation responsibility for all roles across site and into all guest messaging
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## Phase 3

<b>Sustainability:</b> The full integration of sustainable business practice	<b>Science:</b> Linking and integrating with animal science and conservation breeding
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## 2024 Conservation Programming Overview

Name	Description	Strategic Area
<b>Red Squirrel Recovery Network</b>	National Heritage Lottery project in collaboration with partners in the Northwest and Scotland to protect red squirrels.	Collaboration Neighborhood
<b>Helping Rhino</b>	Partnership agreement to provide financial support for orphaned rhino and lead the development of educational materials and activities. Staff from Knowsley will be working with Helping Rhino to develop educational resources and activities.	Financial Engagement
<b>Wild Camel Protection Foundation</b>	Supporting the management and veterinary treatment of critically endangered wild camels and the development of educational material to develop stewardship in local communities.	Collaboration Engagement Evidence
<b>Mersey Gateway Environmental Trust</b>	Conservation of habitat and native species in the Mersey Estuary and the development of an engagement strategy and education materials to connect local communities to nature.	Neighborhood Collaboration Engagement
<b>Bear Conservation Society</b>	Conservation of wild spectacled bears in Peru through educational information and financial support for bear tracking collars.	Financial Engagement
<b>Wild Cat Alliance</b>	Raising and donating a minimum of £7500 over 3 years.	Financial Engagement
<b>Native Species Surveying</b>	Bats. Birds. Amphibians. Small mammals. Invertebrates. Reptiles. Botany.	Neighborhood Evidence
<b>Biodiversity Basics</b>	Onsite and community project to increase opportunities for biodiversity.	Neighborhood
<b>Safina Lion Conservation Fund</b>	Financial commitment to support the funding of Rangers	Financial
<b>Western Derby Eland</b>	Financial contribution to support Western Derby Eland and their habitats	Financial
<b>Flight of Africa</b>	Raising awareness of vulture conservation and funding poison response kits.	Collaboration Engagement
<b>My School My Planet</b>	Working with schools to create green areas and encourage biodiversity on their school land.	Neighborhood Engagement
<b>Guest Engagement</b>	Program of events and activities to engage with guests about animals, habitats, conservation, living sustainably and the conservation projects supported by Knowsley Safari.	Engagement