



Appendix 1

Vision

Our vision is to inspire learning and engagement with wildlife through:			
Welfare	Welcoming	Engagement	Collection
Ensuring the health and wellbeing of the collection.	Providing a welcoming, safe and accessible zoo that visitors feel confident to explore.	Inspiring people to develop their knowledge and understanding of wildlife in Britain, and its conservation. Encouraging people to engage and participate in the conservation, management and the development of the zoo.	Ensuring the collection reflects wildlife in Britain and encourages understanding of their relationship with the Heath.



Appendix 1

Outcomes Framework

	Outcome	Indicators / Measures
Welfare		
1	The collection is healthy and well cared for.	<ul style="list-style-type: none"> Comply with the husbandry guidelines from the British & Irish Association of Zoo and Aquariums (BIAZA) / European Association of Zoo and Aquariums (EAZA) / American Association of Zoo and Aquariums (AZA) Maintain Zoo License Complete quarterly Veterinary Inspections Organise and lead the biannual Zoo and Farm Ethical Committee Maintain membership of BIAZA
2	The most suitable and appropriate habit is provided.	<ul style="list-style-type: none"> Maintain Zoo Licence Complete quarterly Veterinary Inspections Organise and lead the biannual Zoo and Farm Ethical Committee Maintain membership of BIAZA Utilise natural materials from the Heath to enhance enclosure habitats
Welcoming		
1	The Zoo provides a welcoming, safe and accessible environment.	<ul style="list-style-type: none"> Undertake annual visitor satisfaction survey
Engagement		
1	People have a greater understanding of Wildlife in Britain.	<ul style="list-style-type: none"> Signage around the enclosures is up to date, informative and reviewed annually.
2	The Open Spaces Department Learning Programme is delivered to children from Early Years Foundation Stage to key stage 3.	<ul style="list-style-type: none"> School visits are recorded and reported annually Feedback is sought from Teachers and/or Parents / Carers Evaluation findings from our Learning Programme are shared.
3	People are inspired to visit the facility again and/or volunteer in the conservation, management and development of the Zoo.	<ul style="list-style-type: none"> Undertake annual visitor satisfaction survey Increase volunteer participation. Establish baseline date for 2017/18 Increase Animal Adoption Scheme uptake by 5%
Collection		
1	The collection comprises of species associated with wildlife in Britain.	<ul style="list-style-type: none"> Each species will fall into one of the following three categories: current / historic / introduced or invasive, and meets the collection plan.
2	Visitors understand how the species in the collection relate to the Heath past and present.	<ul style="list-style-type: none"> Undertake annual visitor satisfaction survey