

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Zoological Society of London	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Westminster	
Contact person: Ms Judi Gasser	Position: Head of Development
Website: http://www.zsl.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 208728
When was your organisation established? 29/04/1826	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Improving London's Environment
Which of the programme outcome(s) does your application aim to achieve? More Londoners with a greater knowledge and understanding of the 'green' environment and biodiversity More people reporting improved wellbeing through greater use of open spaces and through growing and greening initiatives
Please describe the purpose of your funding request in one sentence. We are requesting funding for our Tidal Thames Conservation Project: Inspiring and engaging Londoners to help conserve the biodiversity of their rivers.
When will the funding be required? 02/02/2015
How much funding are you requesting? Year 1: £57,839 Year 2: £54,305 Year 3: £47,443 Total: £159,587

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Aims of your organisation:

ZSL is a registered science, conservation and education charity whose mission is to promote and achieve the worldwide conservation of animals and their habitats. Our vision is a world where animals are valued, and their conservation assured. ZSL's five strategic aims are:

1. To undertake and promote relevant high quality zoological and conservation research, to help us achieve our conservation objectives and to inform and influence conservation policy.
2. To encourage and motivate all our stakeholders to support and engage in conservation.
3. To implement and achieve effective and appropriate 'in situ' and 'ex situ' conservation programmes for priority species and habitats.
4. To lead and deliver exemplary Zoos in order to advance ZSL's mission.
5. To further ZSL's mission by maximising opportunities to generate funds.

Main activities of your organisation:

ZSL runs London Zoo and Whipsnade Zoo, at which we: offer formal and informal education activities, including tailored sessions for schools; breed species at risk of extinction in the wild; present and interpret this outstanding living collection of animals, informing and inspiring 1.5 million visitors annually.

ZSL's Conservation Department undertakes practical conservation work in over 50 countries; activities include: identifying key drivers of extinction; developing and testing conservation approaches and tools; working with governments, industry and communities to manage wildlife sustainably; developing conservation capacity; engaging and educating communities; informing and advising policy-makers, conservation practitioners and the public on the status and trends of biodiversity.

Scientists at ZSL's Institute of Zoology conduct research supporting conservation of animals and their habitats. It also offers research training and, with the Royal Veterinary College, our veterinary hospital offers the world's only MA in Wild Animal Health. ZSL's Library houses a unique collection of journals and books on zoology and conservation, open to the public.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
450	295	15	520

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	41 years

Summary of grant request

This project will address two, related, problems:

1. London's rivers and streams are currently classified as being in 'poor' or 'bad' condition and are a priority habitat of the London Biodiversity Action Plan. They do not achieve their potential either as a wildlife habitat or a resource for Londoners: they urgently need our help.
2. Many Londoners know little of the biological diversity in their city: hidden beneath the Thames' muddy, turbid waters is an ecosystem of great ecological and historical importance; many more Londoners are needed to enjoy, conserve and advocate for the Thames and its tributaries.

The project aims to secure London as an internationally important site for aquatic wildlife and demonstrate that this can be achieved in an urban environment. We will raise awareness of the biological value of the Thames, inspire Londoners to reconnect with nature, contribute to better environmental stewardship and support conservation. We are focusing on some of the most endangered species (European eel, harbour seal and smelt), and also researching the impact of aquatic invasive non-native species, considered by the IUCN to be the second biggest threat to biodiversity.

ZSL's Tidal Thames Conservation Programme was set up in 2004 and works closely with the Environment Agency, regional & local authorities and businesses, over 30 local conservation groups and hundreds of volunteers, who also benefit greatly from the experience; by the end of 2017, almost 1,000 Londoners will have contributed to Thames conservation, and millions more will have learnt about and enjoyed the river on their doorstep.

The project has 5 elements- Conservation of the European Eel, Marine Mammal Conservation, River Monitoring Initiative, Smelt Conservation and Invasive Non-Native Species Survey- supervised by our Programme Manager. Each has a Project Manager and field team comprising staff, interns and volunteers. Underpinning all these are the project's aims to:

- increase Londoners' enjoyment and appreciation of their river by offering a range of activities to participate in, either on an ongoing basis as a volunteer, or a one-off activity such as attending a workshop or observing marine mammals. This project aims to recruit 544 new citizen scientists and provide opportunities for 12 interns to gain valuable experience working for a world-renown conservation organisation. The volunteers will benefit enormously from the experience and help ZSL to research/deliver conservation on a much greater scale than we could using just our staff.
- raise awareness of the ecological value of the Thames through press, TV, social media, video and interactive map on our website, public engagement events, outreach to students and schools.
- increase conservation capacity in London, through working with project partners and engaging volunteer citizen scientists and communities to deliver conservation.
- provide scientific evidence to demonstrate the Thames and its tributaries as an internationally important habitat for aquatic species.
- deliver the conservation of species and their habitats.
- influence policy to achieve and conserve world-class estuarine habitat status and raise awareness of the national/international importance of the Thames for wildlife.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Recruit, train and manage 544 new citizen science volunteers to:

- **monitor elver migration and build eel passes to safeguard their transit(324)**
- **monitor river ecology and pollution(120)**
- **identify smelt spawning areas and research history of smelt industry(70)**
- **assist with invasive non-native species survey (30).**

Recruit, train and manage 12 interns to support staff on all aspect of Thames work.

Outreach and engagement of thousands of Londoners- through partner organisations, schools, local councils, press, website, social media, workshops, video, interactive map, beer mats, talks to students, public events.

Collect data to inform conservation decision-making - through eel monitoring, smelt spawning observations, mammal survey, River Monitoring Initiative, Invasive Non-Native Species survey.

Press, TV and social media work to reach out to and inform thousands of Londoners, and 80 million + people world wide, about the biodiversity of the Thames.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

544 volunteer Citizen Scientists will have participated in our activities, learned about and enjoyed London's rivers.

12 interns will have enhanced their skills, gained valuable experience and improved their career prospects.

Thousands of Londoners will have engaged with & learned about nature through: attending workshops(120); visiting Creekside Discovery Centre (19,000); volunteering as a citizen scientists (544); visiting our website (75,000); 45,000 will have learned about the Thames through our video; 18,000 visit interactive map (reporting 250 sightings)

ZSL will have greatly increased the amount of data gathered on smelt spawning, eel populations, marine mammals, pollution and invasive species in order inform policy and decision making for better conservation action.

ZSL will have reached out to thousands of Londoners through social media (270,000), our stand at Thames events (50,000), beer mats (2,000), presentations(2,000) events at ZSL (200) and 80 million people around the world through TV and press.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

ZSL has a dedicated Development Department which will be tasked with raising funds to continue, according to what the need is after 3 years' work.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

1,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

All ages

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staff costs	100,593	104,033	65,497	270,122
Travel	11,769	7,435	2,023	21,227
Training	1,320	930	1,039	3,289
Promotion & Outreach	4,461	1,678	347	6,486
Equipment	38,987	4,159	2,040	45,186
Evaluation/Report Writing	3,236	4,637	2,742	10,615
Permits	330	268	172	770
Room hire/refreshments	8,629	10,432	4,760	23,821
Overheads(15%)	25,399	20,036	11,793	57,227
TOTAL:	194,723	153,606	90,414	438,743

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Heritage Lottery Fund	48,900	48,900	0	97,800
SITA Environment Trust	40,347	0	0	40,347
BBC Wildlife/SITA	25,371	0	0	25,371
Misc ZSL donors	33,686	0	0	33,686
TOTAL:	148,304	48,900	0	197,204

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
David Webster Charitable Trust	11,147	0	0	11,147
Heathrow Communities	4,859	0	0	4,859
Woodroffe Benton C T	2,000	0	0	2,000
Environment Agency/ARIS	0	25,000	25,000	50,000
TOTAL:	18,006	25,000	25,000	68,006

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staff costs	37,303	37,414	32,729	107,446
Travel	1,945	1,984	2,023	5,952
Training	720	930	1,039	2,689
Promotion & Outreach	2,582	341	347	3,270
Equipment	3,081	1,888	510	5,479
Evaluation/Report Writing	2,081	2,058	2,100	6,176
Permits	165	168	172	505
Room hire/refreshments	1,350	1,377	1,406	4,133
Contribution towards overheads(15%)	8,676	8,146	7,116	23,938
TOTAL:	57,839	54,305	47,443	159,587

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: December	Year: 2013
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Income received from:	£
Voluntary income	4,518,000
Activities for generating funds	8,769,000
Investment income	307,000
Income from charitable activities	38,483,000
Other sources	0
Total Income:	52,077,000

Expenditure:	£
Charitable activities	38,427,000
Governance costs	199,000
Cost of generating funds	855,000
Other	6,263,000
Total Expenditure:	45,744,000
Net (deficit)/surplus:	6,333,000
Other Recognised Gains/(Losses):	1,692,000
Net Movement in Funds:	8,025,000

Asset position at year end	£
Fixed assets	44,003,000
Investments	4,546,000
Net current assets	12,682,000
Long-term liabilities	1,430,000
*Total Assets (A):	61,801,000

Reserves at year end	£
Restricted funds	53,490,000
Endowment Funds	805,000
Unrestricted funds	7,506,000
*Total Reserves (B):	61,801,000

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
1-10%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

In June 2014, the Council elected a new President, Professor Sir John Beddington FRS, due to the retirement of Sir Patrick Bateson.

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	3,499,000	3,844,000	0
Other statutory bodies	51,000	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Panthera	69,688	30,500	166,864
Waterloo Foundation	55,000	58,000	69,620
Arcus Foundation	73,269	169,688	60,000
Esmee Fairbairn Foundation	39,016	99,018	60,000
Rufford Foundation	70,000	70,000	70,000

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Judith M Gasser**

Role within **Development Manager, Trusts and Statutory Grants**
Organisation:

Revised + Keenest 8/4/15

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staff costs	100593	104033	65497	270122
Travel	11769	7435	2023	21227
Training packs	1320	930	1039	3289
Promotion & Outreach	4461	1678	347	6486
Equipment	38987	4159	2040	45186
Evaluation/Report Writing	3236	4637	2742	10615
Permits	330	268	172	770
Room hire/refreshments	8629	10432	4760	23821
Overheads	25399	20036	11793	57227
TOTAL:	194723	153606	90414	438743

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Heritage Lottery Fund	48900	48900		97800
SITA Environmental Trust	40347			40347
BBC Wildlife / SITA	25371			25371
Misc ZSL donors	33686			33686
Thames Water	50000			50000
TOTAL:	198304	48900		247204

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Heathrow Communities for Tomorrow	4859			4859
EA / ARIS		25000	25000	50000
TOTAL:	4859	25000	25000	58459

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staff costs	37016	38108	39137	114352
Travel	600	612	624	1836
Training packs	400	200	200	800
Promotion & Outreach	1200	1224	1248	3672
Equipment	6500	3280	2300	12080
Evaluation/Report Writing	400	400	800	1600
Permits	200	200	200	600
Room hire/refreshments	480	490	499	1469

Contribution towards overheads (10%)	4689	4451	4501	13641
TOTAL:	51,485	48,965	49,600	150050