# Welcome!

RHINO KEEPER WORKSHOP 2015

CHESTER ZOO

Dr. Mark Pilgrim, Director General

# Where are we?

SCOTLAND
Arbroath
Perth
Isle of Mull
Isle of Jura
Isle of Islay
North Sea
Glasgow
A90
M9
M90
A1
A74
A751
A75
A19
Newcastle upon Tyne
Middlesbrough
Belfast
M6
ENGLAND
Monaghan
Douglas
Blackpool
Preston
Leeds
Hull
Navan
Liverpool
Manchester
M56
Sheffield
A55
Wrexham
Nottingham
Lincoln
Kings Lynn
Norwich
Carlow
Arklow
Leicester
Birmingham
Cambridge
Northampton
M50
M5
Luton
Ipswich
WALES
Colchester
Cardiff
Bristol
London
Southend-on-Sea
Reading
Ashford
Dunkirk
Southampton
A30
A31
M27
Bournemouth
Plymouth
Truro
Penzance
A16
Amiens

# The historic city of Chester

CHESTER ZOO

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# The City of Chester

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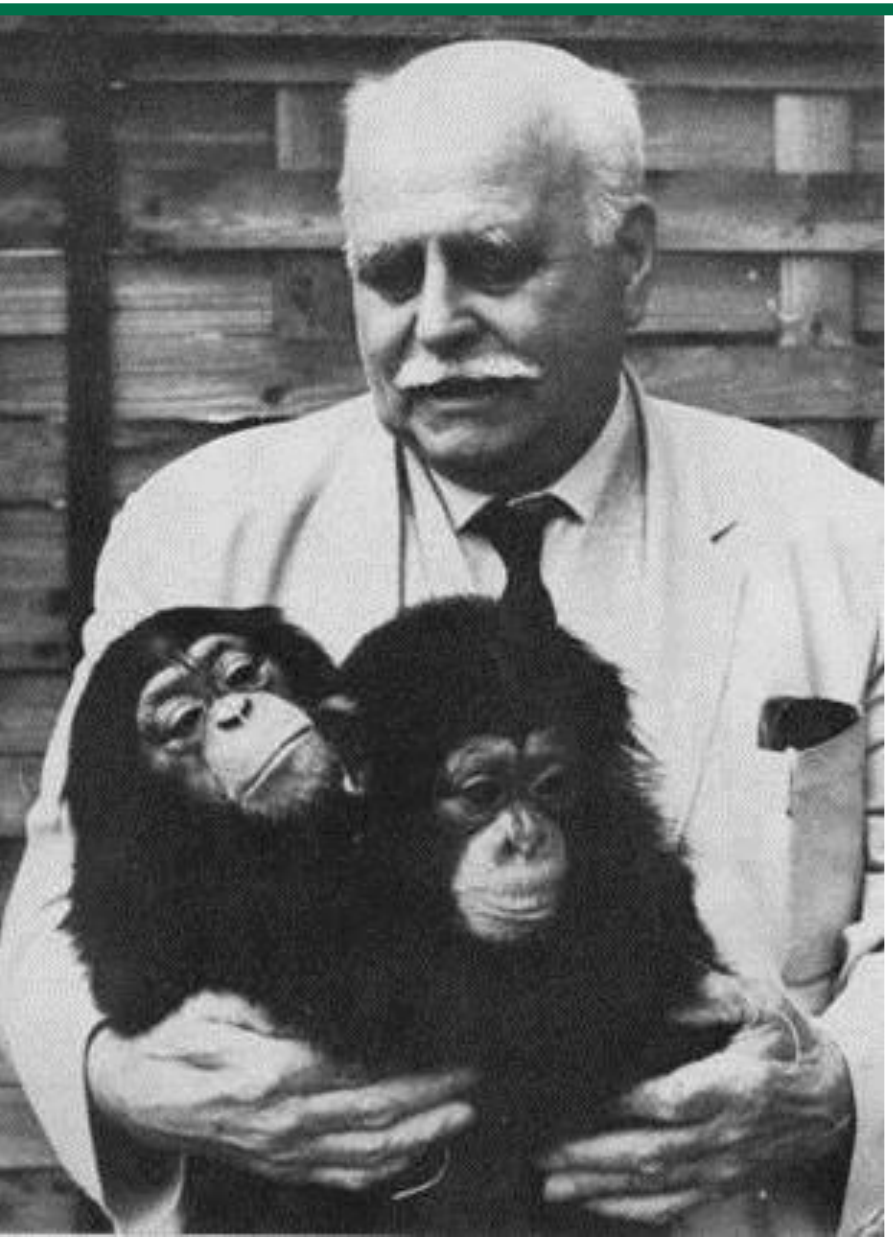
# Chester Zoo - Beginnings



## North of England Zoological Society

- George Mottershead
- Established 1931
- 1934 became Conservation & Education Charity
- A ‘Zoo without bars’

The developed zoo currently covers approx. 50 hectares (123 acres)
Total land holding of 180 hectares (444 acres)

# Who are we?

Trip advisor 2014

Best Zoo in UK

2nd best zoo in Europe

6th best zoo in the World

# Who are we?

- 1.43m visitors in 2013
- 63,000 members
- £27m annual turnover
- UK's second largest paying visitor attraction

*(according to ALVA, Association of Leading Visitor Attractions 2013)*

- Almost all our income comes from visitors

# Our Mission as a Charity:

CHESTER ZOO

'to be a major force in conserving biodiversity world wide'

# A Natural Vision:

## A five year strategy for Chester Zoo, 2013-2017

**SO1**

*To focus our activities both in the zoo and globally to maximise our conservation impact.*

**SO2**

*To be a world class "must see" visitor attraction.*

**SO3**

*To be a centre of excellence for conservation breeding & animal welfare.*

**SO4**

*To be commercially successful to ensure long term commercial viability.*

**SO5**

*To ensure our staff are recognised as being at the heart of the organisation and influence the success of everything we do.*

**SO6**

*To develop our external reputation including our relationships and influence.*

# Strategic Objective 1

*To focus our activities both in the zoo & globally to maximise our conservation impact.*

# The animal collection

| | Number of Species | Number of Specimens |
|---|---|---|
| Mammals | 82 | 764 |
| Birds | 134 | 1270 |
| Reptiles | 45 | 333 |
| Amphibians | 19 | 486 |
| Fishes | 87 | 2915 |
| Invertebrates | 59 | 3046 |
| **Total** | **426** | **8814** |

# Strategic Objective 1

Conservation Programmes

# Strategic Objective 1

# Strategic Objective 1

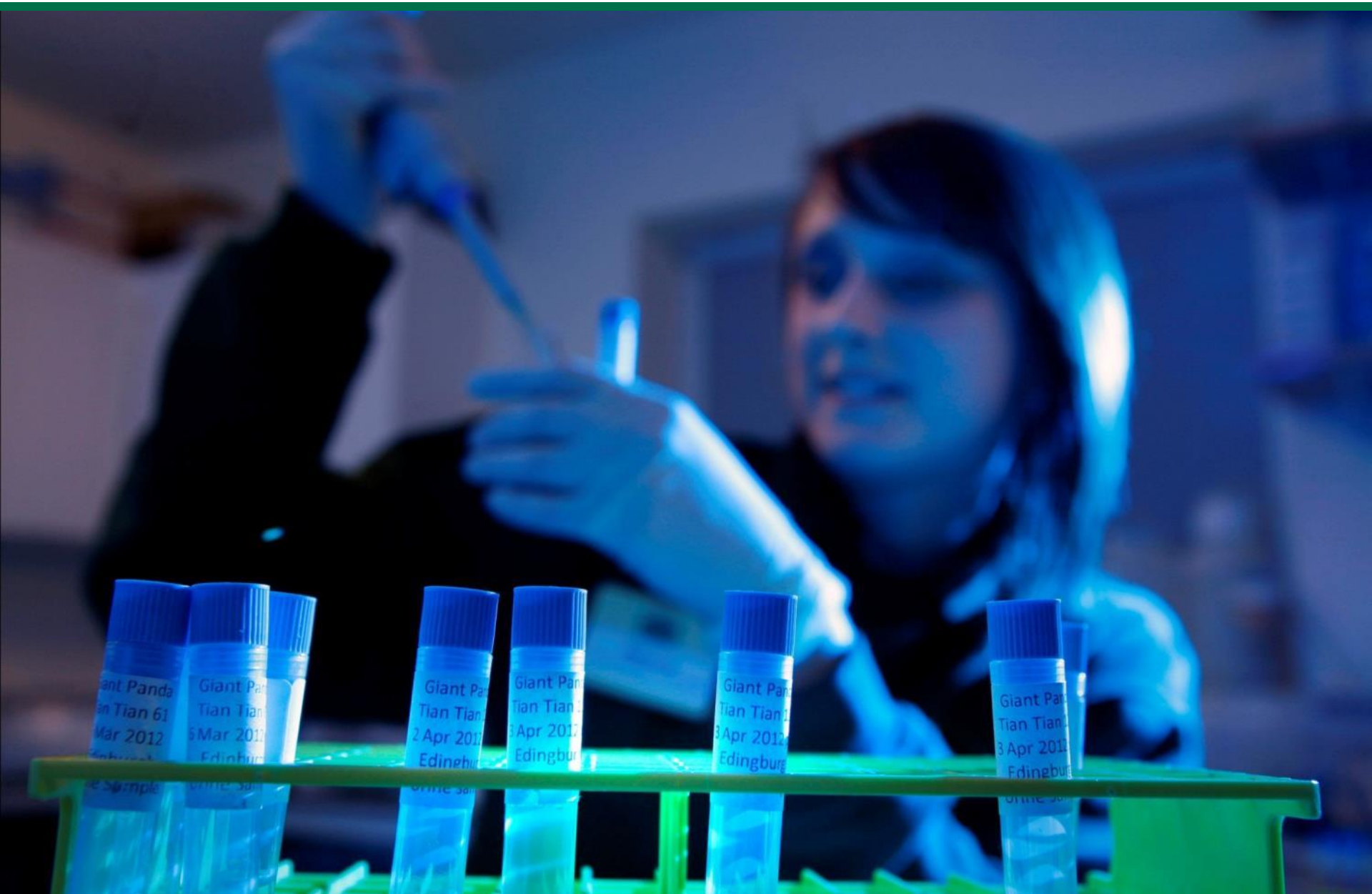
Inspiring our visitors about the natural world such that they to care enough to make changes in their daily lives that benefit nature and the environment.

# Strategic Objective 2

# Strategic Objective 2

# Strategic Objective 3

# Strategic Objective 3



# Strategic Objective 4

# Strategic Objective 4

# Strategic Objective 4

# Strategic Objective 5

# Strategic Objective 6

# Meet the team!