



2007 Annual Report of the North of England Zoological Society

SHARING OUR VISION



OUR VISION:

A diverse, thriving and sustainable natural world.

OUR MISSION:

To be a major force in conserving biodiversity worldwide.

CONTENTS

VISION AND MISSION	2	INTERNATIONAL RESEARCH FOR CONSERVATION AND WELFARE	33
CHAIRMAN'S STATEMENT	3	ENSURING ANIMAL HEALTH AND WELFARE	34
DIRECTOR GENERAL'S REVIEW	4	PROMOTING LEARNING AND DISCOVERY	36
A SHARED VISION: THE SOCIETY'S STRATEGY 2007 TO 2012	7	GROWING THE BUSINESS FOR CONSERVATION	38
2007 DIARY OF ACHIEVEMENTS	10	MEDIA COVERAGE INCREASES	40
AWARDS IN ALL FIELDS	13	BUSIEST VISITOR YEAR EVER	42
REFLECTIONS ON THE YEAR	14	SPONSORSHIPS, TRUSTS, GRANTS AND DONATIONS	44
CONSERVING AND EDUCATING AT HOME AND ABROAD	16	CORPORATE SERVICES	45
EXPANDING IN ASIA	18	A PEOPLE BUSINESS	46
REALM OF THE RED APE	19	RECYCLING FOR SUSTAINABILITY	47
HELPING ELEPHANTS AND PEOPLE IN ASSAM	20	FINANCIAL OVERVIEW	48
SUPPORTING CHINESE BIODIVERSITY	21	SUMMARY FINANCIAL STATEMENTS	49
CONSERVING INDO-PACIFIC ISLANDS	22	GOVERNANCE OF THE NORTH OF ENGLAND ZOOLOGICAL SOCIETY	52
GREAT APE SURVIVAL PROJECT IN WEST AFRICA	24	TRUSTEE COMMITTEES	53
CARING FOR BLACK RHINO IN EAST AFRICA	26	LOOKING AHEAD TO 2008	54
CAMPAIGNING FOR MADAGASCAR	27		
SAVING SPECIES IN SOUTH AMERICA	28		
ACTING LOCALLY FOR BRITISH WILDLIFE	29		
FIGHTING GLOBALLY FOR FROG SURVIVAL	30		
GLOBAL AND LOCAL CONSERVATION PARTNERSHIPS	32		

Appendices

To save on paper, these appendices are provided electronically on a disc (see inside back cover).

If you prefer to receive a printed copy in normal or larger type please request this in writing from the Company Secretary.

- | | | |
|---|--|--------------------------------------|
| 1. 2007 Trustees' Report and Audited Financial Statements | 7. On-Site Research and Scientific Publications 2007 | 12. Threatened Plants |
| 2. Management Structure | 8. Staff on External Boards | 13. Mammals |
| 3. Safety, Health and Environment Review 2007 | 9. International Breeding Programme Co-ordination | 14. Birds |
| 4. Customer Feedback 2007 | 10. Livestock Totals 2007 and CITES Summary | 15. Reptiles |
| 5. Worldwide Conservation Activity | 11. Threatened Animals | 16. Amphibians |
| 6. Educational Talks 2007 | | 17. Fishes |
| | | 18. Invertebrates |
| | | 19. Chester Zoo Collection Plan 2007 |



Front Cover. Sumatran Orang-utan (*Pongo abelli*)
Photograph reproduced courtesy of Reuters

1. Philippine Spotted Deer (*Rusa ailfredi*)

2. Slipper Orchid (*Paphiopedium*)

3. Jaguar (*Panthera onca*)

CHAIRMAN'S STATEMENT

Tony Williams

We continue to hold our prime position as the UK's leading wildlife attraction with over 1.3 million visitors during the year, a record number for the Society.

I am delighted to report that 2007 has been another successful year. The Society's programme of conservation, research and education has been commended and recognised by many organisations throughout the world. We have received a number of major awards, including 8 awards at the Education and Marketing Awards ceremony held by the British and Irish Association of Zoos and Aquariums (BIAZA) in November 2007. These awards were for our projects in the wild, our in-house animal welfare programmes and new exhibits. We continue to hold our prime position as the UK's leading wildlife attraction with over 1.3 million visitors during the year, a record number for the Society. We also reached 4th place in the UK's most visited overall attractions, testament to the high quality of the visitor experience at Chester Zoo.

Our capital projects programme continues unabated. At the beginning of the year, work on our new entrance was completed with additional and upgraded visitor facilities. In June, 'The Realm of the Red Ape' exhibit was officially opened by the distinguished conservationist Dr Biruté Galdikas and TV celebrity Nick Knowles.

At the opening ceremony we were delighted to present Dr Galdikas with the Society's Gold Medal in recognition of her outstanding work in Orang-utan conservation. These two new projects are part of our ongoing capital developments, designed to showcase our

conservation, research and education programmes in a world class visitor attraction.

The Trustees are constantly aware of the ever changing environment in which the Society has to operate, not only as a conservation organisation, but also in a highly competitive commercial market. At the Society's Annual General Meeting in May 2007, the Trustees presented a resolution for the Members to agree a revised Memorandum and Articles of Association. The original version was written in 1931, with some minor amendments over the years. The updated version reflects changing circumstances and contemporary needs. I would like to thank the Members of the Society who supported the Trustees' recommendations.

2007 saw the retirement of Mr Alan Watson from the Board of Trustees. On behalf of the Trustees and staff, I would like to express our thanks for his sound financial and commercial advice, from which the Society has greatly benefited. Also at the AGM, two other Trustees, Dr Judith Skerritt and Dr Jeremy Playfer, were re-elected. I would like to thank them both for their continued and valuable support. Three new Trustees were elected, Mr Malcolm Ardron, Mr Steve Docking and Mr Iain Hall, who bring with them expertise in engineering project management, primary education and information technology. I welcome their appointments and believe their presence enhances the skills of the Board.

I would like to add my gratitude to our President, His Grace, the Duke of Westminster KG, OBE, TD, DL and our Vice Presidents, the Right Honourable Lord Wade of Chorlton and the Honourable Mrs Margaret Jane Heber-Percy, for their continued support.

I believe the strength of the Society lies in the dedication and enthusiasm of all the staff and I would like to again thank them for helping the Society to advance its mission as a major force in conserving biodiversity worldwide.



Tony Williams, Chairman, North of England Zoological Society



DIRECTOR GENERAL'S REVIEW

Gordon McGregor Reid

One of the most challenging benchmarks set in the 1960's by George Saul Mottershead, the founder of Chester Zoo, was exceptionally high visitor numbers. I am pleased to report that our 2007 achievement of 1.33m visits, including the under-threes, means we have now exceeded the previous all-time record of 1.14 m set in 1967! The Zoo economy is correspondingly prosperous and so we have been able to grow the business and pursue our mission as never before. The high level of ongoing success is recognised in numerous awards and our listing in Forbes 'Traveller' magazine as one of the top fourteen zoos in the world.



Structure, Staffing and Communications

In 2006 and 2007 a new structure for the Society evolved in response to sustained growth and emerging opportunities. This has resulted in the creation of four Directorates reporting to the Director General: Corporate Services, Commercial, Conservation & Education and Zoo Development. Alasdair McNee joined the Society as the new Corporate Services Director in July 2007. He has a background as a senior executive in the hotel industry, which will prove invaluable in pursuing our wider aspirations. We are currently recruiting for a Commercial Director. As part of the Conservation and Education re-structure, Director Mark Pilgrim undertook a review of the strategic and operational needs, with a revised structure for Heads of Division and Managers. Appendix 3 is a diagram of the new senior management structure that became

operational from 1 September 2007. I would like to congratulate all of the new appointees.

The search for a Development Director continues in relation to the 'SuperZoo' project, now re-titled 'Natural Vision'. In the interim, we have conducted a wide-ranging consultation exercise to produce a detailed client brief for master-planning purposes. We have also recruited external consultants specializing in concept development, project management, engineering, business planning, fundraising, physical planning, taxation and legal issues. We are in the process of constructing a large planning office (in the roof space of our central administration building Cedar House) to be completed early in 2008. Dialogue continues with stakeholders, business supporters and academic partners as prospective allies in progressing elements such as a proposed Conservation College.

We are also in close dialogue with our major partner, the North West Regional Development Agency, over matched funding arrangements for 'SuperZoo' planning. All of this activity has been set in the context of completing the overall Strategy of the North of England Zoological Society and a Strategic Implementation Plan agreed by Council and across all Directorates and Divisions (see page 7). Strategy briefing meetings for all staff were conducted by the Directorate team in March and December.

In a further development, formal Recognition Agreements were signed in December 2007 with a reconstituted Staff Association and Committee for Representatives of Employee Safety.



1. Gordon McGregor Reid, Alan Woodward of Chester Zoo with Asiatic Lion cub, Tejas, and Sir Ranulph Fiennes
2. Gordon McGregor Reid holding a Mission Golden-eyed Tree Frog (*Phrynohyas resinifictrix*)
3. Sir David Attenborough, Patron of the 2008 Year of the Frog Campaign, Dr Lesley Dickie, Global Campaign Manager for the Year of the Frog Campaign and Gordon McGregor Reid, Co-chair of the Amphibian Ark (AArk).

International Activity

I travelled to Växjö, Sweden in January for the Tercentenary Celebrations in honour of the great naturalist Carl Linnaeus (1707-1778), founding father of modern systematic biology. This was in my capacity as immediate past President of the Linnean Society and as part of a UK delegation, including the Government's Chief Scientific Adviser, Sir David King. There was a spectacular inaugural ceremony hosted by His Majesty Carl Gustav King of Sweden and Queen Silvia. There were other memorable Royal events hosted by The Linnean Society of London. In May, the Linnean's new President Professor David Cutler, Sir David Attenborough and I had the pleasure of dining with and escorting His Imperial Majesty Emperor Akihito of Japan and Empress Michiko around the Society. Emperor Akihito is a biologist distinguished for his research on goby fishes and is hence an Honorary Fellow of the Linnean Society. In December, I was at the presentation of the Tercentenary Medals by HRH Princess Anne, The Princess Royal. Throughout the year, I gave several lectures on the life, philosophy and science of Linnaeus including for a Symposium on Systematic Biology at the 2007 Botanical Congress in Chicago, where I was the guest of the International Society of Plant Taxonomists.

In February, I chaired the annual meeting of the Research Committee of the European Association of Zoos and Aquariums (EAZA) at Chester Zoo. The main outcome of the meeting was the completion of 'Developing the Research Potential of Zoos and Aquariums - the EAZA Research Strategy', which is now published. The 2007 EAZA Spring Council meeting was in Kristiansand Dyreparken, Norway, where I participated in a 'Future Search Workshop' to determine the strategy and priorities for EAZA. Chester Zoo was also a major contributor to the 24th EAZA Annual Conference, hosted by Warsaw Zoo in September 2007.

As a part of our programme of scientific collaboration with China, the Zoo hosted a visit in July of the Beijing Municipal Science and Technology Commission. Our guests wished to learn more about integrating conservation messages into exhibit design, how to develop and implement a conservation education exercise and how to find financial support. In November I gave the keynote address to a symposium on 'Healthy Wetlands, Healthy People' sponsored by Wetlands International and hosted by Shaoxing City. I also contributed to a workshop on 'Wetlands and Climate Change' - a dialogue in preparation for the Climate Summit, December 2007 in Bali, Indonesia.

I chaired the 3rd meeting of the IUCN/Wetlands International Freshwater Fish Specialist Group, held in March at the Zoo. This included a Conservation Assessment Workshop for freshwater fish to review the IUCN Sampled Red List Index. I participated in a Wetlands International Seminar in Bedfordshire at the headquarters of the RSPB. There were discussions on wetland restoration initiatives, wetlands strategy and delivery, EU activities and carbon futures.

In 2007, I became President of the World Association of Zoos and Aquariums (WAZA) at the 62nd Annual Conference of WAZA in Budapest, Hungary. The President and Council are responsible for maintaining and raising the global profile of zoos and aquariums and taking a lead in addressing major international issues in animal welfare, conservation and environmental sustainability. The Budapest Conference was themed on 'Links between *ex-situ* and *in-situ* conservation', i.e. on the relationship between wildlife conservation in the field and in zoos. The opening address was given by Dr Holly Dublin, Chair of the IUCN Species Survival Commission of IUCN. A main conference topic was the amphibian extinction crisis. On behalf of WAZA, I have worked with colleagues in the

Species Survival Commission's Amphibian Specialist Group and Conservation Breeding Specialist Group to establish a global Amphibian Ark (AArk) and funds have been raised to support this. The AArk has organized a global '2008 Year of the Frog' campaign. This is a call to action for the zoo and aquarium community, other conservation organizations and governments to help address the crisis. Sir David Attenborough has kindly agreed to become patron of the AArk and of the Frog Campaign. Dame Jane Goodall has also offered to be an ambassador.

National, Regional and Local Activity

The Society places great emphasis on maintaining and growing relationships with people, communities and organizations that can or do play an important part in developing the Zoo in both mission and business-related aspects.

The Zoo is not simply about conserving exotic biodiversity and in supporting local biodiversity, we have a close relationship with the Cheshire Wildlife Trust. In this connection, the NEZS provides a home for RECORD, the computerized records centre for the wild plants and animals of Cheshire, Warrington, Halton and the Wirral. As President of RECORD, I gave a talk on 'Why recording biodiversity is vital' at the 1st Annual Conference of RECORD at Frodsham.

Also in March, I attended a meeting with the National Trust's Director General, at which we agreed on increased collaboration to make the most of Cheshire's assets and generate even more wildlife and visitor benefits for local communities and those travelling from a distance.

The annual conference of the British and Irish Association of Zoos and Aquariums was held in Suffolk in May and enthusiastically supported by the Zoo team who gave presentations and chaired meetings.



In November 2004, Visit Chester & Cheshire launched the Cheshire and Warrington Tourism Strategy and Vision 2015. Since then, many things have changed and the debate about tourism has seen a change of emphasis. It was felt a good time to set new ambitions and targets that will ensure economic goals can be realised. In July 2007, I was invited to participate, as one of a small group of stakeholders, in a review of the Tourism Strategy to be conducted over a three month period.

We remain firmly engaged in Merseyside and continue to actively support 'Liverpool '08 Capital of Culture', predominantly through 'Cheshire Year of Gardens 2008', in which the Zoo plays a leading role. Because of potential implications for the Zoo in the 'Deeside Tourism Hub' partnership, I attended meetings

to learn about new proposals for local government. There was a consultation event for Cheshire and Warrington Business Ambassadors (of which I am one), where the views of participants were collated to be fed back to the Secretary of State. As members, we maintain strong contact with the Association of Leading Visitor Attractions. Lord Lee, ALVA Chairman, hosted a meeting in April at Buckingham Palace for chief executives of leisure attractions (including zoos and botanical gardens) to promote tourism in the UK.

We held a Conservation Ball in June and, through the generosity of our guests, raised substantial funds for conservation. Also in June we held our annual 'Dreamnight' where Council and staff guided 100 families with seriously ill and disabled children around the

Zoo. The City Council's Library Service and the Chester History and Heritage Centre worked closely with the Zoo's Education Division to organize and host an exhibition on the History of Chester Zoo which opened in August.

The famous explorer Sir Ranulph Fiennes and his wife Louise were guests at the end of October. They visited the Asiatic lion cub, Tejas and also the 'Spirit of the Jaguar'. Sir Ranulph and Louise are very enthusiastic about big cats and the Zoo's conservation work with them and plan to support us and return for future visits.

As ever, our excellent progress is a tribute to our Council, staff, members and supporters and I warmly thank them for their efforts on behalf of the Zoo!



1. Gordon McGregor Reid with Dr Birutė Galdikas and Nick Knowles, following the opening of 'Realm of the Red Ape'
2. Signing of the formal Recognition Agreement with Staff Association and Committee for Representatives of Employee Safety
3. Conservation Ball. Gordon with Paul Crone of Granada TV and Tony Williams, Chair of Trustees



A SHARED VISION -

The Society's Strategy

2007 to 2012



The intention of this Strategy is to guide the direction of NEZS, to ensure that its mission is achieved. The lifespan of this document is the five years from 2007 until 2012. While setting clear guidance for all areas of work within NEZS, it is realised that this strategy needs to retain some flexibility to ensure that, in a rapidly changing world, new currently unforeseen challenges can be met.

This Strategy does not stand in isolation, it is in line with the strategies of our umbrella organisations: The British and Irish Association of Zoos and Aquariums (BIAZA), the European Association of Zoos and Aquariums (EAZA) and the World Association of Zoos and Aquariums (WAZA). Most importantly, it works in synergy with the World Zoo and Aquarium Conservation Strategy (WZACS 2005) and the strategy of the International Union for the Conservation of Nature (IUCN).

THE SHARED VISION PLACES GREATEST EMPHASIS ON OUR VISION, MISSION AND VALUES:

Vision - A diverse, thriving and sustainable natural world

Mission - To be a major force in conserving biodiversity worldwide

Values - Professionalism and excellence in all that we do

THE 'PEOPLE' VALUES ARE:

- Honest communication
- Mutual trust and respect
- Teamwork
- Openness and receptivity
- Accountability
- Drive, motivation and hard work
- Continuous learning and development

THE ETHICAL VALUES ARE:

- Excellent animal welfare
- Excellent customer care
- Safe and healthy working environment
- Equality of opportunity
- Sustainable and sound environmental practices

CHESTER ZOO'S OVERARCHING STRATEGIC STATEMENT IS:

To develop a substantial, expanding role in conservation of global biodiversity and habitat enhancement; and support this through sustainable commercial activities, including managing the Zoo as a world-class visitor attraction. To achieve this we will:

STRATEGIC OBJECTIVE 1



Focus conservation activity where we can achieve greatest impact - and forge partnerships with appropriate bodies where doing so will maximise this impact.

Explanation:

To ensure that the resources of NEZS are used most effectively to fulfil the mission, 'To be a major force in conserving biodiversity worldwide'.

Having a system to identify, assess, plan, prioritise, fund, implement and evaluate programmes and projects.

By 'appropriate bodies', we mean like-minded organisations or coalitions of organisations. Partnerships could be developed for business, marketing, conservational, educational, scientific or sustainability purposes. The purpose of these partnerships is to take us further than could be achieved in isolation. These bodies would only be those that conform to our ethics and values.

By 'impact', we mean achieving the greatest possible conservation benefit with the resources available.

STRATEGIC OBJECTIVE 2



Make clear, fundamental links between worldwide field programmes and Zoo programmes, to increase conservation impact - and so that the Zoo becomes a showcase for our work in natural habitats.

Explanation:

The activities within the Zoo should link closely with work in the field to achieve maximum benefit for both. This connection should be clear to our staff, visitors and stakeholders - explaining the work that we do and why we do it.

These links should create understanding of and empathy with the conservation issues and thereby generate practical action.

Activities could involve having staff from all areas of NEZS working in the field or bringing field staff to Chester for training. Other examples would be developing techniques in the Zoo that can be applied to the field, creating 'immersion' exhibits in the Zoo that simulate natural habitats.

STRATEGIC OBJECTIVE 3



Promote, support and sustain our conservation work through proactive education, marketing and research activities.

Explanation:

Conservation is a core part of our brand. 'Promote' is telling everyone what we do by any means. 'Promote' is through scientific achievement and emotional engagement. It entails projecting a positive image, advertising, networking, offering our facilities and holding, participating in, or sponsoring workshops. It includes the means of promotion such as IT links, websites - and engaging with the local, regional and international community by contributing to boards, committees and collaborative initiatives. Additionally, through contributing to or leading wider strategic exercises; through twinning with other zoos or aquariums; through publications both scientific and popular; through engagement with the media, advocacy, campaigning, and through giving lectures or supporting lecture programmes at home and abroad.

STRATEGIC OBJECTIVE 4



Make Chester Zoo the wildlife attraction of choice in the UK and a must-see visitor destination in Europe.

Explanation:

By 'choice' we mean for Zoo visitors, external partners (conservational, scientific, educational, business partners), staff and for promotional opportunities (TV, radio, press, sponsors, award-giving bodies, schools).

Also the 'choice' for those with conservation needs at home and abroad.

By 'attraction' we mean unique, high quality, exciting, of good reputation, memorable, fun, with high standards and a high profile brand.

STRATEGIC OBJECTIVE 5



Manage our work and activities to ensure long-term sustainability.

Explanation:

By 'sustainability', we mean the long term continuation of the positive aspects of our work: financial, environmental (green practices), construction, animal management, human resources, etc.

In financial terms, 'sustainability' means that our overall income should match our growing expenditure.

In environmental terms, 'sustainability' means conducting our activities in a way that minimises or negates any negative impact on the environment for us and future generations.

In terms of people, 'sustainability' means succession planning.

In terms of the collections, 'sustainability' means self-sustaining healthy populations of Zoo-bred animals and plants.

STRATEGIC OBJECTIVE 6



Reduce financial dependency on Zoo visitors by identifying and developing other resource streams in support of our mission.

Explanation:

Visitors can be a variable source of income and fluctuate year to year due to aspects out of our control, such as weather and the economy. By securing other means of funding such as conservation grants, legacies, retail diversification and commercial events, we will have a more robust Zoo economy with which to achieve our mission.

'Resources' could be financial, labour, voluntary work or materials 'in kind'. It could include better economic use of the wider land holdings.

2007



JANUARY

- The 'Frost Fair' continues to attract large crowds, making it the busiest January in the Zoo's history
- Komodo Dragon *Flora* makes headline news again when her eggs hatch, producing seven baby Komodo Dragons



FEBRUARY

- Four Visayan Warty Pigs arrive at Chester Zoo, making it the first UK zoo to keep this critically endangered species of pig from the Philippines
- BBC children's show 'Newsround' and 'Granada Reports' run on-air competitions to name the new dragons



MARCH

- Chester Zoo Holidays - a new short break product - is launched by Chester MP Christine Russell during British Tourism Week
- Work is completed on new entrance facilities for visitors including toilets that feature solar energy panels, a new Guest Services pavilion, wheelchair, buggy hire and locker facilities
- Golden Coin Box Turtles hatch in the Zoo, making Chester the first zoo in the UK to successfully breed this critically endangered species; 2007 was an important year for Golden Coin Box Turtles with four hatching throughout the year
- *Patna*, a Great One-horned Rhinoceros, is the main attraction in the 'Asian Plains' exhibit, which is sponsored by Ecko Unltd



APRIL

- A zoo Lemur experience is auctioned off on eBay to raise funds for the Madagascar campaign
- Record-breaking crowds make Easter one of the busiest in the Zoo's history
- Chester Zoo is awarded a major UK government Darwin Initiative grant for its work with elephants in Assam
- The first 'Sensory Awareness Weekend' is held at Chester Zoo
- Water Voles make the news when they are released on the Zoo site following a successful breeding programme



A DIARY OF ACHIEVEMENTS



MAY

- Sumatran Tiger, *Kepala*, arrives in time for his second birthday. He will be part of a breeding programme for this critically endangered species
- A joint venture with National Express offers package deals to potential visitors from Yorkshire and is a great success



JUNE

- 'Dreamnight' - a charity event for children and their carers takes place at the Zoo
- Official opening of 'Realm of the Red Ape' by TV personality Nick Knowles and conservationist Dr Biruté Galdikas
- Chester Zoo holds its 'Zoofantasia' ball, raising money for amphibian conservation



JULY

- BBC One films at the Zoo for the hit children's show 'Do Something Different'
- At the RHS Tatton Park Show, Cheshire's Year of the Gardens Exhibit features the 'Dragon's Den' with a bronze Komodo Dragon as the centrepiece; it is highly commended by the judges



AUGUST

- Dance troupe 'Zulu Nation' entertain visitors with their exciting displays
- Record-breaking visitor numbers, with over a quarter of a million people visiting the Zoo during August
- A pair of Asiatic Lion cubs is born to *Asha* and *Asoka*. They are hand-reared by keepers after being rejected by their mother; sadly, one of them is too weak to survive
- A male Komodo Dragon, *Norman*, arrives from Holland as part of a breeding programme for this threatened species
- Bradford Playschemes make a return visit to the Zoo - over 900 young visitors from the region enjoy a day at the Zoo

OVER 250,000 PEOPLE
VISIT THE ZOO DURING AUGUST!

2007

A DIARY OF ACHIEVEMENTS



SEPTEMBER

- The Zoo welcomes its one millionth visitor in 2007
- ITV broadcasts a special one-off of the 'Jeremy Kyle Show' making youngsters' dreams come true
- Director General, Gordon McGregor Reid, becomes President of the World Association of Zoos and Aquariums (WAZA)

1 MILLIONTH VISITOR!



OCTOBER

- A behind-the-scenes series about Chester Zoo - 'Zoo Days' begins on Five TV; the resultant national and international publicity helps to make October another record-breaking month for visitors.
- BBC broadcasts 'Nature of Britain'. Two episodes feature the Zoo's Water Voles and Sand Lizards.
- The Zoo wins the 'Chester in Bloom' and 'Northwest in Bloom' awards for the second year running
- The Zoo again achieves ISO 14001, an internationally recognised environmental management system



NOVEMBER

- World and Olympic Champion figure skater, Robin Cousins, attends the official opening of 'Frost Fair'
- The second Members' Day at the Zoo attracts over 1,000 Members who enjoy a series of talks and presentations by Zoo staff, giving an insight into what happens 'behind-the-scenes'
- 'Wildest Wishes' - the Zoo's first virtual gift programme is launched



DECEMBER

- Annual group visits exceed 100,000 making it a record-breaking year for this category
- 2007 ends with the highest number of visitors ever recorded in the Zoo's 73 year history; over 1.3 million, including the under 3's
- The Zoo generates a record £21 million gross income in the year, enabling it to continue to expand its animal and plant conservation work during 2008

AWARDS IN ALL FIELDS



Since 1960, Chester Zoo has been delighted to receive over 160 awards from a range of organizations, covering all aspects of our work, from animal welfare through to education and marketing. We continue to be proud holders of the 2006 Queen's Award for Enterprise in the category of Sustainable Development and gained a major Darwin Award via DEFRA, with funding attached. During 2007, we were presented with 15 awards, in recognition of various aspects of our work and the service we offer to our visitors.

June - Visit Chester and Cheshire - 'Large Attraction of the Year'

July - Universities Federation for Animal Welfare (UFAW) 'Wild Animal Welfare Award' for research on minimising stress levels in mandrills

July - Commendation for 'Dragon's Den' at RHS Flower Show, Tatton Park

September - Highly Commended, 'Large Business Award', Cheshire Business Awards

September/October - 'Chester in Bloom' and 'North West in Bloom' for a large tourist attraction

October - International Environmental management standards ISO 14001 again awarded to the Zoo

December - 'Loo of the Year Award' five-star gold for the main entrance and four-star silver for 'Café Tsavo'

In November 2007, we were delighted to receive eight awards from the British and Irish Association for Zoos and Aquariums



BEST FIELD CONSERVATION PROJECT AWARD:

The Assam Haathi Project - a human animal conflict resolution project, which aims to protect the large elephant population in the forests of the Himalayan foothills, while assisting the local people.

BEST NEW ZOO ENCLOSURE AWARD:

'Elephants of the Asian Forest' - a new state-of-the-art facility for Chester's famous herd of Asian elephants, giving them three times as much space and the visitors a unique experience.

SIGNIFICANT ADVANCES IN ZOO AND WILDLIFE MEDICINE AWARD:

An innovative method of treating chimpanzees without having to dart them.

BEST EDUCATION PROJECT:

public and general visitor Award: 'The Secret World of the Okapi' - imaginative immersive interpretation to teach people about the okapi and its forest world.

BEST EDUCATION PROJECT:

public and general visitor Commendation: 'Frost Fair' - turning a recreation event into a mission-related education activity. An annual off-peak event was used to teach visitors about elephants, birds and plants using activity trails, hands-on activities and other experiences.

SIGNIFICANT ADVANCES IN HUSBANDRY AND WELFARE COMMENDATION:

Natural indoor substrate to improve welfare of newborn elephants and their mothers - showing how much easier giving birth is (if you are an elephant!) on a deep sandy floor.

BEST RESEARCH PROJECT COMMENDATION:

Parthenogenesis in Komodo Dragons - North of England Zoological Society and the Zoological Society of London - work by both zoos has proved that this giant lizard can reproduce without the presence of a male, the so called 'virgin birth' phenomenon. This important research resulted in a paper in the prestigious scientific journal 'Nature'.

BEST RESEARCH PROJECT COMMENDATION:

'Don't Stand so close to Me!' Changes in the behaviour and welfare of mandrills following the installation of botanical planters to reduce visitor proximity. Research showed that animals' environment was improved by using planters to stop the public getting too close to the mandrills.

1. TV Vet, Steve Leonard, presents Chester Zoo with the UFAW 'Wild Animal Welfare Award'

2. Chester Zoo wins the 'Chester in Bloom' and 'North West in Bloom' awards for large tourist attraction

3. Felicity Goodey CBE, Chair NW Tourism Forum, presents the 'Best Large Visitor Attraction' award to our Marketing and Visitor Services Team

REFLECTIONS ON THE YEAR



Gordon McGregor Reid
Director General

2007 is a year that I will remember particularly for two major achievements at the Zoo. Firstly, we opened the best facility for Orang-utans at any Zoo anywhere in the World, according to visiting expert Dr Birutė Galdikas. This facility is the result of a long-term commitment to provide the very best conditions for our animals and support conservation work. Secondly, we achieved the highest ever number of visitors during the year. It is wonderful to reflect on a year in which well over 1.3 million people were able to see at first hand the work we do in conserving biodiversity worldwide. We also saw this message taken to all corners of the world through the extraordinarily successful 'Zoo Days' television programme that was filmed here. It was indeed a remarkably successful year.

On a more personal level, I was honoured to be elected President of the World Association of Zoos and Aquariums. It is in part a tribute to what has been achieved here at Chester Zoo that I am personally recognized in this way. I look forward to serving my term as President and to ensuring that the exceptional conservation and animal welfare work carried out by zoos and aquariums all over the world continues to gain the recognition it deserves.



Mark Pilgrim
Conservation and Education Director

Watching the Orang utans entering the 'Realm of the Red Ape' facility for the first time was a very special moment. Following so much hard work by so many people for a number of years, the exhibit looked stunning. The real seal of approval, however, was seeing our Sumatran Orang-utan mothers *Emma* and *Subis* so relaxed in the new exhibit that within an hour they let their young explore it on their own.



Alasdair McNea
Corporate Services Director

As one of the newest team members in the Zoo, I was immediately struck by the professionalism, knowledge and commitment shown by the staff at all levels of the organization. Chester Zoo is a great asset to the city, region and indeed nationally. Its success is in being financially self-sufficient in the competitive visitor economy, aligned to a unifying mission and vision. I joined the Society because I genuinely believe Chester Zoo has an important role to play in the conservation of global wildlife and their habitats. Our unique advantage is our opportunity to engage directly with and inspire our 1.2m visitors.



Kevin Buley
Head of Zoo Programmes

In January 2007, the Herpetology staff and I joined the select handful of people on this planet that have been fortunate enough to see a baby Komodo Dragon emerge from its egg. This remarkable event was made all the more special because of the way in which these babies were conceived. The seven parthenogenetic offspring of the virgin mother *Flora* made worldwide news and were an incredibly popular new exhibit here at the Zoo when they went on display to the public at Easter.



Liz Child
Head of Visitor Services

2007 has been the busiest year in the Zoo's history and I was delighted with the levels of service delivered by the Chester Zoo staff to the many customers who visited during the year. My personal highlight of 2007 was the opening of the winter 'Frost Fair' in November. After many months of planning and hard work, the 'Frost Fair' finally opened its doors to the public on 16 November and was very popular with the many children and adults who visited the event. In 2008, I am looking forward to offering even more special events for our customers and to further improving the facilities on offer.



Martin Davies
Head of Catering, Retail and Events

2007 was a record-breaking year and inevitably this puts extra pressure on service standards in retail and catering outlets, with so many additional visitors making use of our facilities. It is at times like this that a good team is required and I am happy to say we have one here at Chester Zoo. Pulling together is a strength at Chester Zoo that you rarely see in such abundance in other organizations.



Sharon Leeson
Head of Marketing and Development

My personal highlight in 2007 was to see the success of 'Chester Zoo Holidays'. This success has enabled us to realize the ambition of marketing Chester Zoo as a short break destination for visitors from further afield. For 2008, I am looking forward to the 'Year of Garden' events, which will enable us to promote Chester Zoo to a different type of visitor.



Stephen McKeown
Head of Discovery and Learning

2007 will be remembered by me as the year in which Chester Zoo's reputation for high quality educational research grew at an international level. In better understanding how our educational offerings work (or sometimes don't work!) and sharing this with colleagues in the Zoo and in the global zoo community via conferences and publications, we have set out on a path along which many other zoos will be sure to follow.



Steve O'Brien
Head of Estates

My personal highlight is seeing two significant and major high quality capital developments come to fruition as Chester Zoo continues to grow as a world class destination. The new entrance facilities and 'Realm of the Red Ape' are examples of setting the standard for exceptional visitor facilities and future exhibit design. Both projects were in high visitor flow areas and with a great team effort we were able to minimize visitor disruption and inconvenience.



Jayne Quinn
Head of Personnel

The highlights for me are always around delivering a high quality service to the staff and managers and the team has successfully delivered this again in 2007. We work hard to ensure staff recruitment is efficient and effective, provide support via training or coaching and ensure staff are paid accurately and on time. A new appraisal scheme has been rolled out and is being implemented for the first time this year, bringing staff and managers closer together to objectively discuss work performance and standards.



Stephanie Sanderson
Head of Conservation Medicine

One very special moment for me in 2007 was finding out that *Kitani*, one of our Chester-bred Black Rhinos was pregnant to *Sammy*, a young male I helped bring over from Japan in 2002. Not only is this a great achievement in itself but the pregnancy diagnosis was done onsite in our very own Reproduction and Welfare Research Unit - a new venture which has already proved its worth to the collection.



Alan Sykes
Head of Finance

It has been an excellent year in terms of generating additional funding for our mission-related activity. The fact that we are not here to make a profit means the increased surplus is ploughed back into expanding our conservation work, locally in Cheshire and around the world. That gives me and my team great satisfaction.



Roger Wilkinson
Head of Field Programmes and Research

Personal highlights in 2007 were being able to see on the ground the considerable impact of Chester Zoo's support for field conservation in Nigeria where our support is crucial to the survival of Chimpanzees and in China where our work in Sichuan supports forest reserves. Also that our Assam Haathi Elephant Programme and our contributions to Zoo research were recognised by awards from EAZA and BIAZA. For 2008, I am especially looking forward to developing our new 'Realm of the Red Ape' Field Conservation Programme.

CONSERVING AND EDUCATING AT HOME AND ABROAD

Mark Pilgrim, Director of Conservation and Education



During the year, the Directorate underwent a restructure, the outcome of which is that it now contains four divisions - Zoo Programmes, Field Programmes and Research, Learning and Discovery and Conservation Medicine. (See Management Structure, Appendix 2).

The staff within and heading up these divisions are talented, passionate about what they do and extremely dedicated. I was delighted that this was recognised by the Zoo receiving so many awards during 2007 (see list of awards on page 13).

It was also great to see our zoo staff shine, on the channel FIVE 'Zoo days' programme. For many years I have been aware of their level of commitment, care and devotion for what they do and now this has been seen by millions of people across the UK and beyond. Good zoos are as much about good people as good animals and we have plenty of both!

On a personal note, I was delighted to be invited to co-ordinate the European Breeding Programme (EEP) for Black Rhino on behalf of the European Association of Zoos and Aquariums (EAZA).

Zoo Programmes

From a very young age, the Greater One-horned Rhinoceros was one of those animals that really captured my imagination, looking like a cross between a dinosaur and a heavily armoured tank. Sadly they are now critically endangered, so I was delighted when *Patna* arrived in the Zoo last spring. He will be joined by a young female early in 2008.

Linking in to our Philippine field programme, we received two critically endangered species into the collection - the Visayan Warty pig which is the first time this species has been in the UK and Visayan Tarictic Hornbills, which arrived early in the year and are already rearing chicks.

Another critically endangered species, which was bred at Chester for the first time in the UK is the Golden Coin Box Turtle. A difficult species to breed, our success was due to the outstanding skill of our herpetology staff.



Conservation Medicine

Ensuring the health of the animals in the collection is a huge task and the veterinary and support teams within the new Conservation Medicine Division work incredibly hard to ensure this. Their work involves preventative health care programmes, reactive veterinary care, quarantining of new stock and engagement and lobbying with national bodies to ensure our needs are considered when policies are set for the seemingly endless national veterinary disease threats.

The key to long-term breeding of critically endangered animals is often a blend of sound husbandry practices and science. This is certainly the case with Black Rhino. Over the past few years, we have invested greatly in developing our facilities for these animals; the showcase exhibit 'Tsavo', the development of the off-show housing and paddocks and the bringing together of Black Rhino from the UK, the Czech Republic and Japan. Male Black Rhinos lead solitary lives, only socialising with a female in oestrous. One of the challenges for the keepers is being aware when the females are in oestrous and, therefore, knowing when to put them with the male. If they get it wrong, the animals can be very aggressive towards each other and the encounter is

unsuccessful. The most reliable way to know that the female is in oestrous is by assessing her hormone levels. This was one of the benefits of us setting up an Endocrinology laboratory within the Reproduction and Welfare Research Unit. This has already brought us the wonderful news that one of our Black Rhinos is pregnant.

Discovery and Learning

Our Educational activities, now called Discovery and Learning, had a very international feel in 2007. Our staff travelled to Belize, Mauritius, Venezuela and Kenya to work on Education projects. We also hosted visitors to engage them in our own projects and to give training, from Columbia, Estonia, China, Mauritius, South Africa, Russia and Bolivia.

The Division carried out some excellent and extremely useful research and evaluation of our exhibits, including animal visibility, visitor dwell times, attracting and holding power for exhibit elements. This work helps us identify the success principles to inform our future plans.

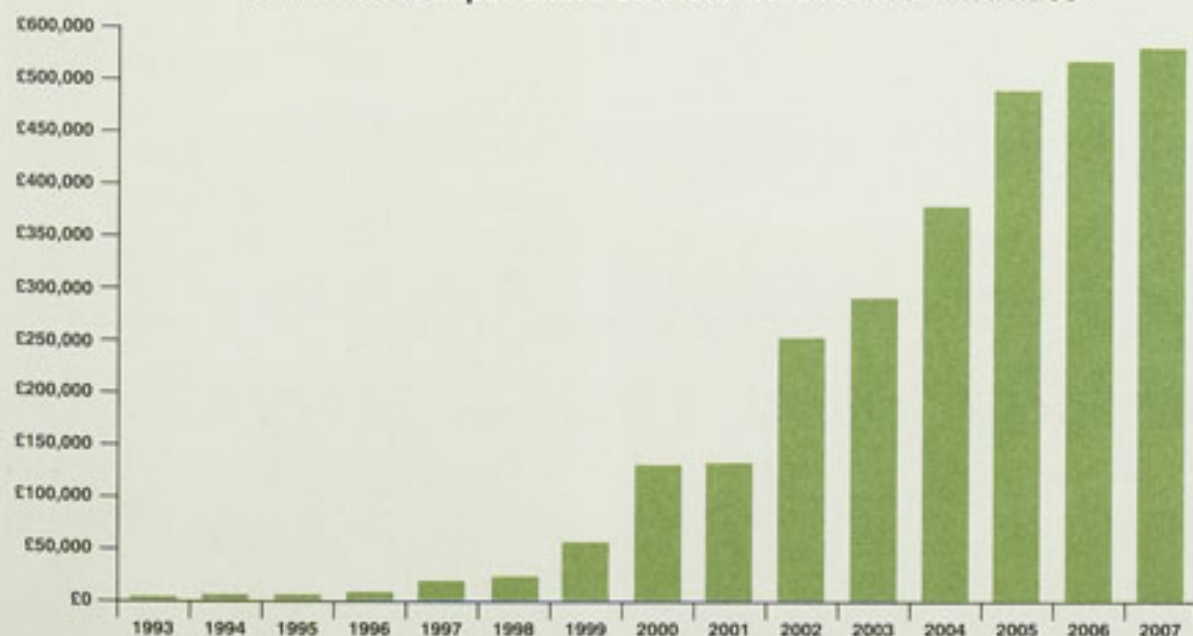
We have had a bumper year with school groups, making us 26% ahead of 2006 and, significantly, we passed the 100,000 pupils/students and teachers milestone.

Field Programmes and Research

During 2007 I visited two of our Field programmes. In March I visited our programme in the Gashaka Gumti National Park in Nigeria, where our support is critical for the protection of the Park and the Nigerian Chimpanzees, for whom this isolated forest is their last stronghold.

I also visited another great ape forest later in the year; this time the awe-inspiring rain forest in Sabah, northern Borneo. This still supports good numbers of Orang-utans, although the area is under tremendous pressure. The outcome from this visit is that research and protection of this area will become a long-term field programme for us.

NEZS Direct Expenditure on Field Conservation Activities



1. Bornean Orang-utan (*Pongo Pygmaeus*)
2. Mark Pilgrim and Roger Wilkinson with officials from Gashaka Gumti National Park
3. The view from Chappel Waddi, 'Death Mountain', on the Nigerian-Cameroon border
4. Mark Pilgrim, with guide Mamoude, deep in the forests of Gashaka

SUPPORTING STRATEGIC OBJECTIVES

- ① ② ③

EXPANDING IN ASIA

Indonesia - Komodo Dragons

The biggest news story in December 2006 was the story of *Flora*, one of Chester Zoo's female Komodo Dragons, who had laid a clutch of fertile eggs without ever being mixed with a male. After an anxious wait, seven eggs hatched in January 2007. The babies were all male, due to the parthenogenetic way in which they were conceived - the first recorded case of parthenogenesis in a Komodo Dragon.

A new adult male Komodo Dragon came to us on loan from Rotterdam Zoo in August and there is now hope that *Flora* and her sister *Nessie* will reproduce with him in the more conventional way!

In the wild, a new organisation, The Komodo Survival Programme was initiated to officially represent the various European Zoos supporting the Komodo Dragon Project on the Wae Wuul Reserve in Indonesia. The Programme signed a Memorandum of Understanding with the Indonesian Department of Forestry, making a commitment to the long-term conservation of Komodo Dragons on Wae Wuul.

Thailand - Hornbills

The Hornbill Research Foundation was able to continue their work fighting to save Thailand's hornbills, despite political strife in a number of the project areas. Chester Zoo again provided ongoing support for the Tapoh Conservation Education Centre and associated hornbill conservation activities.

India - Lions and Rhinos

Following the arrival of *Asha*, our critically endangered female Asiatic Lion in 2006, we were delighted to have our first cubs born during 2007. Unfortunately, she struggled to rear her cubs and the surviving male cub, *Tejas*, had to be hand-reared. He is particularly

significant as currently there is a shortage of males in the breeding programme.

Another new arrival in 2007 was our new Greater One-horned Rhinoceros. *Patna* was born in Berlin in 2004 and will be joined in 2008 by a female from Basle in Switzerland. It is almost ten years since Chester Zoo held this species, which continues to be under threat in the wild with populations still in decline. It is hoped that the pair at Chester will eventually start to breed.

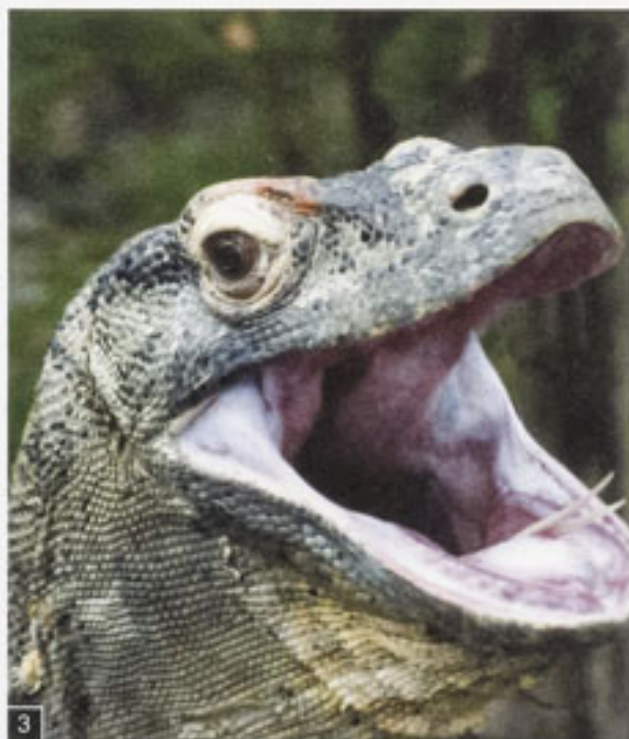
In the aquarium, the Denison's Barb is a colourful species of fish from the fast-flowing hill streams of Kerala in India. It is being threatened by habitat loss and over-collection for the ornamental fish trade. Our shoal bred for the first time during 2007 - this is believed to be the first time the species has bred naturally whilst in a captive environment.

Nepal - Conservation Training

Chester Zoo staff carried out the first ever Nepali training in rodent, insectivore and bat survey and conservation techniques. Over 50 people were trained in Kathmandu and Pokhara. Trainees have begun to put their skills to good use with field surveys already underway.

Also in Nepal, support was provided for an investigation into the occurrence of important cave habitats for bats in Nepal's mountains. This research hopes to help protect these important habitats and the many species of bats found within them.

Various other projects in Asia were also supported through the Zoo Outreach Organisation (ZOO) and Wildlife Information Liaison Development (WILD), including a South Asia Amphibian mapping project and support for the Chiroptera Network.



1. Hand-reared male Asiatic Lion (*Panthera leo persica*)
2. Training Nepali students in rodent handling, Nepal Pokhara
3. Komodo Dragon (*Varanus komodoensis*)
4. Tapoh Conservation Education Centre
5. Hornbill research



SUPPORTING STRATEGIC OBJECTIVES

1 2 3 4

REALM OF THE RED APE

2007 was a big year for Orang-utan conservation at Chester Zoo, both at home with the new 'Realm of the Red Ape' exhibit and also with increased conservation support in the field.

The 'Realm of the Red Ape' exhibit immerses visitors into the natural habitat of the Orang-utan - the south-east Asian rainforest. Whilst providing an enthralling immersion experience, the exhibit also raises awareness about the threats to Orang-utans in the wild. There are a number of other species on show in 'Realm of the Red Ape' that share the same habitat as the Orang-utans and these help to communicate important messages about biodiversity and conservation.

Visitors enter the 'Realm of the Red Ape' by walking up a long ramp to the first floor, enabling them to imagine they are in the canopy of a tropical rainforest. A wooden walkway winds around the exhibit allowing access to different views of the primate enclosures at a high level. The walkway is shared with a variety of reptiles, birds and small mammals also found in the canopy of an Asian rainforest, including Salvador's Monitor and a 6.7 m long Reticulated Python.

The Orang-utans have access to three indoor enclosures, netted over to a height of 10 metres to allow these arboreal apes to fully utilise the three-dimensional space. Outside, there are two more enclosures netted to a height of 16 metres and two further outdoor walled enclosures containing poles over 20 metres high. The 'Realm of the Red Ape' provides a home for both our Sumatran and Bornean Orang-utan groups as well as, new to the Zoo, a family group of Lar Gibbons.

In the wild, Chester Zoo has been supporting Orang-utan conservation, both in Sumatra and Borneo, for several years. Much of our conservation support has focussed on the Kinabatangan region of Sabah, Borneo, working in partnership with the Kinabatangan Orang-utan Conservation Project (KOCP). In July, Chester's Head of Field Programmes and Director of Conservation and Education visited the Kinabatangan projects to see at first hand the valuable work that is saving the Orang-utans and their habitat. Following this visit, the 'Realm of the Red Ape' conservation programme is now being developed as our ninth major conservation programme. The initiation of the 'Realm of the Red Ape' conservation programme will involve closer partnerships with organisations such as KOCP and long-term, major commitment to conservation activities. As with the 'Realm of the Red Ape' exhibit, the focus is on Orang-utan, but also includes conservation and research on other forest inhabitants, including the Bornean 'pygmy' elephants, smaller mammals, birds and other wildlife.

KOCP employs over 40 people, all from local communities, on a variety of projects striving to maintain and connect Orang-utan populations and habitats, raise conservation awareness and encourage economic development compatible with these goals. Chester Zoo provided core funding for KOCP's activities this year, as well as specific funding for the KOCP project, 'Honorary Wildlife Wardens'. This project employs a team of wardens from local communities, who are having a huge impact by helping to reduce illegal activities within the Kinabatangan floodplain, an area of remarkably high biodiversity.



1. Bornean Orang-utan (*Pongo pygmaeus*)
2. Lar Gibbon (*Hylobates lar*)
3. Reticulated python (*Python reticulatus*)
4. Children learning at the Kinabatangan Orang-utan Conservation project
5. Orang-utan community awareness with local children
6. Asiatic elephant (*Elephas maximus*)



SUPPORTING STRATEGIC OBJECTIVES

1 2 3 4 6

HELPING ELEPHANTS AND PEOPLE IN ASSAM

2007 was an exceptional year for Chester Zoo's flagship Asian Elephant outreach programme, the Assam Haathi Project. The Himalayan foothills of north-eastern India provide one of the last remaining strongholds of the endangered Asian Elephant, but also one of the most acutely threatened. A shortage of elephant habitat and a growing human population has led to direct conflict between elephants and people, resulting in loss of crops, destruction of houses, injuries to people and, in turn, retaliation against elephants.

The Assam Haathi Project received major funding from the prestigious Darwin Initiative Award in 2007. This UK government grant is aimed at promoting partnerships with biodiversity conservation projects in developing countries. The award will match Chester Zoo's commitment to the project for the next three years, meaning that the project is able to expand its activities; assisting more communities suffering from crop-raiding and increasing efforts towards the long-term survival of elephants in Assam.

The Assam Haathi Project assists affected communities in developing low-tech methods to protect themselves from elephant raids. Work in 2007 included the construction of 5 new watchtowers, training in the use of chilli as a repellent and a two kilometre long simple electric fence, which will benefit around 500 households. 20 villagers were also trained in the operation and maintenance of electric fences.

A major objective of the Assam Haathi Project is capacity building and, to date, over 30 villagers have been trained and employed by the project. This year, two of our Assamese colleagues came to Chester Zoo for training. They worked closely with our staff, learning skills such as the use of geographical information systems (GIS) and elephant identification. These skills will now be passed on to colleagues in India.

Senior elephant keeping staff from Chester Zoo also visited Assam to work with the elephants and their keepers, who are employed by national parks for tourist activities. The elephant keeping, or mahout, profession was once highly regarded in India and skills were passed on through the generations. Unfortunately, as the need for working elephants has diminished, a lot of mahout knowledge has been lost. Chester Zoo funded and ran a training workshop, re-educating mahouts in the basic principles of elephant husbandry, such as foot care and nutrition.

Here in Chester, since the arrival in 2006 of the new Asian Elephant cow, we have been working to fully integrate her into our herd. This was finally achieved in July 2007 when *Birma*, along with the whole herd, were mixed with the male *Upali* for the first time. All went very smoothly and marked the end of more than a year of careful work.



1. Watch Tower to protect local villages
2. Mick Jones from Chester Zoo conducting a foot care workshop
3. Assam Haathi Project, India - local children
4. Group of Asian Elephants (*Elephas maximus*) moving through tea plantation



SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ④

SUPPORTING CHINESE BIODIVERSITY

Chester Zoo has been supporting conservation initiatives in China since 2000. In 2007, as well as continuing support for the many components of the China conservation programme, Chester Zoo also hosted a visit from a Chinese delegation from the Beijing Science and Technology Bureau and senior staff from Chester Zoo engaged in important conservation initiatives in China. This included a month long field visit by our Head of Field Programmes and the participation in an international wetlands conservation meeting by our Director General.

Sichuan

A major component of our China conservation programme is the Chester Zoo Sichuan Forest Biodiversity Programme, in partnership with Liverpool John Moores University. This programme has developed into a major biodiversity conservation programme to establish and support broadleaf forest reserves in Sichuan. Chester Zoo's support has included training of forest guards to build staff capacity at Laojunshan Forest Reserve. Similar support has also been given at Mamize and Heizugou Forest Reserves. In 2007, we signed a new Memorandum of Understanding with the Sichuan Forestry Department to continue this collaborative work. Support at all reserves has also included projects benefiting the local schools and communities.

Also in 2007, Chester Zoo hosted two Chinese educators who are based at the Chengdu Research Base of Giant Panda Breeding. Rui Xi and Xu Ping shadowed Education staff, sitting in on teaching sessions and participating in all the activities of the Division. This links with our ongoing support for conservation education for urban and rural populations in the Sichuan Province. The educators visit schools bordering the Research Base and run teacher, parent and student workshops.

Blue-crowned Laughingthrush

The Blue-crowned Laughingthrush was recognised this year as a critically endangered Chinese endemic species separate from the Yellow-throated Laughingthrush.

This species is held in a number of zoos including Chester and we support the European Zoo Breeding Programme for this species. Only 150 birds are known in the wild; all close to Wuyuan in South East China. This year, Chester Zoo, together with European partners re-negotiated its agreement with the Wuyuan Forestry Bureau to strengthen this conservation programme, working with scientists from the Chinese Academy of Sciences, Beijing. We also supported field surveys to look for this bird elsewhere in China and are collaborating with Cardiff University in an ongoing taxonomic study. An important new initiative, working with Birdlife International, will further develop this support.

Important births at the zoo

The Golden Coin Box Turtle is now critically endangered in the wild. It has been wiped out from large parts of its natural range as a result of collection for the traditional Chinese medicine trade. Our pair of Golden Coin Box Turtles laid their first ever clutch of eggs at the end of last year and in March our first ever Golden Coin baby hatched. A further three turtles hatched out during the year. This represents the first breeding of this species in the UK.

In June this year, we were also thrilled by the birth of two Red Panda cubs. They are the first Red Pandas successfully bred at the Zoo since 1958! The young were visible in the den thanks to a nest camera which allowed visitors to watch their development right through to leaving the den three months later.



1. Red Panda (*Ailurus fulgens*)
2. Longxi School near Laojunshan
3. Blue-crowned Laughingthrush (*Garrulax courtisii courtisii*)
4. Mamize Forest Reserve
5. Grey-faced Liocichla (*Omei shan liocichla*)

SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ④

CONSERVING INDO-PACIFIC ISLANDS

Chester Zoo has major conservation programmes in the Philippines and Mascarenes and works with several island species here at the Zoo, fighting to save threatened island endemic species from extinction.

Philippines

Polillo Islands

The island of Polillo and surrounding smaller islands, contain an astonishingly high diversity of species and are a major focus of Chester Zoo's conservation activities in the Philippines. The Polillo Island Ecology Stewardship Project is a highly successful scheme working to strengthen community-based conservation to ensure the sustained protection and conservation of threatened habitats and species in the Polillos. Pioneering work on Polillo with local government and communities has seen the establishment of several 'Local Conservation Areas', the first of their kind in the Philippines. Eleven have been established so far covering an impressive 13% of the total land area of Polillo.

Also on Polillo, we continue to support research into the endemic fruit-eating Gray's Monitor Lizard. This research provides valuable information on the population status of this species, the key habitats for its conservation and its ecological importance as a seed disperser.

Aquarium staff from Chester also revisited Polillo in 2007 to conduct the second Chester Zoo-led Philippines freshwater fish survey. This was done in partnership with the IUCN/WI Freshwater Fish Specialist Group. Polillo, which had been previously identified during 2006 fieldwork as a key freshwater fish site, was the main focus for surveys. The importance of this work is indicated by our paucity of knowledge on these fish.

The majority of indigenous fish recorded could not be identified to species. Worryingly, in many cases, the fish found were introduced species. A database has been created showing which species are likely to be endemic, native or introduced. A few species found are evidently new to science.

Following on from this, a Philippine Freshwater Fish Taxonomy Workshop was conducted as a joint venture between Chester Zoo and University of the Philippines, Los Banos (UPLB). The workshop, which was judged by its participants to be a great success, covered many aspects of taxonomy and the processes used to identify species.

Cebu Island

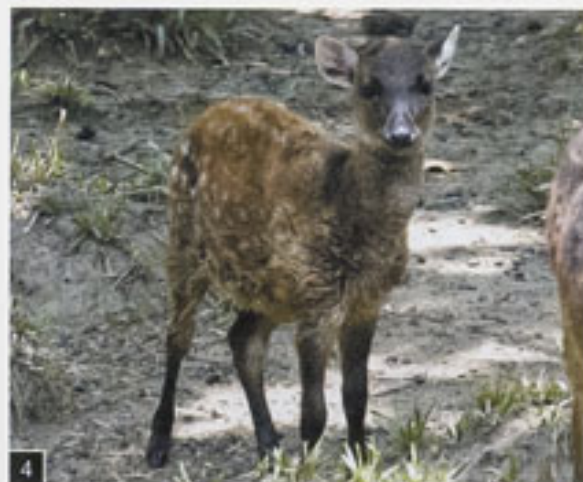
The island of Cebu is recognised internationally as an 'Important Bird Area' and 'Important Biodiversity Area'. The forests of Cebu are home to critically threatened endemic species including the Cebu Flowerpecker and Cebu Cinnamon Tree. Again, working closely with local government and communities, Chester Zoo supports activities on Cebu fighting to protect the forests. Conservation activities include community warden schemes, biodiversity surveys, forest management and establishing forest corridors.

Panay and Negros

The Philippines Hornbill Conservation Programme focused on the islands of Panay and Negros in the West Visayas is another large part of the Chester Zoo Philippines Programme. The Philippines is home to an unusually high number of endemic hornbills, all of which are threatened with extinction. In close partnership with the Philippine government, the programme engages in research, education and awareness campaigns, habitat protection and restoration and capacity-building activities to preserve these fascinating birds.



1. Visayan White-billed Hornbill (*Aceros waldeni*)
2. Rodrigues Flying Fox (*Pteropus rodricensis*)
3. Echo Parakeet (*Psittacula echo*)
4. Philippine Spotted Deer (*Cervus alfredi juvenile*)
5. Visayan Tarictic Hornbill (*Penelopides panini panini*)
6. Mauritius Fody (*Foudia rubra*)
7. Philippine Cockatoo (*Cacatua haematuropygia*)
- 8-9. Hand rearing Mauritius Fody (*Foudia rubra*)
10. Maggie Esson and Dr Carl Jones on Round Island
11. Philippines freshwater fish surveys





The West Visayan 'Threatened Endemic Species Conservation Programme' is another major component of our conservation work in the Philippines and works with species such as the Philippine Spotted Deer, Visayan Warty Pig, Philippine Crocodile, Visayan Writhe-billed and Visayan Tarictic Hornbill. This programme focuses on assessing the status of threatened endemic species in the wild and providing sustainable conservation breeding populations.

Complementing this work, Chester Zoo plays a major role in European zoo breeding programmes for many of these highly threatened species. This year saw the addition of several new Philippine species to the collection.

In February, we received two pairs of Visayan Warty Pigs from Rotterdam in the Netherlands. This is the first time this critically endangered species has ever been kept in the UK and both pairs have settled in extremely well.

Four pairs of Visayan Tarictic Hornbills were also imported to Chester Zoo this year from the Mari-it breeding centre on Panay, one of the breeding centres we support in the Philippines. Two pairs have subsequently been moved to the Netherlands and one of the remaining pairs at Chester has settled and immediately nested.

A young pair of critically endangered Philippine Crocodiles was also brought into the collection. They are currently housed in

our quarantine facility and will be moved to a new crocodile exhibit in the Tropical Realm during 2008.

Philippine Cockatoo

The Philippine Cockatoo is another critically endangered endemic species. Chester Zoo holds this species in its collection and is part of a collaborative programme working with several conservation organisations and the Philippine government to save this species from extinction. The programme has many components including a conservation breeding aspect. In 2007, staff from Chester Zoo conducted post-release monitoring of birds that had been reintroduced to Lagen Island, Palawan.

Mascarenes

Chester Zoo supports conservation on two Mascarenes islands, Mauritius and Rodrigues. On Mauritius we work in close partnership with the Mauritius Wildlife Foundation (MWF) on several projects.

Chester Zoo has been supporting the conservation of the Echo Parakeet since 2000. This was once the world's rarest parrot, but major conservation efforts have saved this species from almost certain extinction. Chester has supported this project financially and technically, with Chester Zoo keepers assisting conservation breeding activities on Mauritius. This year, the project's success was highlighted when the Echo Parakeet was downgraded on the IUCN Red List of Threatened Species.



SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ④

GREAT APE SURVIVAL PROJECT IN WEST AFRICA

In 2006, Chester Zoo became a member of the Great Ape Survival Project Partnership in recognition of our support for great ape conservation and staff expertise in this field. In 2007, our commitment to great ape conservation continues to grow, not only through the building of the new 'Realm of the Red Ape' exhibit and initiation of a corresponding field programme, but also through numerous projects across Africa.

Chester Zoo's close links with the Pan African Sanctuary Alliance (PASA) continues with zoo veterinary staff playing a major role in the coordination of PASA activities. Over the past seven years, PASA has brought the majority of the great ape sanctuaries in Africa together, helping to build the capacity of these institutions to be major forces for primate conservation. The sanctuaries deal with the grim aftermath of the bush meat, logging and exotic pet trades that are decimating ape populations. The sanctuaries are involved in many conservation activities from rescue and rehabilitation to education, awareness and reintroduction projects. Sanctuaries also often form partnerships with government agencies helping to implement habitat protection to benefit wild primate populations.

In November 2007, Chester Zoo staff travelled to Cameroon to facilitate a PASA Veterinary Workshop. The workshop provided training on various issues with Chester Zoo staff particularly involved in providing training on the use of computerised mapping (GIS) and specialised databases to track the spread of infectious diseases. Infectious disease is a major conservation issue for great apes, which are very susceptible to several human diseases and vice versa. This is becoming a bigger issue as logging

continues to bring humans further into the forests and the bush meat trade continues to accelerate.

Primate keepers from the Limbe Wildlife Centre, a great ape sanctuary in Cameroon and a member of PASA, were also able to visit Chester Zoo this year through funding provided by the Chester Zoo 'Keeper for a Day' scheme. Bama and Andreas worked closely with Chester Zoo staff for over a month learning many valuable skills that will help them in their work in Cameroon. Chester Zoo and Limbe staff have worked together on several exchange visits over the years and many close bonds have grown between our two organisations.

Continuing our support for primate conservation in West Africa, support was also provided to the Lwiro Sanctuary in the Democratic Republic of Congo, again providing rescue and rehabilitation for injured or abandoned apes. We also supported a project in the Ehy Forest, Ivory Coast, working with communities to protect the last remaining population of the Diana Roloway Monkey and Miss Waldron's Red Colobus Monkey, a species that may possibly already be extinct. In Uganda, we provided funding for the Kibale National Park Snare Removal Project, helping protect chimpanzees and other mammals from injury and death caused by these inhumane traps.

The Chester Zoo Nigeria Biodiversity Programme gained extra support in 2007. Conservation staff visited many components of this programme early in the year and were able to discuss further elements that could complement our growing portfolio of conservation support in Nigeria. Support continued for the major component of the Nigeria Biodiversity Programme, the Gashaka



1. Ranger in Gashaka Gumti National Park
2. Grey Crowned Crane (*Balearica regulorum*)
3. Southern Ground Hornbill (*Bucorvus cafer*)
4. Keepers from Limbe Wildlife Sanctuary visited Chester Zoo during 2007
5. GPS training, Pan African Sanctuary Alliance training workshop in Cameroon
6. Gorilla (*Troglodytes gorilla*)
7. Pan African Sanctuary Alliance; Veterinary workshop in Cameroon - surgery on a baboon
8. Field visit to Gashaka Gumti National Park
9. Chimpanzee (*Pan troglodytes*)





Primate Project (GPP) in the Gashaka Gumti National Park. This park is one of Nigeria's last remaining forest areas and home to many species of primate, including the last remaining viable population of the Nigerian Chimpanzee - a distinctive Chimpanzee subspecies. The GPP conducts valuable research into these rare primate populations, providing information that directly aids conservation efforts. The GPP also provides education and awareness for local communities, as well as employment and infrastructural improvements. The activities of the GPP have helped reduce illegal activities in Gashaka Gumti National Park and greatly promoted sustainable development in surrounding communities.

Two new components funded this year included a new 4x4 vehicle, essential for the day-to-day running of the Nigeria Biodiversity programme and support for a satellite mapping project looking at the long-term

changes in forest cover in Gashaka Gumti. The final stage of demarcation of the Nigerian borders of Gashaka Gumti National Park was also funded this year. Chester Zoo has now provided the funding for the demarcation of the entire park (apart from the politically sensitive international border with Cameroon, the demarcation of which we hope to support in the future). The park boundary is now clearly marked and has greatly increased the effectiveness of policing and enforcement of illegal activities encroaching upon the park.

Chester Zoo continued its support for botanical conservation in Nigeria with a research project restoring the forest of Ngel Nyaki and studying its highly important bird pollinators.

Chester Zoo also provided conservation support for non-primate species in Africa during 2007. At the beginning of the year, staff from the bird team travelled to South Africa to assist the Mabula Southern Ground

Hornbill project, where they were harvesting and hand-rearing chicks for reintroduction. Later in the year, they visited South Africa to help plan future priorities for the project and we hosted their key hand-rearer here in Chester for one month's training. Funding was also provided in 2007 for the ongoing Ground Hornbill conservation activities, aiming to stop the continued decline throughout South Africa of this fascinating species. The bird is in decline for several reasons, including loss of suitable nesting sites and persecution by farmers.

In the autumn, we assisted the IUCN Species Survival Commission Conservation Breeding Specialist Group and the International Crane Foundation by helping to facilitate an important workshop on the African Crane trade - a study financially supported by Chester Zoo. This brought together representatives from seven African states to help resolve the threats facing Africa's four endemic cranes.

SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ④

CARING FOR BLACK RHINO IN EAST AFRICA

This year the Chester Zoo Black Rhino Programme activities have focussed on Mkomazi in Tanzania and the Chyulu Hills National Park and Laikipia District of Kenya.

The Mkomazi Game Reserve is part of the largest protected ecosystems in Africa. Mkomazi is Tanzania's newest National Park and, is surrounded by 41 villages. Since 2006, Chester Zoo has supported the development of a new Environmental Education Programme at Mkomazi. This took a step forward this autumn with the purchase of an education bus. This bus, together with the environmental educator/driver, will bring students from neighbouring communities to Mkomazi to view and learn about their native wildlife. The bus has been painted using the traditional 'tinga tinga' style art work and provides a mobile classroom to deliver lessons on biodiversity and food chains.

Within the game reserve, Chester Zoo continues to support the Mkomazi Rhino Sanctuary, Tanzania's first rhino sanctuary. Currently there are just 101 Black Rhinos in Tanzania and the Mkomazi population is an integral component of Tanzania's conservation strategy for this species. The sanctuary is surrounded by an electrified and alarmed 8-foot-high fence that keeps poachers out and Chester Zoo supports the ongoing maintenance of this fence.

The Chyulu Hills National Park in Kenya contains a small but important Black Rhino population, the remnant of a much larger population previously decimated by poaching. The Chyulu Hills Rhino Project is a collaboration of rhino rangers from the Kenya Wildlife Service and local Maasai who monitor the Chyulu rhinos. Chester Zoo continues to support these rangers, who risk their lives daily protecting these animals.

An additional component to our support in Chyulu is a DNA analysis project. This project will train Kenya Wildlife Service staff to collect DNA from rhino dung, the analysis of which will provide information on the Chyulu rhino population, including its relation to other populations in the region. This is crucial to the effective management of Kenya's Black Rhino population.

In the Laikipia District of Kenya, we continue to support the Laikipia Wildlife Forum and their highly successful education and community development activities. This includes the education programme upon which our current work in Mkomazi is modelled. The Laikipia District has a growing population of many threatened species that co-exist in heavily human populated areas. The forum is a consortium of local community members and their highly effective methods for human and wildlife co-existence are now being copied elsewhere in Kenya. Chester Zoo provided funding this year for aerial surveys to assess wildlife and livestock across the Laikipia District, to determine long-term trends in wildlife abundance and diversity in relation to human habitat use.

2007 has seen some exciting Kenyan and Tanzanian rodents arrive at Chester Zoo. From Kenya, we have a small species of spiny mouse from Mount Kulal, very possibly a species new to science, which was discovered on a high altitude volcanic plain. From Arusha in Tanzania, we have two species of rodent; one, not yet identified, is most likely Neumann's Grass Rat, whilst the other is a type of Acacia Rat, recorded for the first time ever this far north in Africa.



1. Black Rhino (*Diceros bicornis*) with young - Mkomazi
2. Rangers with weapons confiscated from poachers
3. Rangers' Camp
4. Environment Education bus with traditional 'tinga tinga' art in Mkomazi



SUPPORTING STRATEGIC OBJECTIVES

① ② ③

CAMPAIGNING FOR BIODIVERSITY IN MADAGASCAR

Madagascar is the fourth largest island in the world, 1600 km in length and covering 590,000 km². The striking diversity and varied topography of Madagascar has led to the island being called the '8th continent'. But the island's unique flora and fauna is under severe threat. This is mainly due to human population growth, large scale habitat loss, pollution, hunting, introduced species and trade. Many species, found only on Madagascar, are currently under threat from extinction. These range from the many species of lemurs to bizarre insects such as the Giraffe-necked Weevil.

In recognition of the amazing variety of biodiversity found on Madagascar and the severe threats it faces, the 2006/7 conservation campaign organised by the European Association of Zoos and Aquarium (EAZA) was dedicated to Madagascar. The EAZA Madagascar Campaign brought together zoos and aquariums across Europe, with the combined aims of raising funds to support conservation projects in the wild in Madagascar and to raise awareness of the threats facing Madagascar biodiversity.

Throughout the year, Chester Zoo staged a wide range of activities promoting Madagascar conservation to our visitors and helping to raise funds to support field projects. The Madagascar Trail saw children visiting the many Madagascar species around the Zoo to use high-tech scanners to answer a quiz sheet. Children successfully completing the trail got a reward and access to a special area of the Chester Zoo website. Other awareness activities included the ever popular 'Summer Theatre', which this year told the story of *Maki*, the Lemur, and *Mandrita*, the Madagascar Tree Boa, saving their forest from the loggers. The story was performed by professional actors, attracted over 14,000 people this summer and proved a great interactive way of teaching visitors about conservation in Madagascar.

Thanks to the support of our staff and visitors, Chester Zoo was able to provide 10,000 euros for the EAZA Madagascar Campaign. Funds were raised in a variety of ways, including donations from Flora and Fauna North West, money-spinner collection boxes and the sale of a range of Madagascar goods including t-shirts, keyrings and Madagascar plants. A lucky family also successfully bid for a lemur experience on eBay, winning a VIP trip to visit Chester Zoo, including a night in a hotel, meal in the Oakfield Restaurant and a special meeting with our lemurs on their island.

Across Europe, the many EAZA institutions raised a total of over 450,000 euros for this campaign, funds which are used to support conservation in the wild. This underlines how zoos and aquariums play a significant role in biodiversity conservation worldwide.



1. Lowland Rainforest at Masoala National Park - photo courtesy of Roger Graf, Zurich Zoo

2. Maki and Mandrita - costumed characters at Chester Zoo

3. Madagascar Trail at Chester Zoo

4. Ring-tailed Lemur (*Lemur catta*) - photo courtesy of Nick Garbutt

5. Madagascar campaign logo



SUPPORTING STRATEGIC OBJECTIVES

1 2 3

SAVING SPECIES IN SOUTH AMERICA

Chester Zoo's Jaguar Conservation Programme continues to focus on issues of human-jaguar conflict, including an analysis of conflicts throughout the Jaguars' range using GIS spatial modelling. An update on this research was presented this year at the International Field Biology and Conservation Conference in Oxford. Following this meeting an international workshop on human-cat conflict was organised by Chester Zoo staff and WildCRU, Oxford University.

Chester Zoo also continues to support Jaguar conservation in the Cockscomb Jaguar Reserve, Belize, working with the Wildlife Conservation Society and Manchester Metropolitan University on research projects monitoring Jaguar behaviour and ecology.

Chester Zoo is also involved with a wide range of other projects throughout South America. In Brazil we continue to support Black Lion Tamarin and Buffy-headed Capuchin research in the Atlantic Rainforest. We are also supporting Lowland Tapir research in the Pantanal, Brazil. This is the next stage of a highly successful project which we have

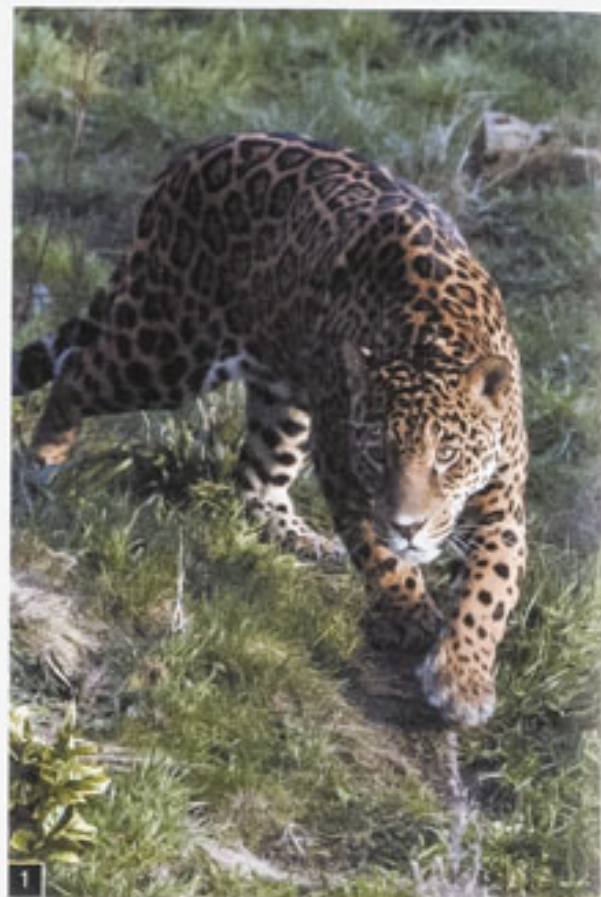
funded in the Atlantic Rainforest for several years. In the Baturité Mountains of Brazil, conservation support for the critically endangered Grey-breasted Parakeet includes the provision of nest boxes and conservation awareness campaigns.

We also continued to support research into the socio-ecology of Spider Monkeys, conducted in Costa Rica and Mexico by researchers from Liverpool John Moore University. In Peru, we provided financial assistance for a conservation education project for the Humboldt Penguin in the San-Andres - Paracas area. This region was affected greatly by earthquakes this year, but the project, which focuses on working with school children in this region, has managed to continue. Also in Peru, we supported research into the illegal parrot trade, with particular emphasis on threatened species such as the Blue-headed Macaw. Following a visit to Chester Zoo this summer by the Executive Director of Barranquilla Zoo, Northern Colombia, we also agreed continued funding for the zoo's successful education campaign to reduce the use of parrots as pets. The cartoon character 'El Bola' was created to communicate a

conservation message by telling his own story as a victim of the pet trade.

Chester Zoo also continues to promote the conservation of Spectacled Bears and provided funding for a project in the Venezuelan Andes investigating bear distribution and habitat use. Support was also continued for the 'Bear Defenders' Club' project. Early in the year one of the Education Department presenters made a field trip to this project to discuss teachers' workshops and help formulate plans for future educational trails in the two National Parks adjacent to Merida, the regional capital.

Within the Zoo we are delighted to have a young pair of South American Caiman Lizards arrive in the collection. Chester Zoo is currently the only UK zoo to work with this stunning species.



1. Jaguar (*Panthera onca*)
2. Barranquilla Zoo educational material
3. The 'Bear Defenders Club' in Venezuela

4. Caiman Lizard (*Dracaena*)
5. Humboldt Penguin (*Spheniscus humboldti*)
6. Tapir (*Tapirus terrestris*)



SUPPORTING STRATEGIC OBJECTIVES

① ② ③

ACTING LOCALLY FOR BRITISH WILDLIFE

The continued development of our Native Species Programme demonstrates the importance of conservation in the UK and especially more locally for Chester Zoo.

Several important events were hosted here at Chester Zoo this year including the first three-day BIAZA Native Species Working Group meeting in June, the Cheshire Mammals Symposium in December and an exhibition by leading wildlife artist David Quinn. The exhibition displayed illustrations from the forthcoming Chester Zoo funded 'Mammals of Cheshire' book, which will be published in 2008.

Funding support was also provided for Chester's 'One Earth' event, the North Wales Breeding Bird Atlas and an awareness raising scheme for invasive alien aquatic plants.

Progress with our existing long-term projects including Dormice, Water Voles, Harvest Mice and locally threatened plants has also been excellent.

Our work through the North West Dormouse Partnership continues to expand. Partnership funding enabled purchase of data loggers to monitor conditions at the two dormouse

study sites. Monitoring sessions were successful at both study sites. Results from the 2006 National Dormouse Monitoring Scheme show that the population at our Welsh site is among the largest in the UK. The cold wet summer appears to have delayed dormouse breeding in 2007, but the abundance of food in September and October was clearly demonstrated by the larger animals seen late in the year. DNA extraction and genetic analysis from dormouse hair samples is in progress at Liverpool University and parasite screening of faecal samples has been undertaken at Leahurst Veterinary Hospital. The project was featured on both television and radio.

Water Voles have been a focus this year, with 118 Chester Zoo bred animals released into the wild. Releases took place on the west side of the Zoo and also restored Water Vole populations to a project in Rochdale and a site in Liverpool, as part of a European Union funded urban redevelopment scheme.

2007 proved highly successful for the Harvest Mice that were first released on the Zoo estate back in 2002. These animals are difficult to

trap yet eight were found on the site in October. This is the highest number of individuals found since release and shows that the reintroduction technique worked. It also highlights that the habitat developing on this area of the Zoo estate is particularly good for this threatened native species.

Chester Zoo is now working with nine threatened native plant species. Two of these, Common Juniper and Welsh Cotoneaster were acquired for propagation work this year. Juniper is locally threatened and the limestone outcrops of North Wales are nationally important: there are nine known populations in Conwy, Flintshire and Denbighshire. Cuttings were collected from two sites in Denbighshire where existing old trees are in decline with no natural regeneration occurring. Wild Cotoneaster is only found on one site in the UK - at the Great Orme in Conwy. Cuttings from these rare species are being raised in the Zoo's nursery. It is proposed to put plants back in the wild when they are ready and when appropriate site management has been implemented.



1. Water Vole (*Arvicola terrestris*)
2. Releasing Water Voles (*Arvicola terrestris*)

3. Rooted Juniper cuttings in the Zoo's nursery
4. Harvest Mouse (*Micromys minutus*)



SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ⑤ ⑥

FIGHTING GLOBALLY FOR FROG SURVIVAL: A-PODS AND THE AARK

There are more than 6,000 different species of amphibians, the majority of which are frogs and toads. One third to one half of the world's amphibian species are in danger of becoming extinct in the near future - the largest mass extinction since the disappearance of the dinosaurs! The spread of a killer fungal disease around the globe is a factor commonly associated with mass extinctions of frog populations.

For many hundreds of amphibian species threatened with the fungal disease chytridiomycosis, their only immediate hope of survival will be in 'Assurance Populations', set up in the world's zoos and aquariums. The Amphibian Ark (AArk) is the organisation that will be responsible for co-ordinating the unprecedented global effort required to establish these ex-situ populations

The AArk was established in 2006 by the IUCN/SSC Conservation Breeding Specialist Group (CBSG), the IUCN/SSC Amphibian Specialist Group (ASG) and the World Association of Zoos and Aquariums (WAZA).

As President of WAZA, Director General, Gordon McGregor Reid, is a founding Co-chair of the AArk and Kevin Buley, Head of Zoo Programmes, is the European representative on the Global Steering Committee.

The first Regional AArk Steering Committee meeting was held in Atlanta in February and included representatives of IUCN, WAZA and the regional zoo associations. The Co-chairs of the AArk are the Director General (acting for WAZA and all of its members), Dr. Bob Lacy (for IUCN CBSG) and Dr. Jo Mendelson (for the IUCN Amphibian Specialist Group). The purpose of the meeting was to review the formal constitution by-laws, staffing plan, conservation plan, establish a financial base and develop

publicity and capital campaign plans. An Amphibian Conservation Action Plan was published by IUCN in 2007.

As part of the AArk initiative, Chester Zoo took delivery of its first specialist bio-secure breeding facility. The 'A-Pod' is based on a converted 12 metre refrigerated shipping container. A staging area and sealed rooms help ensure that frogs inside are protected from chytridiomycosis and that native amphibians are protected from potentially infected specimens inside the A-pod. One of the great advantages of using converted shipping containers is their portability, enabling them to be moved to different sites within a zoo, to a different zoo, or even to a different country. Such portable and transferable technology will assist greatly in the establishment of the global AArk.

Staff from the Herpetology Team have also been involved in amphibian conservation field activities during 2007, including a visit to Chile in March to work with the iconic Darwin's Frog. They spent time studying wild populations of the species, assessing their remaining habitat and collecting samples for screening for chytridiomycosis. Unfortunately, the screening tests revealed that Darwin's Frog are now infected with the fatal fungal disease and (though this



- 1 Poison Dart Frog (*Dendrobates reticulatus*)
- 2 Gollodulcean Poison Frog (*Phyllobates vittatus*) carrying tadpoles
- 3/4 Darwin Frog (*Rhinoderma darwini*)
- 5 Pasco Poison Dart Frog (*Dendrobates lamasi*)
- 6 Mallorcan Midwife Toad (*Alytes muletensis*)
- 7 Marbled Rain Frog (*Scaphiophryne marmorata*)
- 8 Mission Golden eyed Tree Frog (*Phrynohyas resinicatrix*)
- 9 Mossy Frog (*Theloderma corticale*)



casts doubt on the long term security of the remaining wild populations) the fact that we now know they have the disease will allow more informed conservation management decisions to be taken in Chile.

In July, Chester Zoo staff travelled to Dominica in the Caribbean to work with staff from the Zoological Society of London and the Dominican Forestry Department. The focus of this trip was the Mountain Chicken Frog, a critically endangered species that has also recently been decimated by chytridiomycosis. This activity was part of a British Government Darwin Initiative. Seven frogs were collected, which were then transferred to a quarantine facility in London, where they will hopefully form the basis of an assurance population for the species, should it completely disappear from the wild in Dominica.

In 2008, the AArk will lead zoos, botanical gardens and aquariums in a globally co-ordinated public awareness campaign 'The Year of the Frog'. This will also be the

2008 EAZA Conservation Campaign. The main goal of the campaign is to generate public awareness and understanding of the amphibian extinction crisis. Money raised from the global campaign will help fund initiatives such as the establishment of the vital assurance populations, training courses, technical guidance, capacity-building and communication activities. A meeting regarding 'The International Year of the Frog' campaign was held in June at the Zoological Society of London. The campaign Patron, Sir David Attenborough, made this statement, "The global zoo and aquarium community has taken on this challenge with enthusiasm and is providing appropriate facilities and breeding grounds within their institutions. But implementation calls for financial and political support from all parts of the world. Without an immediate and sustained conservation effort to support management in zoos and aquariums, hundreds or thousands of species of these wonderful creatures could become extinct in our own lifetime".



amphibian ark
2008 YEAR OF THE FROG

The AArk's Vision is
"The world's amphibians
safe in nature".

Its Mission is
"Working in partnerships
to ensure the global
survival of amphibians -
focussing on those that
cannot be safeguarded in
nature".



SUPPORTING STRATEGIC OBJECTIVES

① ② ③

GLOBAL AND LOCAL CONSERVATION PARTNERSHIPS

The growing impact of Chester Zoo as a conservation organisation is not only a result of our internal growth and development, but is also very much a consequence of the increasing importance and emphasis we place on the strategic partnerships we form with other regional and global organisations.

During 2007, in addition to the partnerships in our nine core conservation programmes, which are detailed elsewhere in this report, the Zoo has continued to support many projects with technical support and staff assistance. We have helped organisations such as the International Crane Foundation, RSPB and the IUCN Species Survival Commission, by chairing groups, writing reports, facilitating meetings and assisting in the field with training and technical advice. Many of the projects we fund also turn increasingly to us to support them in planning their priorities and assisting them technically with their conservation work.

Chester Zoo's status within the zoo and aquarium associations, such as BIAZA, EAZA and WAZA continues to grow, as we help to lead the development of these organisations into significant players on the 21st century global conservation stage. The Director General is now President of WAZA and our Head of Discovery and Learning is President of the International Zoo Educators' Association. We also work with other regional zoo associations such as the South East Asian Zoo Association, the Latin American Zoo Association, the Chinese Association of Zoological Gardens and the South Asian Zoo Association. This ensures that Chester Zoo's reach and influence within the zoo and aquarium community is now very much on a global scale.

On a national level, partnership working with zoos and other conservation

organisations took a step forward with the first meeting of the BIAZA Native Species Working Group at Chester Zoo in June. The value of networking and co-operation was emphasised at the meeting with Chester Zoo presented as an example of good practice; many new contacts were made.

Regional strategic involvement in biodiversity conservation was maintained through membership of the steering group of the Cheshire Regional Biodiversity Partnership, various taxon-based biodiversity groups in North Wales and the Sustainable Cheshire Forum. An increasing number of Chester Zoo's native species projects originate from higher-level connections and communication and we are now recognised as valuable partners for conservation.

National outbreaks of Avian Influenza, Foot and Mouth Disease and Bluetongue during the year made headline news. Chester Zoo has been working closely with BIAZA, the British Veterinary Association, British Veterinary Zoological Society and DEFRA in helping to guide the UK and EU responses to the threat of these emerging diseases.

Our conservation, research and education work is often carried out in partnership with UK academic organisations such as the Universities of Chester, Liverpool, Manchester, Oxford, Manchester Metropolitan, Liverpool John Moores, University College London and others. Links with some of these institutions are further enhanced with Chester Zoo staff taking roles as visiting lecturers. Further afield, as the result of our conservation outreach, we are forging increasing links with overseas universities such as the University of Los Banos in the Philippines and the University of Morelia in Mexico.



1. Laikipia Wildlife Forum - Chester Zoo helps to fund education and community activity
2. Keepers from the Limbe Wildlife Sanctuary spend time working at Chester Zoo
3. Professor Lucia Latimosa with Visayan White-billed Hornbill (*Aceros walidensis*) - Chester Zoo supports a programme of conservation and education, in partnership with the Philippine government
4. Tapoh Conservation Centre in Thailand supported by Chester Zoo in partnership with the Hornbill Research foundation.



SUPPORTING STRATEGIC OBJECTIVES

① ③

INTERNATIONAL RESEARCH FOR CONSERVATION AND WELFARE

An increasing number of ongoing scientific studies are carried out, both in the Zoo and in the field, by Chester Zoo staff as principle investigators, active collaborators or academic supervisors. This extends over several Divisions and includes marketing, education, veterinary, nutritional and endocrinological research, taxonomic and genetic studies and field conservation research including areas of human-wildlife conflict as well as the more traditional zoo-based studies.

Zoo research co-supervised by our staff included a study of the behaviour of the Sumatran Orang-utans before and after moving to their new enclosure, the 'Realm of the Red Ape' (in collaboration with Birmingham University). Zoo staff are also working alongside biologists from the University of Manchester on a three-year PhD project to increasing our understanding of how environment and diet influence development and behaviour in the Costa Rican Splendid Leaf Frog. Taxonomic and genetic studies conducted or supervised by zoo staff include ongoing studies on Amazon parrots and on Blue-crowned Laughingthrushes. A research project, involving staff from Chester Zoo and Durham University, was honoured with the Universities Federation for Animal Welfare 'Wild Animal Welfare Award 2007', for research into the behaviour and welfare of Mandrills in relation to zoo visitors. This showed significant improvements in the Mandrills' behaviour after botanical barriers were erected to reduce the proximity of visitors to the monkeys.

The Zoo was awarded the EAZA Research Award for being an important research facility with an essential role in many areas of biological research. This award acknowledged Chester's important contribution through the Director General's leadership of the EAZA Research Committee and development of the EAZA Research Strategy. Furthermore, the Zoo was awarded two commendations in the BIAZA Best Research Project 2007 award scheme: one for the Mandrill study described above, and one (together with Liverpool University and ZSL) for published research on parthenogenesis in Komodo Dragons.

In April, the Director General and Professor Bryan Clarke met at Chester Zoo to discuss the Frozen Ark (conserving rare DNA through Cryobiology) project, of which the Director General is a Trustee. A number of outcomes from the meeting included the need for a fundraising campaign, an agreement that consortium members should put links to the Frozen Ark from their websites, to have a contact on the Advisory Group specifically responsible for liaison with the AArk and to increase aquarium membership in the consortium.

Field research projects involving Chester Zoo staff included those on human-wildlife conflict integral to our Assam Asian Elephant Project and, closer to home, collaborative research on Dormice and Harvest Mice.

Many Zoo staff also co-ordinate zoo breeding programmes, manage studbooks, write and review scientific papers and reports and participate in various scientific animal



management and conservation committees, for internal and external bodies. During 2007, Chester Zoo staff published or contributed to over 50 scientific, biological and technical publications (see Appendix 7 for a full list of publications by Zoo staff and associates).

One of the key developments from the Freshwater Fish Specialist Group meeting chaired by the Director General is the European Freshwater Fish Assessment. With funding from Chester Zoo, there is now in publication - a 'Handbook of European Freshwater Fishes', which contains information on the distribution, taxonomy, habitat and ecology, threats and global Red List status of all of Europe's freshwater fish species.

Visiting researchers

In 2007, over 110 approved projects, by over 120 visiting researchers, from 20 institutions, were carried out at the Zoo. Eighty per cent of these researchers were based at Universities and Colleges in North West England and North Wales. The remaining twenty per cent showed national and international representation.

Most projects focused on animal behaviour and gave students the opportunity for scientific training: 20% of projects were conducted towards postgraduate degrees and almost 80% towards first degrees (with the rest being towards vocational qualifications, or projects conducted by professional academic researchers).

1. Sue Walker, Endocrinologist, working in the welfare laboratory
2. Receiving the UFAW 'Wild Animal Welfare Award 2007' from TV Vet Steve Leonard
3. Mandrill (*Mandrillus sphinx*)
4. Sumatran Orang-utan (*Pongo abeli*)



SUPPORTING STRATEGIC OBJECTIVES

① ② ③ ④

ENSURING ANIMAL HEALTH AND WELFARE

Chester Zoo aims to be at the forefront of animal welfare and husbandry both within collections and our in-situ conservation activities. Maintaining these high standards is very much a team effort.

Animal Health

Keeping staff monitor the health and welfare of their charges several times a day and the Curatorial and Animal Health Care teams are alerted to any husbandry challenges or health problems that arise. All clinical cases are reviewed weekly and are audited quarterly by the Animal Welfare, Conservation and Scientific Committee - a sub-committee of the Zoo's Council.

The Animal Health Care team provides a round the clock service and comprises three Vets, two veterinary Nurses, a zoo Nutritionist and an Endocrinologist. They are also supported by both veterinary and human medical specialists and the team has particularly close collaborative links with Liverpool University Veterinary School.

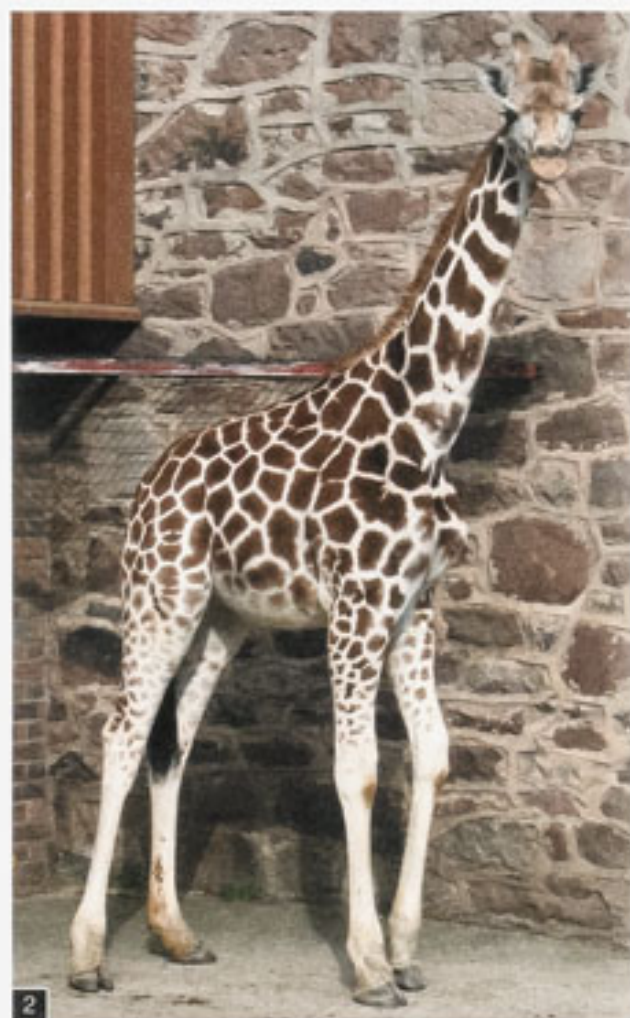
In mid 2007, we were pleased to be able to appoint an Endocrinologist to complement the team and to aid in the development of the Reproduction and Welfare Unit here at the Zoo. The role of this unit is to enhance animal welfare and husbandry practices through routine endocrine diagnostic services and the co-ordination of endocrine research both at Chester and in collaboration with other key conservation partners. Achievements in the first six months have included the set-up of a fully functioning laboratory where both reproductive and stress hormones can be analysed, resulting in a pregnancy diagnosis in one of our Black Rhinos.

Preventing disease is at the heart of the Zoo's animal health care program and involves monitoring of an animal's health from the moment it is born or arrives to the moment it leaves or dies.

Over 100 consignments of animals were moved in 2007. As well as the logistics of arranging their safe transport, animal health certificates must be obtained and regulations met. This is managed by the Zoo's Registrar. On arrival, the animals are all quarantined and tested for relevant diseases before they enter the collection. 2007 has seen the opening of our new state-of-the-art quarantine facility that has increased the range and number of animals we will be able to work with.

Health monitoring continues regularly throughout the animal's life and includes routine faecal testing to check for parasites (over 900 samples were examined by our vet nurses in 2007) and also opportunistic screening of apparently healthy animals for exposure to important diseases. In addition, any animals that are sick or have died undergo a detailed examination. Collation and analysis of this data enables us to determine the disease status of the collection and hence target our control programmes more effectively.

But health monitoring does not stop at the Zoo's boundaries - we also keep an eye on the national and international disease status. The biggest threat to the collection this year has been the risk of acquiring diseases of international importance, such as Avian Influenza, Foot and Mouth Disease and Bluetongue. These diseases pose a threat not only to the individual animals that might contract them, but also to the whole Zoo, as they are of such significance that closure and/or enforced culling might be required should our stock become infected. Zoo staff have worked closely with DEFRA, BIAZA, BVZS and BVA to help shape government policy on how potential outbreaks in UK zoos will be managed and have helped formulate bio-security and vaccination guidelines for the zoo community as a whole.



1. Veterinary procedure on a Mandrill (*Mandrillus sphinx*)
2. Molly, our young Rothschild's Giraffe (*Giraffa camelopardalis*) showing signs of a swollen knee joints
3. Thermal image of Molly, our young Rothschild's Giraffe (*Giraffa camelopardalis*)
4. Testing a young Golden Poison Frog (*Phyllobates tembilis*)

5. Animal Supplies Division warehouse
6. Medical procedure on a Yellow Mongoose (*Cynictis penicillata*)
7. Tejas, Asiatic Lion Cub (*Panthera leo persica*) being treated with leg splints
8. Ultrasound on Axolotl (*Anbystoma mexicanum*)
9. Produce tray prepared by Animal Supplies Division



Husbandry

2007 has seen many husbandry advances, including provision of a new state-of-the-art facility for the Orang-utans and changes in our flamingo husbandry, which were rewarded by us having our best ever breeding success this season. We have also had a number of UK first breedings this year, including Mt. Kulan Spiny Mouse, Mesic Four-striped Grass Mouse, Neumann's Grass Rat, Visayan Tarctic Hornbill and Golden Coin Box Turtles.

Targeted research is used to help us evaluate and improve animal husbandry and welfare. Projects in 2007 were wide ranging, covering all taxa and included evaluation of behavioural enrichment devices, visitor effects on animal behaviour, evaluation of different food presentation techniques and of husbandry effects on breeding success.

Our welfare and husbandry achievements have also earned us several prestigious awards including the UFAW 'Wild Animal Welfare Award 2007', for research in collaboration with Durham University into the effects of zoo visitors on the behaviour and welfare of Mandrill. We also gained a number of BIAZA awards including:

- Best research project: Commendations for both the mandrill project above and for demonstrating Parthenogenesis in Komodo Dragons in collaboration with Liverpool University and the Zoological Society of London.
- Best new zoo enclosure: Winning entry for 'Elephants of the Asian Forest'.
- Significant advances in husbandry and welfare: Commendation for the benefits of sand floors to elephant mothers and their new born calves.
- Significant advances in zoo and wildlife medicine: Winning entry for development of a benign 'squeeze' cage for chimpanzees as a viable alternative to darting.

As well as providing optimal care for the animals in the collection, Zoo staff have a duty to disseminate information on best husbandry practice and health care. This is done in a variety of ways, including publication of scientific papers, presentations at conferences and organisation and participation in workshops and training programmes. Zoo staff work on both a local, national and international levels, by engaging in dialogue with policy makers, co-ordinating breeding programmes, undertaking research and providing health and husbandry advice to both in-situ and ex-situ conservation projects.

Animal Support Services

Another vital contributor in the maintenance of the highest standards of animal health and welfare is the Animal Supplies Department (ASD) which fulfils a wide variety of duties, all of which underpin the provision of optimum animal care.

A key function is the provision of foodstuffs, both home-grown, home-bred and purchased. We are the only Zoo in the UK to employ a full time Animal Nutritionist who works closely with ASD to develop and refine animal diets.

Outsourced foodstuffs provide the bulk of our diets, but ASD also breed locusts and crickets. Through the dedication and hard work of the team, 2007 has seen a big improvement in our cricket breeding success, culminating in development of a purpose-built facility that will be vital for the ongoing work of the bio-secure Amphibian Ark. On our own Zoo land, we grow fresh grass, maize and browse to feed our hoof stock. Generous support from HSBC/M&S Money has enabled us to start work on a further willow and poplar plantation, helping to make the Zoo more self-sufficient in this essential food stuff for animals such as Okapi and Giraffe.

Other services provided by this important department include management of animal bedding and waste, pest control, co-ordination of the emergency response team and care of animals in quarantine. Animal operations would grind to a halt without this essential 'behind the scenes' work.



SUPPORTING STRATEGIC OBJECTIVES

② ③ ④

PROMOTING LEARNING AND DISCOVERY

The change in name for the Division in 2007 more accurately reflects how we work towards achieving our mission. Education can be perceived as a passive process where people are given information, some of which we hope they will remember. For some years now, we have recognized that one of the big challenges of zoo education is that we have large, diverse audiences with different capabilities, levels of interest and learning styles. Nor are we in the business of simply transferring chunks of information - a large part of what we do is trying to challenge people's beliefs and attitudes towards the natural world and make them feel differently about their relationship with it. There's a balance between communicating challenging conservation issues to people whilst still keeping them positive and engaged.

Our success has been recognized over the years by the conservation community, most recently by two BIAZA awards during 2007 for our 'Secret World of the Okapi' interpretation and the educational components of the 'Frost Fair'.

In 2007, the Presenter Team delivered an impressive 3,409 talks on 20 species to 651,150 of our visitors. Through a variety of research methods, including visitor surveys, focus groups, 'mystery shoppers' and some detailed research by Manchester Metropolitan University, we have gained a better idea of how to make these presentations as effective as possible.

The opening of 'Realm of the Red Ape' in early summer meant that the Education Division could begin to collect data on visitor behaviour in our newest and most prestigious exhibit. Base line data had been collected at the old exhibit before redevelopment began. Initial results show that 'Realm of the Red Ape' has the

highest dwell time of all the Chester Zoo exhibits evaluated so far, with a median dwell time of 9 minutes 43 seconds. Following a workshop with visitor studies consultants, a new methodology has been developed which will allow us to measure levels of visitor engagement with animals and interpretation. This new methodology will allow us to remain at the cutting edge of visitor research and we have commenced piloting it in zoo exhibits.

2007 saw the completion of the education module for the 'Management of Conservation Breeding Programs in Zoos and Aquariums'. The Education Division was invited to write this module by the Network of Conservation Educators and Practitioners. NCEP is a project run by the Center for Biodiversity and Conservation at the American Museum of Natural History; its purpose is to create conservation biology training modules that emphasize student participation and the application of critical thinking to conservation problems. The modules are resources that teachers can use to supplement their existing training materials in biodiversity conservation.

Our 'Discovery Programme' for schools continued to be popular with a 26% increase in numbers directly taught by our staff and an overall increase of 28%. We conducted focus group research studies to establish what were the key factors teachers used in deciding where to go for an educational outing. This provided much useful information and we plan to follow this exercise up with another study in 2008.

Harcourt Education publishes under the Heinemann imprint and produces electronic teaching resources. Chester Zoo, as a well-known tourist attraction and business, was invited to be an eCase Study for a new business project for GCSE and vocational business students. This involved filming interviews with many key staff in the Zoo.



1/7. General education images

2. School children visiting Chester Zoo peer into the flamingo pond
3. Presenter Talk
4. Junior Members 'Summer School' at the end of Native Species Day. The Junior Members had just made 'dormouse boxes' which have been contributed to the Cheshire Wildlife Trust Dormouse project
5. Interactive interpretation at 'Tsavo - the Black Rhino Experience'
6. Discovery session: girl holds a Madagascar Hissing Cockroach (*Gromphadorhina portentosa*)
8. Older students examine animal skulls





The resource is also useful for us in our business studies teaching in the Zoo. The resource is available on www.harcourt.co.uk

Sponsorship from a number of sources, including the Cheshire Building Society, allowed us to develop a new teaching resource in the form of the CD Rom 'Acting Locally - A Wild Resource'. As a result of some research with local teachers, we recognised the need for co-ordinated and comprehensive information about local, native species and habitats. In 2008, it will be available free of charge to all local schools and contains teaching resources, ideas for activities and student worksheets.

A Teachers' Handbook for GCSE Leisure and Tourism and BTEC First Diploma Travel and Tourism students was produced by two placement students from Liverpool John Moores University. The students worked closely with Education staff to compile this resource, specifically for Chester Zoo. It is available to download from our website.

We worked with the Chester History and Heritage Centre to put on an exhibition celebrating seven decades of the Zoo's history. Library staff at the Zoo continue to collect, preserve and, where possible, digitize our archive material. All digitized material is freely available to Library visitors to browse through.

In terms of Education outreach, Chester Zoo assisted by carrying out training for technical staff from in situ projects around the world. In the spring, we hosted two visitors from the Southern Ground Hornbill and Wattled Crane projects in South Africa, to train them in the skills of incubation and hand-rearing. Later in the summer, we visited Nepal to conduct training in the skills necessary for small mammal and bat conservation and survey work. We also continued our work with PASA to train staff from primate rescue centres across Africa.

Summer School

Junior Members had another active year, enjoying regular events in the Zoo including 'Tracks and Signs', 'Discovery Session', summer barbecue and craft evening, Christmas Party and the 'Day with a Keeper'. Other events involved visiting other collections and having fun bird-watching, hill walking, plus farm and museum visits.

During the school holidays, 29 Juniors were lucky enough to gain places on the Summer School for 12-17 year olds, which proved to be action-packed. They participated in classroom, craft, behind the scenes and live-mammal trapping activities, as well as a day away at the Cotebrook Shire Horse Centre.



SUPPORTING STRATEGIC OBJECTIVES

2 3 4 5

GROWING THE BUSINESS FOR CONSERVATION

Visitor Facilities

In June 2007, Chester Zoo was again recognised as one of the nation's most successful and high quality visitor attractions, when Visit Chester and Cheshire awarded the title of 'Large Visitor Attraction of the Year 2007' to the Zoo.

2007 was another extremely successful year that saw the continued development of the Zoo's visitor facilities. A highlight of the year was the completion of phase one of the new entrance project, which saw the construction of a Guest Services building, state-of-the-art toilet facilities and improvements to the 'Traders of the Ark' retail shop.

Catering signage improvements were introduced in 2007 to increase awareness and provide a customer-focused experience with greater service speed and information for visitors.

Our chefs have increased the use of fresh food on site and have sourced a number of products linked to sustainability and good practice such as MSC affiliated seafood, RSPCA approved meats and Soil Association approved bread products.

In 2007, there was a 50% increase in sales of products linked to local suppliers and with the refurbishment of 'Traders of the Ark', there is a larger area for recycled and Fair Trade products.

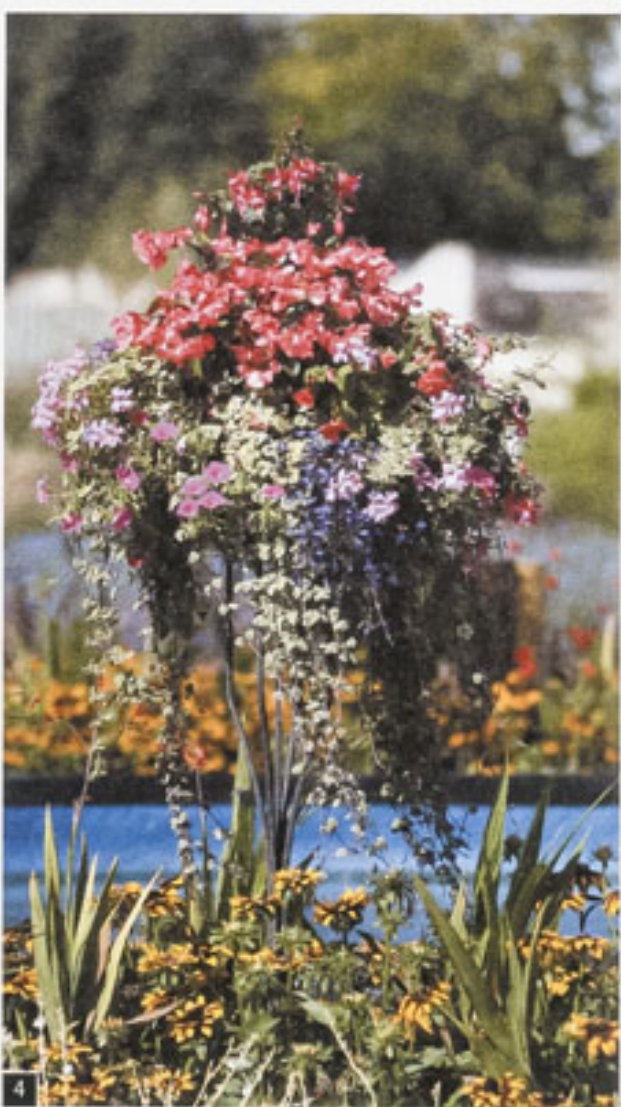
In September, our excellent standards in gardening were recognised once again when we won the highly accredited 'Chester in Bloom' and 'Northwest in Bloom' awards.

In December, we were delighted to win awards from 'Loo of the Year', which included five star recognition for our new toilet facilities!

One of the biggest successes of 2007 was the winter 'Frost Fair' event, with its 600m² ice rink, carousel, Santa's grotto and festive entertainment. Following its official opening by Robin Cousins, we were pleased to welcome over 30,000 visitors to the event during November and December, and were delighted with the flurry of positive feedback it received.

Market Research

During 2007, we increased our investment in 'Mystery Shopper' research activity - this enables us to have an independent view of the Zoo experience from the perspective of our visitors. It takes the form of a detailed questionnaire conducted after the visit, in-depth interview and 'focus groups', involving a number of 'Mystery Shoppers'. The value of this work cannot be over-estimated as it gives us honest feedback and enables us to look at how we will improve our service to visitors. During 2008, we aim to implement some ideas arising out of the research findings in order to improve the experience of our visitors.





Daily surveys were also carried out by our staff, using a customer feedback questionnaire on a hand-held PDA. This provides us with many hundreds of customer comments that we can use to benchmark our ongoing service to visitors. This feedback is reviewed on a regular basis at operational meetings, so that the whole Zoo team understand how well we are delivering customer satisfaction.

We also monitor any feedback that is provided to us by visitors, whether this is negative or positive. All feedback is followed up and passed on to the relevant Department for action. In 2007, we received feedback from 359 visitors, offering suggestions on how we could improve our service. This equates to just 0.02% of

paying visitors through the year. As a percentage of total visitors, this is the same as the previous year, which is satisfying in a year when our visitor numbers increased significantly.

We also received a number of complimentary comments which praise different aspects of our service; in 2007, there were 104 in total. These focussed on a number of areas, ranging from animal welfare, new exhibits, special events and the quality of visitor facilities.

Again, all such communication is reviewed by a senior management team so that we can address any immediate issues and incorporate the feedback in our forward planning, investing in areas if there is a need to do so.



Soil Association

- 1/8. Presenter Talks
- 2/3/7/12/14. General Zoo images
- 4/6/13. Award-winning gardens at Chester Zoo
- 5. Olympic and World Champion Skater Robin Cousins, conducts a 'Skating Master Class' at the 'Frost Fair'

- 9. Face painting to look like your favourite animal
- 10/11. Seasonal fun at the 'Frost Fair'
- 12. The refurbished 'Traders of the Ark' shop

SUPPORTING STRATEGIC OBJECTIVES

2 3 4

MEDIA COVERAGE INCREASES

A 'fly-on-the-wall' television series won the Zoo a new army of fans and supporters when it was broadcast for the first time this year.

'Zoo Days' - a 20-programme series made by Granada Wild for channel FIVE - was a ratings winner, both in television and PR terms and was worth £4m in advertising equivalent terms. The programmes went behind-the-scenes and took viewers on a new Chester Zoo journey.

One of the major stories throughout the series was the tale of Asiatic Lion cub *Tejas*. Despite being a 'Zoo Days' star, *Tejas* also became a hit with national newspapers and television alike with his birth attracting coverage far and wide. His birth was also noted by friends of schoolboy Rhys Jones, who was tragically shot dead in Liverpool. Rhys's friends suggested adopting the lion cub in his memory and his parents Steve and Melanie subsequently came into the Zoo to meet *Tejas*. The adoption and the parents' visit both made national headlines.

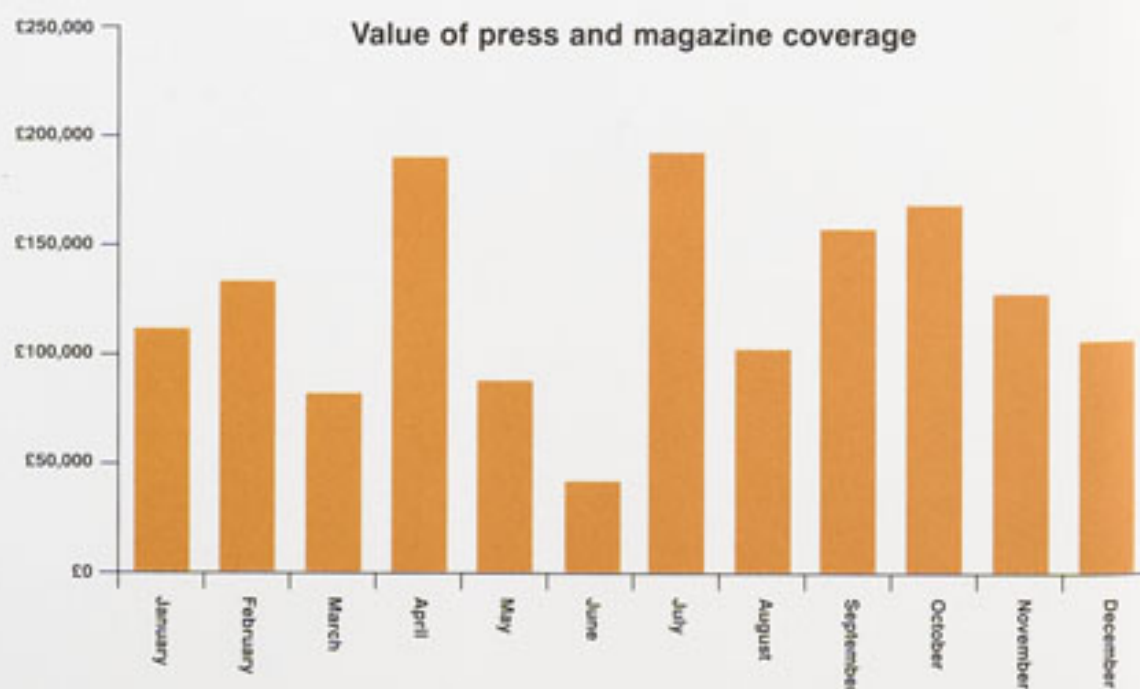
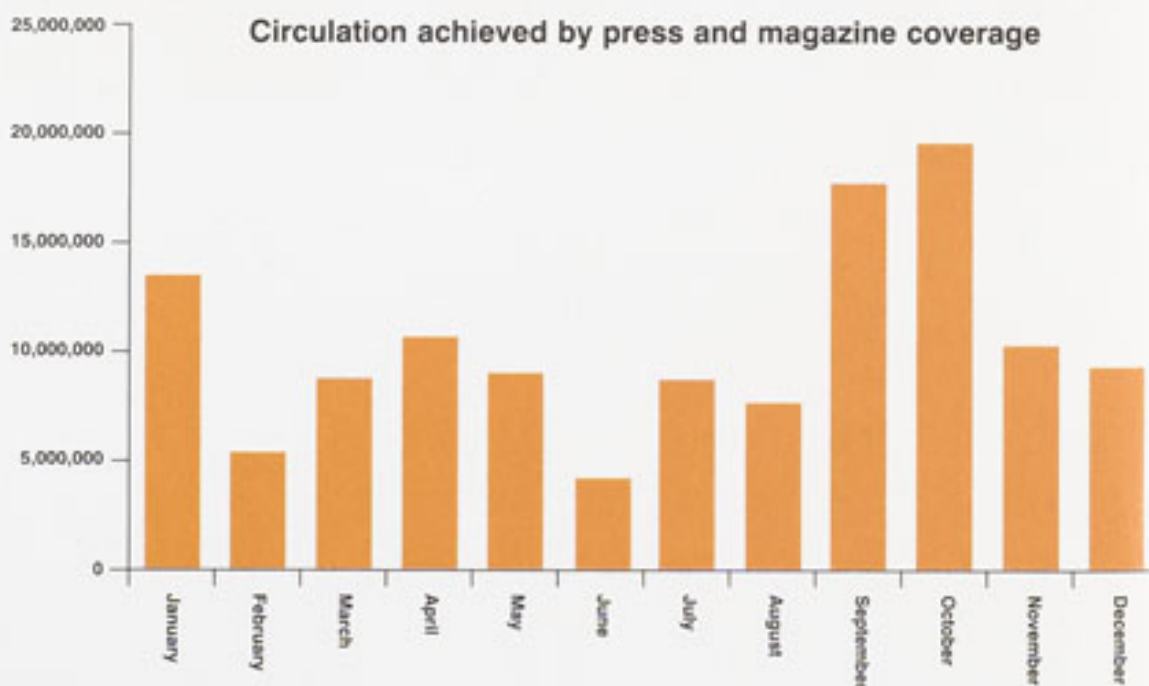
The year had started with a follow-up to the story of Komodo Dragon *Flora's* 'virgin birth' which attracted international press interest at the end of 2006. January and February saw subsequent coverage with competitions to name the hatchling dragons on 'BBC's Newsround', 'Granada Reports' and, at a more local level, the Chester Chronicle. This gave the story renewed impetus and meant it ran for a number of weeks. After carrying the initial story, 'Newsround' visited the Zoo and filmed a competition piece and a subsequent follow-up, giving us three bites at the one story with the national children's news programme.

Pictures of newly-hatched Golden Coin Box Turtles taken by the Press Association and Reuters achieved great coverage across the country, as did the arrival of a new Sumatran tiger.

The release of water voles onto Zoo property made TV for 'BBC North West' and for a BBC Alan Titchmarsh series on native species, 'Nature of Britain'. 'Nature of Britain' also featured the Zoo's Sand Lizards.

The Zoo also made a dream come true for a chronically ill young boy with his story appearing on ITV's ratings winner 'The Jeremy Kyle Show'. The BBC's children's programme 'Do Something Different' was also filmed on location at the Zoo.

Trinity Mirror, in the guise of the Chester Chronicle, once again came on board as our media partner for 'Frost Fair', promotion for which got underway from July.



EAV (Equivalent Advertising Value) of newspaper and magazine coverage alone was over £1.4 million.

five **itv** Granada
The Chronicle
CHESTER
BEST WEEKLY NEWSPAPER IN THE NORTH



The official opening of 'Realm of the Red Ape' by TV celebrity Nick Knowles attracted television, newspaper and radio coverage with both pre- and post-event publicity.

However, it was 'Zoo Days' that stole the PR show with the promise of two further series in 2008, which will be screened in spring and autumn.

Scientific publications

In addition to information in mainstream media, Chester Zoo staff produced and contributed to a wide range of scientific and technical journals, a full list of which appears in the Appendices. However, there were three major publications during the year:

The 'International Zoo Yearbook' is an international forum for the exchange of information on the role of zoos in the conservation of biodiversity, species and habitats. The Director General and Kevin Zippel were invited to be guest editors of Section 1 in Volume 42 of the Yearbook, due to be published in early 2008, on amphibians. Their editorial 'Can zoos and aquariums ensure the survival of amphibians in the 21st century?' has now been submitted.

'Science in Parliament': This journal is issued four times per year, each reporting on the previous parliamentary term. Its circulation includes all Members of Parliament, peers in the House of Lords and some UK Members of the European Parliament, the scientific and industrial membership of the Committee and science attachés in UK embassies abroad. The editorial board invited the Director General to write an article for the 2007 spring issue on research in Zoos and aquariums, including continental Europe.

'Journal of the International Zoo Educators Association' - Number 43, 2007: The August edition of the Journal features an introduction by the IZE President, Stephen McKeown and an article by the Director General (as the Co-Chair of Amphibian Ark), entitled 'Will zoo and aquarium educators help ensure the survival of amphibians threatened by a global plague?'. A second article is included, entitled 'Following visitors and what it tells us - The use of visitor tracking to evaluate 'Spirit of the Jaguar' at Chester Zoo' by David Francis, Maggie Esson and Andrew Moss.

Major progress was made on 'Developing the Research Potential of European Zoos and Aquaria' - the EAZA Research Strategy. Co-edited by the Director General, Andrea Fidgett and others, it is due to be published early in 2008.

- 1/3/6. 'Zoo Days' filming for FIVE
2. Hatchling Komodo Dragon (*Varanus komodoensis*)

4. TV personality Nick Knowles with Sumatran Orang-utan (*Pongo abelii*)
5. Tejas, Asiatic Lion Cub (*Panthera leo persica*)



BUSIEST VISITOR YEAR EVER

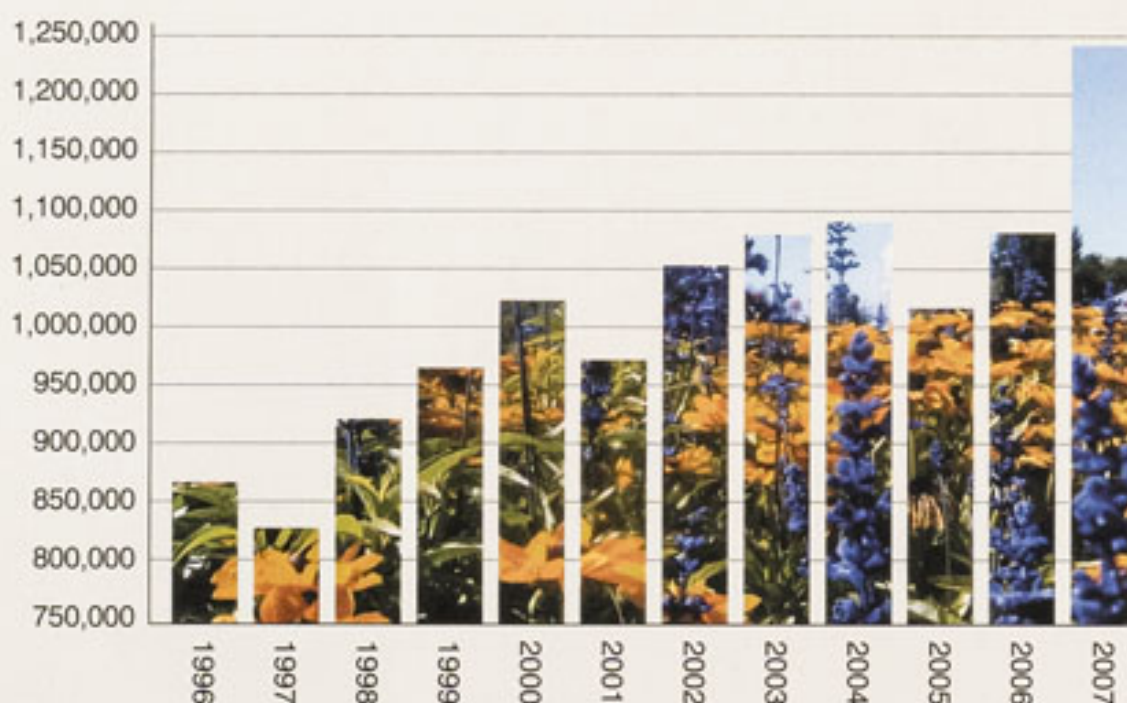
2007 was the busiest year in the Zoo's history: over 1,335,000 guests (including the under 3s) visited Chester Zoo.

Five months were record-breaking months - January, April, August, October and November. The 'Frost Fair' had an impact early in the year and fine weather at Easter made April a very busy month. Continued advertising in the North West and Yorkshire, plus increased visits by groups and schools, helped to maintain numbers during the early summer. August was a bumper month, in which over 250,000 people visited the Zoo. The final quarter of the year saw visitor numbers boosted by people that had seen the TV programme 'Zoo Days' and then in November with the start of the 'Frost Fair'.

BUILDING-UP ZOO VISITORS - 1996 - 2007

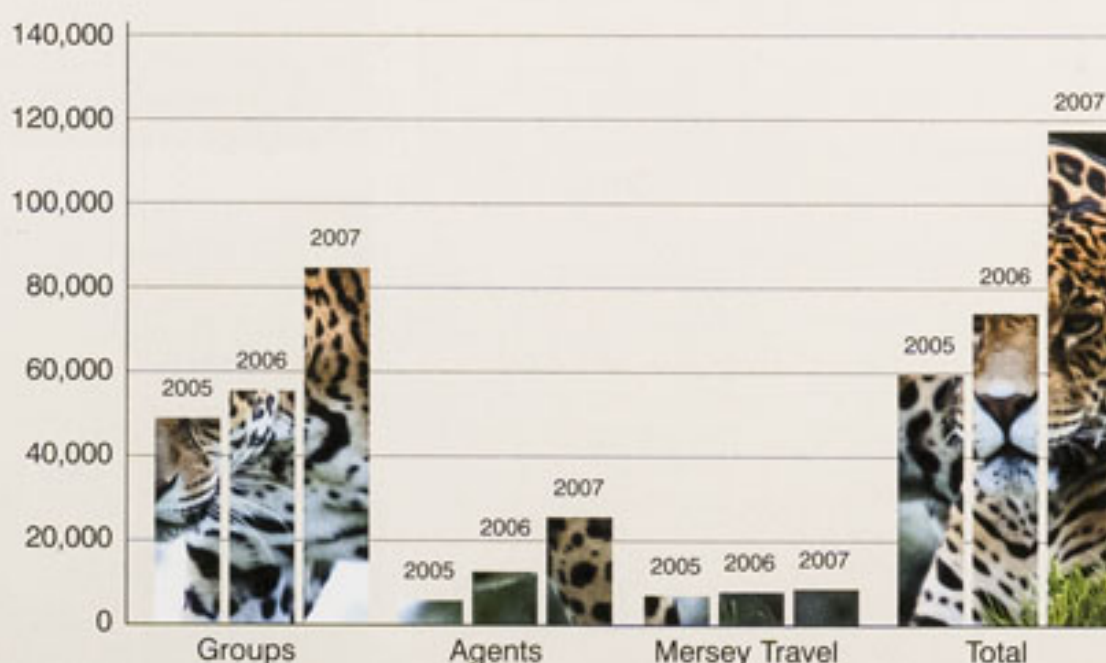
2007 saw a big increase in annual Zoo visits, taking the total number of paying visitors up to 1,233,044 (see graph). With non-paying under 3s added in, the figure was 1,335,773.

Many thousands of additional visitors attended events, functions and mission-related conferences at Chester Zoo, but the traditional method of counting visitors has not included these attendees. However, they are worthy of note for the contribution they make to the Society's income and the advancement of its mission.



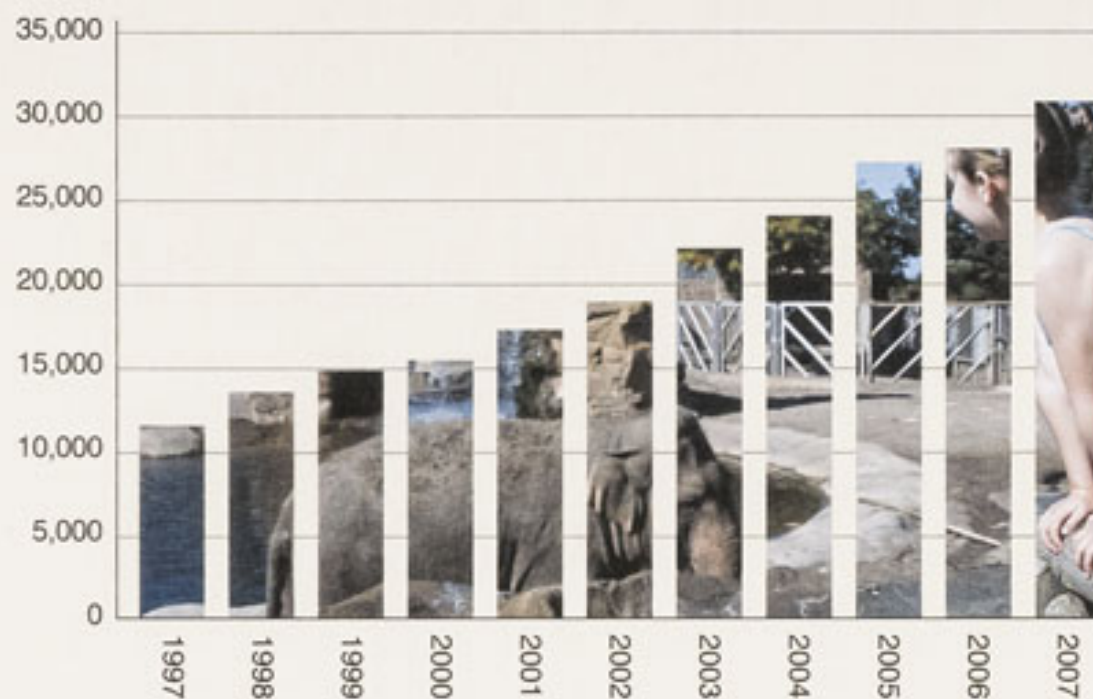
RECORD GROUP VISITS AND TICKET SALES

A significant increase was achieved in the number of groups visiting the Zoo (this means groups other than school/educational visits). We also aimed to increase the number of tickets sold for the Zoo by agents, such as Tourist Information Centres, hotels, sports and social clubs. Both activities showed impressive growth in the year and a streamlined bookings system enabled us to administer these groups more efficiently.



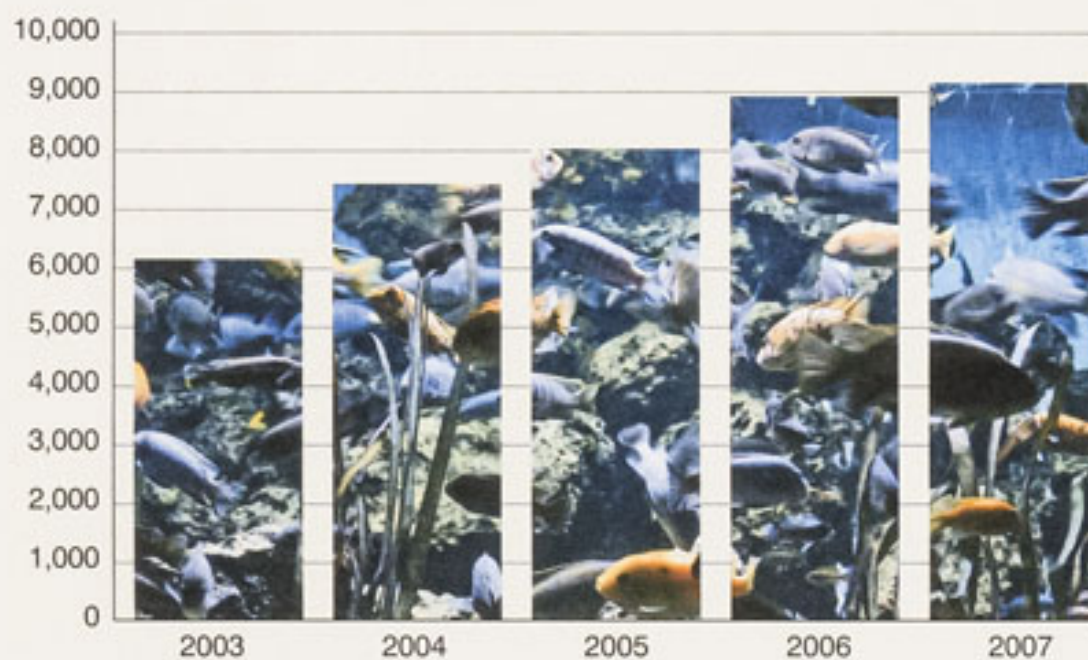
GROWTH IN ZOO MEMBERSHIP

The value of the Chester Zoo Membership scheme continues to be recognized by more and more visitors and 2007 saw a further increase, taking total Membership to over 30,000. This makes the Chester Zoo scheme one of the largest amongst UK Zoos. We are grateful for the high level of support we receive from our Members and their support for our conservation activity.



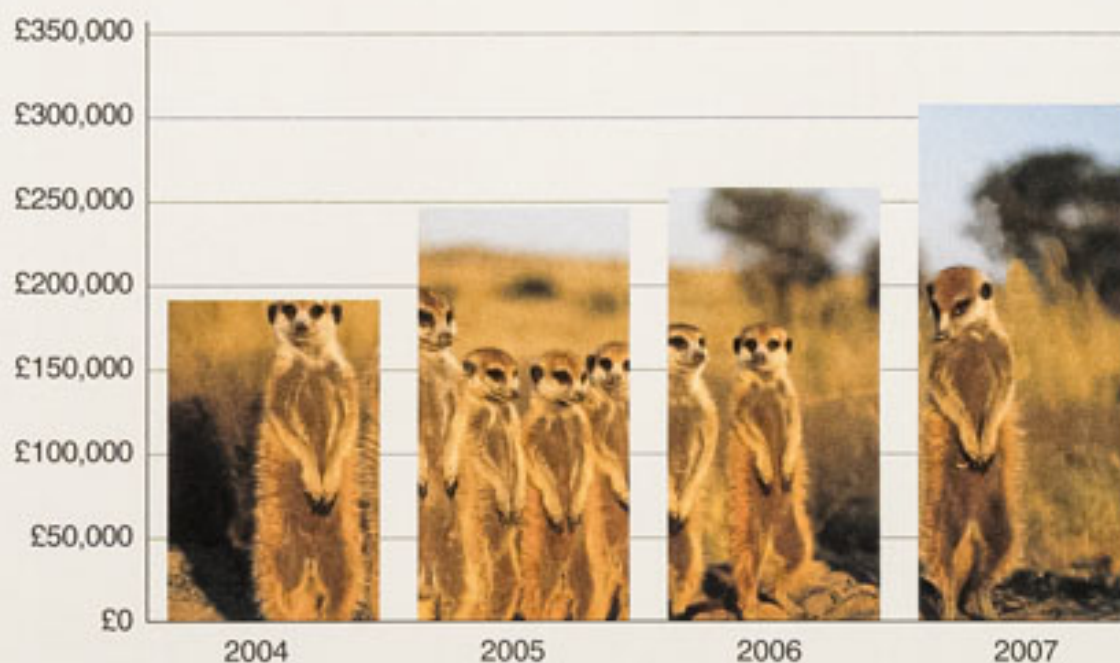
GROWTH IN JUNIOR MEMBERS SCHEME

The Junior Membership scheme continues to thrive with numbers increasing again in 2007. This is a unique opportunity for young people interested in conservation and environmental issues to learn more and on occasion, participate in special activities. For the second year, we ran the Junior Members' Summer School, which is proving to be extremely popular.



GROWTH IN ANIMAL ADOPTIONS

The animal adoption scheme remains very popular, with income showing a further increase in 2007. This income makes a direct contribution to our conservation work both here in the Zoo and elsewhere.



SUPPORTING STRATEGIC OBJECTIVES

5 6

SPONSORSHIP, TRUSTS, GRANTS AND DONATIONS

Our vital work in conservation, education, science and tourism would not be possible without the contributions of our partners, sponsors and donors. Our sincere thanks go to all who helped to support our work.

Rural Enterprise, a Cheshire grant-giving body, part-funded the Zoo's investment in the re-development of the 'Ark Shop' and kindly continued to contribute to the development of 'Realm of the Red Ape'.

During 2007, we received generous support from a number of grant-making trusts and foundations for our work, much of which was focused on our educational work with children. This included support from local trust, the Philip Barker Charity and nationally from the Tesco Charitable Trust. Further afield, our new Tiger conservation project was supported by The Rufford Maurice Laing Foundation.

During 2007, support from the corporate sector has expanded and we were delighted to work with Ecco Unltd for the first time who became sponsors of the new Greater One-horned Rhinoceros enclosure - 'Asian Plains'. M&S Money again sponsored the education 'Discovery Programme' and the Cheshire Building Society sponsored a native species CD Rom for schools.

Individual Members and Adopters continued to show their support for our work and responded generously to an appeal focusing on 'small miracles' in reference to the birth of the tiny Komodo Dragons.

Our thanks go to all those who have become lifetime supporters, committing to leave a gift to the Zoo in their will. Over 90 people have now decided to support us in this way and we hosted a lunch and private tour for over 60 of these special donors in October.

1. Nicola Lavin from Rural Enterprise and Development Manager Melanie Cowieson at 'Realm of the Red Ape', which was part-funded by a grant from Rural Enterprise

2. James Cook from Focus (representing Ecco). Ecco sponsored the heated indoor pool for the Greater One-horned Rhinoceros (*Rhinoceros unicornis*) at 'Asian Plains'

3. Fund-raising stall at the 'Frost Fair', staffed in part by volunteers.



Sincere thanks go to all those who have contributed to the Zoo during 2007 and, in particular to the following major donors and supporters:

The North West Regional Development Agency
Rural Enterprise
Philip Barker Charity
Ruth Smart Foundation
Tesco Charity Trust
The Allan and Nesta Ferguson Charitable Trust
The E L Rathbone Charitable Trust
The John S Cohen Foundation
The Lindeth Charitable Trust
The Ronald and Kathleen Pryor Charity
The Rufford Maurice Laing Foundation
Thriplow Charitable Trust
The William Dean Countryside and Educational Trust
Kim and John Fogg
The Rt Hon Baroness Rendell of Babergh, CBE
The Rt Hon Lord CJ Grantchester
Rhoda Ellis (legacy)
Irene Griffiths (legacy)
Damian & Erica Murphy
Cheshire Building Society
Ecco Unltd
M&S Money
Liverpool Football Club
HSBC in the Community
Shell UK Ltd
Otterbox

Valued Volunteers

Volunteers have played an increasingly important role in fundraising by helping at a number of high profile events and assisting with community fundraising. From marshalling VIP guests at an extremely wet opening for 'Realm of the Red Ape' to selling raffle tickets on a cold and windy evening at 'Frost Fair', our thanks go to all of the many volunteers who give their time and skills for the benefit of the Society.



CORPORATE SERVICES

Alasdair McNea

During 2007, the Society's principal internal service providers of accounts, personnel and estates were unified to become the newly formed Corporate Services Directorate. These departments perform a variety of vitally important functions for the day-to-day operation of the Society, as well as playing a significant role in the future physical and strategic development of the Zoo. Bringing together these service providers will give added focus as the Zoo's continued expansion will impose greater demands on these resources.

The Directorate also plays a key role in governance, compliance and risk control. Working alongside the Trustees, the Society strives to match best practice procedures wherever possible and to ensure the internal control processes are constantly revisited. This will form a key focus for my position as Corporate Services Director over the next few months. I am pleased to say new procedures are being formulated and carrying on from the strong base already established.

Like every year, 2007 has seen further investment into our services. An upgraded accountancy package was successfully integrated at the end of the year and the IT department has been instrumental in the

development of the online shop facility for the new website. The Society can be justly proud of the quality of its IT infrastructure. Looking ahead to 2008, further investment in IT will take place including EPOS, new phone systems and improving the wireless connectivity around the site.

In July, Estates saw the successful completion of the 'Realm of the Red Ape', a world-class exhibit and the most complex project to date in the Zoo's history. This unique development is a testimony to how the collective knowledge of the Conservation and Education teams is skilfully transformed by the Estates planning team into a superb facility for both the Orang-utans and our visitors alike. Working for Visitor Services, early 2007 also saw Estates deliver a much improved entrance experience with a project involving new Guest Service buildings, award-winning toilets and extensive resurfacing. Construction of a new wooden bridge linking the East and West sides of the Zoo began during autumn and is scheduled for completion by early 2008.

Personnel continued to provide essential recruitment services, training and development support as well as policy improvements. The Society benefits from low staff turnover rates and a strong collective culture, a position most

organisations strive for. Maintaining the status quo in an increasingly competitive environment is a skilful process in which Personnel has had a major role. 2008 will see the department drive a major Zoo-wide job evaluation exercise, in which the Society will be able to benchmark itself externally to appraise all its job roles.

The re-accreditation of ISO 14001 was a significant boost to the Zoo's environmental profile and one of which the Society is rightfully proud. Given that this was achieved by our newly appointed Safety Health and Environment Manager, Di Yardley, when only weeks into the role, it was a great accolade.

The Society took a major step forward in 2007 when the all the Heads of Divisions and Directors formulated a 5 year strategic plan linked to the mission and from which six key strategic objectives were derived. These objectives have then been systemically broken down into a series of 17 actionable programmes cascading through all departments. The strategic plan will be revisited each year and is tracked through regular inter-departmental meetings to ensure the Society is on track to achieve its charitable objectives.



1. Investment in IT included the development of an on-line shop
2. Estates planning team study plans
3. Planting the Oak tree that is now the centerpiece at the new entrance
4. Construction work on 'Realm of the Red Ape'



SUPPORTING STRATEGIC OBJECTIVES

4 5

A PEOPLE BUSINESS

A major development for managing Zoo staff was achieved with the launch of a new appraisal scheme, developed internally with input from managers and staff. Assessment is based on work performance, including technical competence and behaviour linked to the Society's values.

Policy development included a Dignity at Work policy, in which standards are set out for managing relationships in the workplace that are free from bullying and harassment. The ban on smoking in public places also had implications for staff, with restrictions on smoking in the workplace being increased.

Staff Association represented several members during the year and continued to negotiate on matters of pay and terms and conditions of employment. Childcare vouchers have been introduced and also a cycle to work scheme, both of which benefit staff by providing salary sacrifice schemes. Consultations will continue into 2008 to review terms and conditions of employment that are more in keeping with an extended season.

Over 30 positions in the Zoo were recruited for - to either replace existing staff, or for new posts. The Maintenance team increased the number of staff to support new exhibits with increasingly complex electrical and electronic installations. The IT team, too, have added system support staff to their team. John Winward retired at the end of 2007 and was replaced by Di Yardley as Safety, Health and Environment Manager. In addition, significant work was undertaken to recruit seasonal staff and again later in the year, to recruit new staff for the 'Frost Fair'.

Training and development support was provided in a number of areas.

Jess Trotter and Lizzie Bowen, both Elephant Keepers, have commenced MSc studies in Conservation Biology.

Liz Child, Head of Visitor Services continued with her MBA; Maggie Esson, Zoo Education Programmes Manager and Alex Zimmerman, Conservation Manager both continued with their PhD Studies.

Ian Timmis and Andrea Byrne completed IT apprenticeships during the year and have both been successful in finding employment to use their skills.

A Zoo-wide 'Customer Care' training initiative took place which saw all staff, including Directors, take part in training that emphasised the need for first-class customer service.

During the summer season, over 500 staff are employed by the Zoo, making it one of the larger employers in the area. Here, we highlight two individuals:

Keith Done

With 38 years service, Keith Done, is the longest serving employee of Chester Zoo's Botany and Horticulture department and the Zoo's third longest-serving employee.

"I started working at the Zoo at a time when the greenhouses were used largely for growing some of the 80,000 bedding plants planted around the Zoo each year. There was a much larger team of gardeners and a very traditional way of organising our work. Now I am part of a smaller specialised group working in the glasshouses.

It has not been necessary for me to have any formal training or qualification, but I rose to the challenge in 2005 when my manager put it to me to 'have to go' and formalise my

knowledge and skills by studying for an NVQ, which I completed successfully. Gaining a qualification gave me a sense of satisfaction, plus I learned something new.

I enjoy the job, being able to use my skill and knowledge and it's great to get feedback from the visitors".

Helen Massey

Helen Massey is a relative newcomer to the Zoo, currently working on the Rhino Team as a senior keeper.

"I was lucky to gain ten weeks work experience on the Rhino section, while studying for my BSc at MMU, and followed this by carrying out research with the rhinos to collect data for my dissertation. In 2001, I started as a trainee keeper on the Rhino section and became a senior keeper in 2004. During this time I have completed an MSc in Behavioural Ecology, again using the Rhinos for my research and dissertation.

Being on the Rhino team has given me the opportunity to work with a breeding programme. It also enables me to work with other species. I have had the opportunity to see at first hand Chester Zoo's work in the field, when I travelled to Kenya and took part in tracking rhino and lions. It was a fantastic opportunity to experience and appreciate how these magnificent animals survive in the wild.

I still find the job a challenge - there is always something new to learn and I have a deep satisfaction that I am having a direct impact on the animals I work with".



1. Keith Done of the Botany and Horticulture Department
2. Regular briefings are held with all Zoo staff to keep them up to date with plans
3. Helen Massey, Senior Keeper with the Rhino Team, pictured working with Tapir (*Tapirus terrestris*)

SUPPORTING STRATEGIC OBJECTIVE

5

RECYCLING FOR SUSTAINABILITY



As a proud holder of the Queen's Award for Sustainable Development, Chester Zoo is focussed on promoting good environmental practice in all areas of our business. Here are some examples of what we are doing to limit our impact on the environment:

ISO 14001

Chester Zoo was the first zoo in the UK and second in Europe to achieve ISO 14001 - the principal international standard for environmental management systems. ISO 14001 requires an organisation to commit itself to pollution prevention and continual improvement of its environmental performance.

The environmental management system provides a framework for making improvements on key environmental issues, such as raw material consumption, energy usage, emissions, waste and transport.

Our environmental management system is fully audited by an external company, Moody International and their job is to verify that our system complies with the standard. A simple surveillance audit is completed every year, but every three years a comprehensive three day audit is undertaken. In October 2007, we were delighted that the Zoo achieved re-certification.

Energy Management Initiatives

Energy use, given the associated environmental issues and escalating cost, is an increasingly important consideration for Chester Zoo. Effective energy management is a key objective to control our costs and reduce our carbon footprint. The Zoo is developing a holistic approach to energy conservation with initiatives on procurement, building design and technology, maintenance and operational practice.

A new initiative and a first for the Zoo is the adoption of the BREEAM sustainable buildings model. This is an internationally recognised and accredited scheme which sets standards in sustainable development; we are striving to achieve the 'excellent grade' for future projects. To ensure that future procurement of engineering products favours energy efficient equipment, an 'Energy savings technology check-list' has been incorporated into standard specifications.

Planning commenced in 2007 to deliver a range of renewable energy and efficiency projects at the Zoo during 2008; this will include solar power and ground source heat pump installations. These will complement the existing solar hot water system on the new toilets at the main entrance, which were completed in 2007.

Energy saving digital 'demand-matching' controls are to be fitted on larger electric motors; our first such intelligent controls were fitted on the 'Monkey Islands' borehole pump. The greatest savings are likely to be from good practice in operation of our numerous systems. To promote this, an energy data logger has been purchased to

aid monitoring and develop programmes that will enable all staff to become involved. A number of pilot projects are underway which have to date saved over 160,000 KWhrs of power, reducing our carbon footprint by 69 tonnes and our energy bill by over £12,000.

Recycling Zoo Waste

Each year, we recycle as much of our waste as possible. In 2008, we hope to increase the recycling facilities available to visitors throughout the Zoo.

Recycling Zoo waste

Every year we recycle as much of our waste as possible which equates to nearly 0.65 kilos of waste per visitor, including:

22.25 tonnes of green waste

7.5 tonnes of paper
from our offices

Oil used in our catering
department fryers is recycled
to produce bio-diesel

50 tonnes of cardboard

9.5 tonnes of glass



FINANCIAL OVERVIEW

INCOME

The total visitation for 2007 was 1,233,000 excluding the under 3's (1,336,000 including the under 3's), the highest in the Zoo's history, exceeding by a large margin the previous record of 1,147,000 achieved 40 years previously in 1967 and 15.4% higher than 2006. It was a year of records; with 6 separate months achieving unprecedented numbers of visitors, including October, November and December, helped by the excellent publicity from the 'Zoo Days' TV programmes on Channel FIVE.

VISITORS (INC. UNDER 3'S)



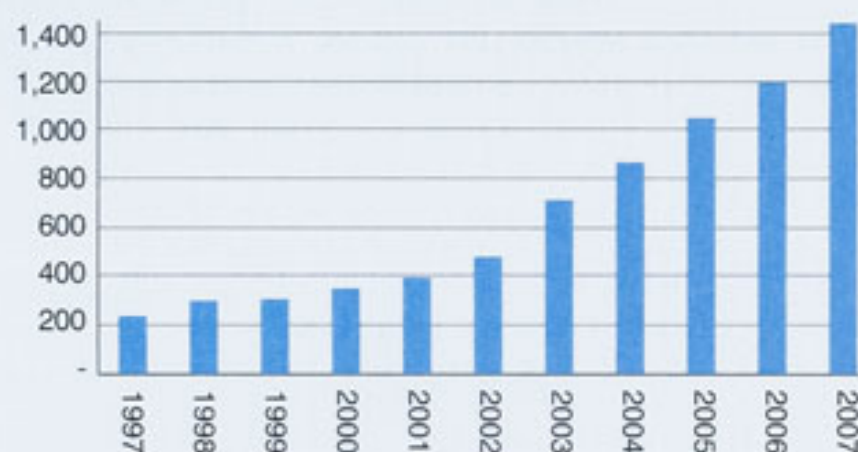
Admission prices were increased only marginally, despite the continued improvements to the visitor offer around the Zoo, in recognition of the continuing uncertainties around the economic climate. However, due to the record number of people visiting the Zoo, admissions revenue grew by 18.9% compared to the previous year. The percentage of visitors who Gift Aided their admission, and their donations linked to it, fell somewhat compared to 2006 partly due to an increase proportion of group and agency sales. Secondary visitor expenditure per visitor was flat so overall spend per visitor declined slightly for a second year.

SPEND PER VISITOR (£)



Membership income continues to grow year-on-year and, at over £1.4 million in 2007, has become an increasingly important element of our overall finances, thanks to this continuously expanding army of over 30,000 keen Chester Zoo supporters.

MEMBERSHIP INCOME (£000'S)



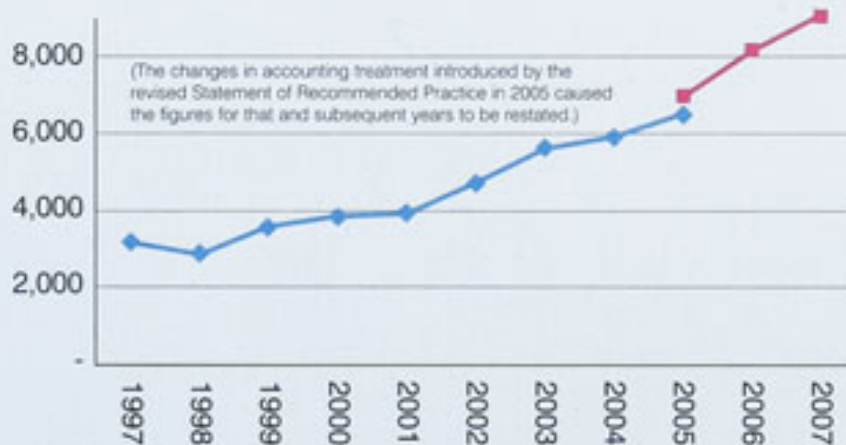
Overall the Society's income increased by £2.3 million to £21.6 million.

EXPENDITURE

Visitor-related expenditure has increased by 12.8%, primarily to support the increase in income, and incorporating increases in marketing and visitor-services activities.

Animal and botanical collection expenditure has also increased by 13.4%, reflecting increases in our costs for utilities and animal feeds, as well as the depreciation charge on our new attractions such as Realm of the Red Ape; continuing the upward trend in the direct charitable expenditure that the Society has maintained for the last 10 years.

DIRECT CHARITABLE EXPENSE (£000'S)



Other resources expended of £644,000 relates to irrecoverable VAT, the unfortunate side effect of gaining VAT exempt status on the admissions income.

SURPLUS AND RESERVES

To the resultant net surplus of £781,000 there was an actuarial loss on the defined benefit pension scheme of £321,000 due to changes in estimation techniques for the actuarial assumptions, and a profit on disposal of a property of £212,000. Total funds are £25,050,000 (of which £17,399,000 are represented by fixed assets). £196,000 of these are restricted funds, where there is a legal restriction applied by the donor on the use to which the funds may be applied.

Capital expenditure for the year was £3,476,000 which included the completion of the 'Realm of the Red Ape'. Future capital expenditure continues to be planned, in line with the Society's 'Natural Vision' project development.

SUMMARY FINANCIAL STATEMENTS

Trustees' Statement accompanying the Group Summary Financial Statements

These group summary financial statements are not the statutory accounts but a summary of information relating to the consolidated statement of financial activities, consolidated balance sheet and consolidated cash flow statement for the year ended 31 December 2007. They may not contain sufficient information to allow a full understanding of the financial affairs of the charity. For further information the Society's statutory annual report should be consulted which is included on the CD attached to the inside back cover of this document and is also available on the Society's website (www.chesterzoo.org). Printed copies can be obtained from the Company Secretary at The North of England Zoological Society, Cedar House, Zoological Gardens, Caughall Road, Upton by Chester, Chester, CH2 1LH.

The full Trustees' report and financial statements from which the group summary financial statements are derived have been externally examined by PricewaterhouseCoopers LLP and their audit report on them is unqualified. The full Trustees' report and financial statements were approved by the Trustees on 28 March 2008 and will be submitted to the Charity Commission and the Registrar of Companies.

Signed on behalf of the Trustees on 28 April 2008

Alan Sykes,
Company Secretary

Independent auditors' statement to the members of the North of England Zoological Society

We have examined the group summary financial statements of The North of England Zoological Society for the year ended 31 December 2007.

Respective responsibilities of Trustees and auditors

The Trustees, who are also directors of the company for the purpose of company law, are responsible for preparing the summarised annual report in accordance with applicable law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement within the summarised annual report with the annual financial statements, the Trustees' report and its compliance with the relevant requirements of Section 251 of the Companies Act 1985 and the regulations made there under.

We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

This statement, including the opinion, has been prepared for and only for the company's members as a body in accordance with Section 251 of the Companies Act 1985 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this statement is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Basis of opinion

We conducted our work in accordance with bulletin 1999/6, 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion the group summary financial statements are consistent with the annual financial statements, Trustees' report of The North of England Zoological Society for the year ended 31 December 2007 and comply with the applicable requirements of Section 251 of the Companies Act 1985, and the regulations made thereunder.

PricewaterhouseCoopers LLP
Chartered Accountants and Registered Auditors
Liverpool, 28 April 2008

SUMMARY FINANCIAL STATEMENTS

Summary consolidated statement of financial activities for the year ended 31 December 2007

	2007 £'000	2006 £'000
Incoming resources		
Incoming resources from charitable activities		
Visitor-related incoming resources, animals and botanical collection		
Visitor admission to Zoo and gardens	10,138	8,440
Monorail and boats	520	468
Membership of Zoo and Gift Aid thereon	1,432	1,192
Other visitor-related	31	10
Total visitor-related incoming resources, animals and botanical collection	12,121	10,110
Other incoming resources, animals and botanical collection	149	185
Total incoming resources, animals and botanical collection	12,270	10,295
Visitor-related incoming resources, education	41	83
Other incoming resources, education	-	17
Total incoming resources, education	41	100
Other incoming resources, research	2	3
Total incoming resources, research	2	3
Total incoming resources from charitable activities	12,313	10,398
Incoming resources from generated funds		
Voluntary income	2,080	2,680
Activities for generating funds - Subsidiary's trading turnover	6,634	5,758
Activities for generating funds - Other	43	34
Investment income	410	380
	9,167	8,852
Other incoming resources	105	49
Total incoming resources	21,585	19,299
Resources expended		
Resources expended on charitable activities		
On visitor-related charitable activities	4,061	3,649
Other animal and botanical collection expenditure	7,377	6,433
Total on animal and botanical collection	11,438	10,082
On education	879	957
On research	40	52
On outreach	722	685
	13,079	11,776
Costs of generating funds		
Costs of generating voluntary income	298	295
Fundraising costs - Subsidiary's cost of goods sold and other costs	6,531	5,749
Fundraising costs - Other	12	23
	6,841	6,067
Governance costs	240	161
Other resources expended	644	632
Total resources expended	20,804	18,636
Net incoming resources before other recognised gains and losses	781	663
Profit on sale of tangible fixed assets	212	-
Actuarial (loss)/gain on defined benefit pension scheme	(321)	458
Net movement in funds	672	1,121
Total funds brought forward	24,378	23,257
Total funds carried forward	25,050	24,378

SUMMARY FINANCIAL STATEMENTS CONTINUED

Summary consolidated balance sheet as at 31 December 2007

	2007 £'000	2006 £'000
Fixed assets		
Tangible assets		
Cost	31,127	27,670
Depreciation	(13,728)	(10,772)
Net Book Value	17,399	16,898
Current assets		
Stocks	426	395
Debtors	630	1,241
Cash at bank and in hand	8,971	7,761
	10,027	9,397
Creditors: amounts falling due within one year	(1,694)	(1,505)
Net current assets	8,333	7,892
Total assets less current liabilities	25,732	24,790
Net assets before pension liability	25,732	24,790
Net pension liability	(682)	(412)
Net assets	25,050	24,378
Funds employed		
Income funds - restricted	196	515
Income funds - unrestricted		
Designated funds	5,059	4,579
Pension reserve	682	412
Other charitable funds	19,113	18,872
	24,854	23,863
Total funds employed	25,050	24,378

Summary group cashflow statement for the year ended 31 December 2007

	2007 £'000	2006 £'000
Net incoming resources	993	663
Depreciation charge	2,973	2,519
Changes in assets and liabilities	952	(330)
Other non-cash movements within net incoming resources	(674)	(426)
Net cash inflow from net incoming resources	4,244	2,426
Net interest received	401	380
Receipts from disposal of tangible fixed assets	215	1
Payments to acquire tangible fixed assets	(3,476)	(5,200)
Increase/(decrease) in net cash in the year	1,384	(2,393)

GOVERNANCE OF THE NORTH OF ENGLAND ZOOLOGICAL SOCIETY

President

His Grace, the Duke of Westminster KG, OBE, TD, DL
The 6th Duke continues the long-standing tradition of Grosvenor family support for the Society.

Vice President

The Right Honourable Lord Wade of Chorlton

Vice President

The Honourable Mrs A Margaret Jane Heber-Percy

NEZS COUNCIL MEMBERS (TRUSTEES) THROUGHOUT 2007

Chairman

Tony Williams

After a long career as a senior executive in financial services with a major Chester-based bank, Tony now runs a successful business consultancy.

Vice Chairman

Professor Peter Wheeler BSc, PhD

Dean of Faculty of Biological & Earth Sciences of Liverpool John Moores University. Research specialism in animal physiology.

Malcolm Ardron

A chartered engineer with over 20 years experience managing substantial construction projects, experience that has been useful in assisting the Zoo with its development plans.

Professor Malcolm Bennett

BVSc, PhD, MRCVS, MRCPPath, DipECVPH

Director of the National Institute for Research on Zoonotic Diseases and Head of the Department of Veterinary Pathology at Leahurst, the University of Liverpool's Veterinary School, Wirral.

Neville Chamberlain MSc, CBE

Past Chairman of Urenco Ltd and former Board Member Northwest Development Agency. Chairman of the Manufacturing Institute, and of the Cheshire and Warrington Economic Alliance and also Environlink NW.

Brian Child

Recently retired after a long career with McCann-Erickson (Europe). Brian was also Chief Operations Officer of the UK's largest advertising agency group. Special interest in international Zoo marketing.

Steve Docking

A local Headteacher, Steve is able to utilise his skills in partnership with an organisation that is forward thinking, dynamic and focuses on education at all levels.

Dr Caroline Evans BSc, PhD

Lecturer in Pathology for 15 years at the University of Manchester. Special interests in cell biology and zoo breeding programmes. Committee member of the Institute of Biology for six years. Concerned to inform and educate the public about wildlife.

Iain Hall

Executive officer for a financial services company based in the North West with over 20 years experience in technology, management consulting and outsourcing.

Chris Mahon BSc, MSc

Chair of the IUCN-UK Committee. Chairman of the Local Strategic Biodiversity Partnership, Chairman of the Sustainable Cheshire Forum and Chairman of Fauna & Flora International in the North West.

Robert Mee FCIB

Former Divisional Chief Executive for Bank of Scotland.

Dr Jeremy Playfer MD, FRCP

Consultant physician and Honorary Clinical Lecturer specialising in geriatric medicine. President, British Geriatrics Society.

Dr Judith Skerritt BSc, PhD

Former Head of Science Faculty and lecturer in mathematics and physics at Marionopolis College, Montreal, Canada. Currently a Principal Veterinary Practice Executive in the North West.

COUNCIL MEMBERS WHO STOOD DOWN DURING 2007

Alan Watson FCIB

Agent of Manchester Branch of the Bank of England until retirement.

TRUSTEE COMMITTEES

During 2007, the Trustees decided to change the structure of the Council sub-committees.

CONSERVATION AND EDUCATION COMMITTEE (formerly separately known as the Animal Welfare, Conservation and Scientific Committee and the Education Committee).

Has prime responsibility for advising Council on all conservation, health, welfare, scientific and education matters, in accordance with the Society's vision and mission.

Trustees

Professor Peter Wheeler,
Chairman
Professor Malcolm Bennett # *
Dr Caroline Evans
Dr Jeremy Playfer
Dr Judith Skerritt
Steve Docking
Chris Mahon

Advisors

Dr Filippo Aureli
Dr Julian Chantrey *
Brian Coles *
Derek Lyon
John Makinson

Staff

Professor Gordon McGregor Reid
Mark Pilgrim
Kevin Buley *
Dr Andrea Fidgett
Dr Sonya Hill
Anthony Hutchinson
Mike Jordan
Stephen McKeown
Penny Rudd
Stephanie Sanderson *
Mark Sparrow
Steve Unwin
Dr Roger Wilkinson
Diane Yardley
Alexandra Zimmerman
Karen King-Sharp, Secretary

Chair of the Animal Health, Welfare and Husbandry Sub-committee

* Also a member of the Animal Health, Welfare and Husbandry Sub-committee

BUSINESS OPERATIONS COMMITTEE (formerly known as Finance and Personnel Committee).

Has prime responsibility for advising Council on all financial, personnel and business matters, in accordance with the Society's strategic business objectives.

Trustees

Robert Mee, Chairman
Malcolm Ardron
Neville Chamberlain
Brian Child
Iain Hall
Tony Williams

Advisor

Alan Watson

Staff

Professor Gordon McGregor Reid
Alasdair McNea
Mark Pilgrim
Jill Barnard-Blom
Richard Barnett
Liz Child
Martin Davies
Sharon Leeson
Jayne Quinn
Steve O'Brien
Alan Sykes
Emma Purdie, Secretary

REMUNERATION COMMITTEE

Determines remuneration and conditions of service for Directors, Heads of Division and other key executives.

Trustees

Tony Williams, Chairman of
Council
Professor Peter Wheeler, Vice
Chairman
Robert Mee, Chairman of
Business Operations Committee

Staff

Professor Gordon McGregor Reid

PENSION FUND TRUSTEES

Ensures the superannuation fund scheme is managed in accordance with its Trust deed. This is a committee independent of Council with its own trustees.

Pension Fund Trustees

Mike Johnson, Chairman
Richard Barnett
Iain Hall
Robert Mee
Jayne Quinn
Alan Sykes

Actuary

Bill Bowman, Mercer Human
Resource Consulting

Staff

Emma Purdie, Secretary

SUPPORTING STRATEGIC OBJECTIVES

② ④ ⑤

LOOKING AHEAD TO 2008

In 2008, we aim to build on our reputation for developing new and exciting attractions for visitors, as well as providing improved facilities.

BATS' BRIDGE - a new large-scale elevated walkway will open. This links the 'Twilight Zone' with the 'Fountains Lawn' area, providing improved circulation for visitors and exciting new views.

CHEETAHS - a breeding group of Cheetahs will join the 'Asian Steppe' area of the Zoo in an enclosure that is being developed in a style consistent with Central Asia, from where our Cheetahs originate. The theming will include a 'Yurt' - the style of dwelling built by nomads. This consists of a circular, portable, wood lattice-framed dwelling structure. It is covered in felt made from the wool of the flocks of sheep.

BUTTERFLY HOUSE AND GARDEN - during 2008, we will open an immersive walk-through tropical butterfly house. You will be able to learn more about these remarkable and beautiful insects and follow their journey through life. Our butterflies will come from overseas and be sourced from a sustainable butterfly farm. A commitment to sustainability will enable further breeding of rare and endangered species. In addition, the exterior of the Butterfly House will be landscaped to attract native species of butterfly.



PHILIPPINE CROCODILES - One of the most critically threatened species around. Here at Chester Zoo we are breeding this species to ensure its long-term survival. You can see them in a new enclosure within the 'Tropical Realm'.

AFRICAN AVIARY - Visit the 'Tsavo' area of the Zoo and come 'face-to-feather' with a number of African species.

One aviary will house a collection of Hornbills. There are about 57 living species, of which 10 are indigenous to southern Africa. The second aviary will be a walk-through enclosure, where you will be able to meet some of the most beautiful coloured birds, including Southern Bald Ibis, and Lilac Breasted Roller.

LONG-TERM PLANNING Work continues on our plans to transform Chester Zoo into a world-class visitor attraction. Over the next twelve months, further work will be undertaken to develop 'Natural Vision,' a masterplan of the Zoo site and, in conjunction with consultants, consider all aspects of the development. The objective is to provide a very large-scale, spectacular environment in which we will further develop our mission-related activities.



1. Water Thick-knee (*Burhinus vermiculatus*) - one of the species of bird that will be in the new 'African Aviary'

2/5. In 2008, we will open a walk-through 'Butterfly House', with free-flying tropical butterflies

3. Lilac-breasted Roller (*Coracias caudata*) - one of the species of bird that will be in the new 'African Aviary'

4. Cheetah (*Acinonyx jubatus*); in 2008 we will bring Cheetahs back to the Zoo as part of the ongoing development of the 'Asian Steppe' area

APPENDICES



Appendices
To save on paper, these are available on a disc. If you prefer a larger typeface, contact the Secretary.

- 2007 Annual Report of the North of England Zoological Society
- Members
- ...
- ...
- ...
- ...
- ...
- ...

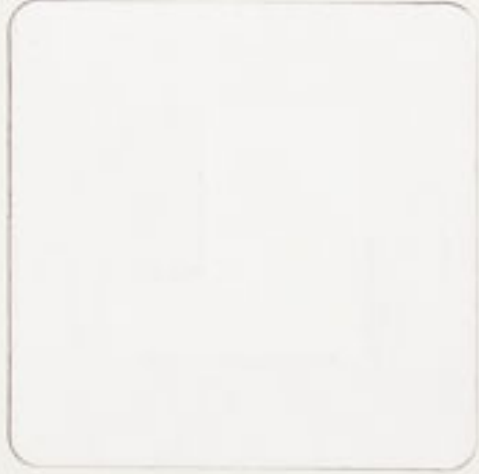
Publications
Design - Rosemary ...
Printer - County ...
Material - This report is printed on paper which is made from ...
Photographs - We extend our thanks to contributors for the use of photographs.

**ZOOLOGICAL GARDENS
CHESTER**

2007 Annual Report of the
North of England Zoological Society

Appendices

FSC
Mixed Sources
Product group from well-managed
forests and other controlled sources
www.fsc.org Cert no. SCS-COC-1007
© 1996 Forest Stewardship Council



Chester Zoo Library

TM05239

OUR VISION:

A diverse, thriving and sustainable natural world.

OUR MISSION:

To be a major force in conserving biodiversity worldwide.

www.chesterzoo.org

North of England Zoological Society,
Chester Zoo,
Upton by Chester,
Chester CH2 1LH
Tel: 01244 380280
Fax: 01244 371273
Email: info@chesterzoo.co.uk

Registered charity number 306077. Licensed under the Zoo Licensing Act 1981. This report may be freely copied without alteration or amendment and stored by electronic means in the interests of conservation and study without formal permission. It is also available to download from our website. May 2008.







