

DARTMOOR ZOO



THIS IS US...

2020-2025



Charity no. 1158422

helping people helping wildlife

PLEASE JOIN US ON OUR JOURNEY...

...to awaken the world to the plight of wildlife and empower people to provide hope for the future of animal species.

OUR VISION: A FUTURE WHERE NO ANIMAL SPECIES FACES EXTINCTION.

Every year human activity costs the world in species diversity. With modern science we could be lucky and save many from the brink of extinction, however others will not be so lucky. There are too many species teetering on the edge of extinction. It's now going to take human intervention to save them. Benjamin Mee, author of "We Bought A Zoo", bought Dartmoor Zoo to save the animals and to turn the zoo into a centre of excellence for research, education and conservation. As a charity, we are well on the way with expanding conservation projects, an award winning education department and a research department that has forged strong links with many outstanding universities, including the University of Plymouth.

The zoo with a story and many big hearts...

Dartmoor Zoo is continuing to grow. Since 2014, when it became a charity, Dartmoor Zoo has welcomed over 300,000 visitors, educated over 12,500 children a year, created the Dartmoor Institute of Animal Science, taken part in key breeding and conservation programs and has most importantly been taking excellent care of its animal residents. Benjamin's role has changed from owner to CEO and along with an outstanding board of trustees it is time for the exciting next stage. To invest in our future and further develop the 33 acre site to provide a home and future for animal species facing extinction. Through our residents we will help guests connect with the natural world leading people to realise a greater individual responsibility for our impact on nature.



OUR MISSION

To educate, inform, inspire and empower people to be more connected with the natural world and take greater responsibility for their impact.



Core Values...

Excellence

High standards of animal care, provide excellent guest service and create fun and inspirational experiences that help people help wildlife.

Conservation

Committed to practicing and promoting activities and actions that benefit the animals in our care, native wildlife and the environment.

Innovation

To encourage creativity, to think outside the box, try something new and turn ideas into actions.

Collaboration

To conduct ourselves so we foster respect and teamwork between staff and volunteers along with key sponsors to achieve our aims.

Passion

Friendly and passionate staff and volunteer teams, committed to saving wildlife and inspiring others.

'All you need is 20 seconds of insane courage...and I promise you something great will come of it'

-Benjamin Mee



CONSERVATION

2

**Near
threat
animals**

8

**Vulnerable
animals**

2

**Endangered
animals**

4

**Critically
endangered
animals**

Our experience in conservation...

Brazilian Tapir breeding

Dartmoor Zoo has been home to three baby tapirs all of whom have grown up and moved to other zoos to participate in the stud book breeding programme for the species.

Amur Tiger

We have always been home to ambassador tigers, which have given us the chance to raise over £8,000 to protect their wild relatives and the areas they live in.

Tanzanian Electric Blue Gecko

We have had a successful breeding programme and welcomed three of these miniature critically endangered geckos. As they grow up they will become part of the important breeding programme.

Golden Mantella Frogs

These critically endangered frogs have been successfully bred at Dartmoor Zoo for over two years.

Asian Short Clawed Otters

We have a successful breeding programme and welcomed four babies to the group in 2019.

COMMUNICATION

We reach hundreds of thousands of people each year, either through media or by visitation to the zoo. Each person we reach is someone who can make a positive contribution to conservation. Our communication style is factual and hopeful, with the intent to inspire people toward positive action.



We are unique...

Dartmoor Zoo is unique to many zoological conservation projects. Helping people is as important to us as helping wildlife – without empowered, educated, and happy people in the world, how can every member of our species be inspired to behave responsibly and with care for this planet?

Our Wellness Through Nature programme is another way we do our bit to help people feel better about themselves and everything around them. The magic formula is fresh air and meaningful work, for a great cause, as part of a loving team, and with amazing animals in a beautiful location.

helping people helping wildlife

The mental health benefits of spending time outdoors is powerful. By immersing yourself in nature, even if it's just for a few short minutes can change your perspective. It helps you slow down and notice what's going on around you by opening the door to the beautiful world around us. Already we have helped people through the strong partnerships we have with the military, schools, community groups and businesses and the potential of these impacts don't end there.

Our strategic initiatives 2020-2025



To launch an international fundraising campaign to support the charities work

Become EAZA accredited and participate in more endangered breeding programmes.

Develop our wellbeing provision through nature and target our research towards it.

Become a busy, well established venue within the SW for corporate events, family events and weddings.

Deliver and publish top quality internationally recognised academic research

Develop and implement a strong collection plan to give homes to more species needing intervention to save them from extinction.

Continue to develop our facilities to make it highly attractive and educational for our visitors.

Ensure Dartmoor Zoo continues to be a great place to work that moves ideas forward.

Promote a versatile, locally sourced menu providing a thought provoking and ethical dining experience.

OUR 5 YEAR OUTCOMES

1. Providing authentic experiences: Younger generations are growing up in constant contact with technology. In contrast to this, authentic experiences will hold a different kind of value. Our zoo conservation efforts will provide genuine, immersive experiences with nature and wildlife. The demand for animal experiences has increased significantly over the past several years, and future visitors will be exposed to even more new opportunities.

2. Engaging learner: Learning in an immersive environment will continue to be a valuable engagement tool for young minds seeking knowledge. Their contributions and participation with our work will be important to secure a future for wildlife.

3. Changing perceptions: The public perception of zoos along with expectations of our work are changing. We must demonstrate the positive role our work is doing so that zoos can continue to be seen as authentic and valuable places.

4. Making connections: Our visitors are introduced to living ambassadors through on-site experiences. We will call attention to our conservation expertise while creating an emotional connection and bond with the natural world.



**Look in the mirror at the most
dangerous species on this planet.**