



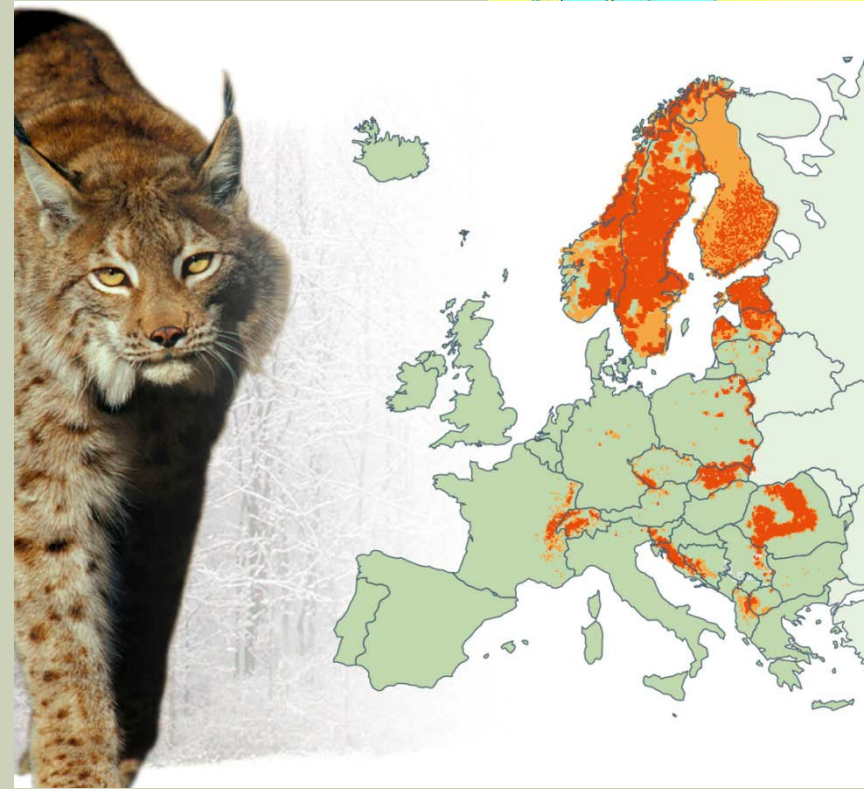
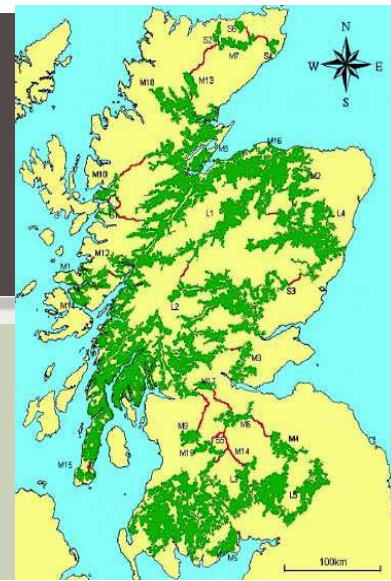
THE ROLE OF ZOOS IN ATTITUDES TOWARDS BIODIVERSITY AND THE REINTRODUCTION OF NATIVE WILD CARNIVORES TO THE UK: RESULTS FROM A PILOT STUDY

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EUROPEAN LYNX (*Lynx lynx*)

- Enough quality habitat for the reintroduction of the lynx to the Scottish highlands (Wilson, 2004; Hetherington, 2013)
- Similar conditions to parts of Europe where lynx remains.
- Reintroduction could:
 - help restore ecosystems and benefit future generations
 - help management of red deer, reduce grazing pressure and need for deer fencing



PINE MARTEN (*Martes martes*)

- UK BAP priority species
- Threat from habitat loss and fragmentation, loss of den sites.
- Historic persecution – *vermin*- numbers and range declined over 50%.
- Role in ecosystem dynamics, and control of introduced grey squirrel



Controls

Resolution:
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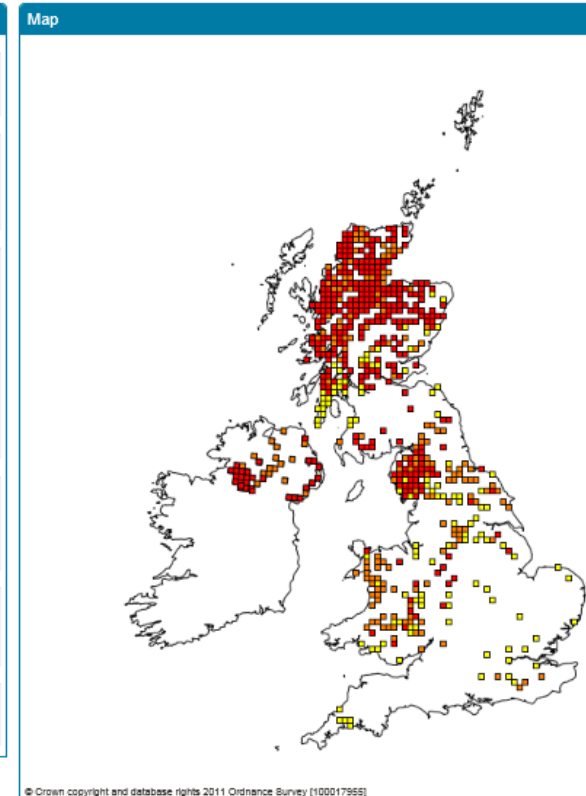
Zoom to area:
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Vice county

Date ranges and colours:
Date 1 from 1800 to 2014 (bottom)
Date 2 from 1914 to 2014 (middle)
Date 3 from 2000 to 2014 (top)
Show outline: Outline colour:

Overlays and backgrounds:
 Coastline 100km grid
 Ordnance survey 10km grid
 Vice counties

Download:
 10km squares within selected dates
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AIMS AND OBJECTIVES

- 1.** To investigate attitudes, beliefs and values towards biodiversity, the focus species and their conservation and reintroduction in the UK
- 2.** To investigate how these relate to knowledge, to socio-demographic variables, life experiences and to proximity to potential reintroduction sites
- 3.** To investigate associations between the above and zoo membership, to investigate the role of zoos in promoting awareness about the importance of biodiversity and about the role of carnivores in biodiversity maintenance.
- 4.** To use the findings to inform and guide carnivores conservation strategies in the UK and Europe.

- **Baseline survey of local residents and of zoo memberships holders in Scottish Highlands, North West England, Kent.**
 - **Sites selected by presence/absence /reintroduction plans of target species in the wild;**
 - **Zoos selected by presence/absence of target species in the collection**

- **Questions were piloted in Kent using focus groups and interviews**
 - 60-90 minutes, 5 volunteers for focus group, 1 for interview, per location (18+)
 - **Qualitative investigation**
 - Canterbury
 - Wildwood Trust
 - Howlett's Wild Animal Park
- **Theory of Planned Behaviour, Human Dimensions studies**

FOCUS GROUPS KEY FINDINGS

1. Concern for the safety and welfare

1. of reintroduced species
2. of people

“...it would be a case of trying to protect us so that they then stay protected.”

2. Concerns about ecological conditions

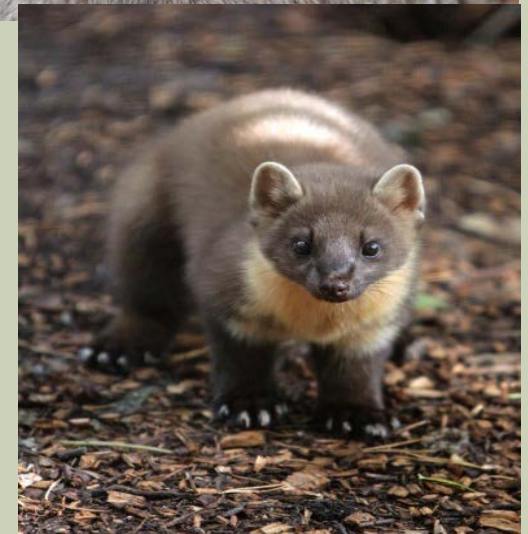
3. Need for accurate information; education to address misconceptions

1. Species ecology
2. Reintroduction methodology

“Breaking down the fear”

4. Need for PR exercise

1. peer groups, popular media, endorsement



FOCUS GROUPS KEY FINDINGS

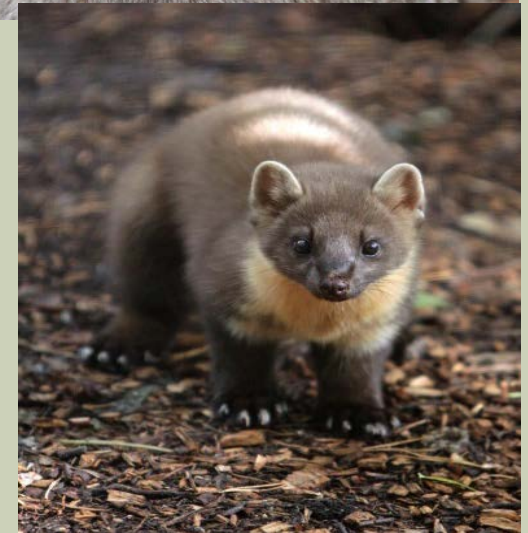
1. Concerns about responsibility and liability

1. Legal framework
2. Management and compensation schemes
3. Personal responsibility

“I think it’s always very sad when you hear that something else has become extinct, we are basically becoming poorer and poorer...”

2. Need for awareness of how predators contribute to the environment and to biodiversity

1. Cost of the absence of species
2. Using charismatic focus species



FOCUS GROUPS KEY FINDINGS

1. Zoos as places to “reconnect” with nature

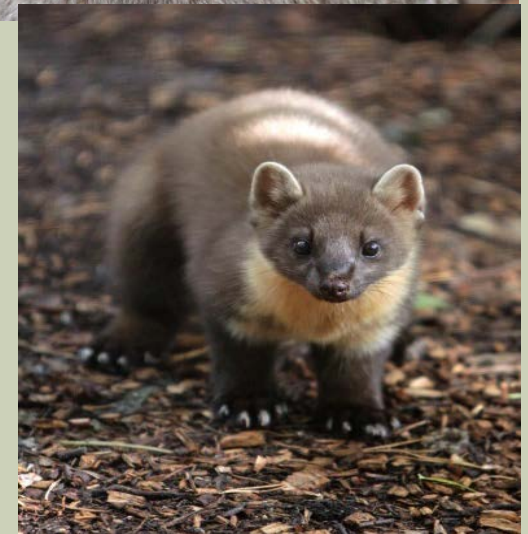
1. Connection helps dispel fears
2. Familiarity causes loss of caution?
3. Gives people a real sense of how powerful, beautiful, charismatic wild predators are
4. Reminds people these animals existed in the wild

2. Not all zoos are invested in native conservation

1. Empathy for exotic animals
2. Native species are less well known

3. Zoos facilitate learning about species and conservation efforts

1. At zoo and outreach



Results suggest areas for further investigation:

- **Association between seeing the species in the zoo and:**
 - Care for its welfare
 - Willingness to know more about its conservation
 - Support for its reintroduction
- **Association between place of residence and support for reintroduction**

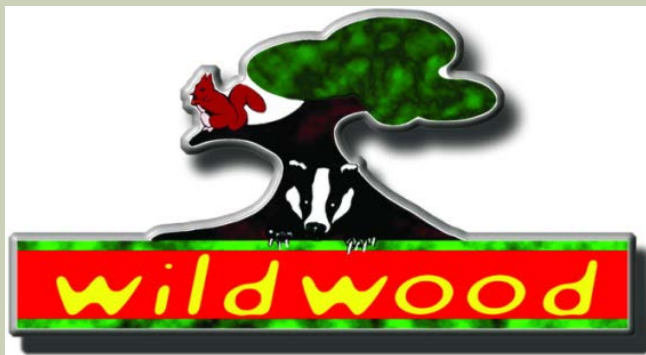
An understanding of local people's attitudes towards native carnivores allows for a cost-effective way to identify and address points of conflict between them and wildlife, and saves precious time.

Thank you!



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