



2025 IMPACT REPORT

Reflecting on 2025

We are excited to present our 2025 Conservation Impact Report. This is a chance to celebrate the contributions and successes of our passionate team.

We have had many highlights throughout the year, like hosting multiple guest engagement activities and discovering harvest mice in hidden corners of Pembrokeshire.

November was the cherry on top, with the safe arrival of another Eastern black rhino calf. The male calf, now named Rhodri, is a small win for the conservation of this critically endangered rhino species.

As a local family business we rely on the support of our valued visitors at the attraction, and guests at the holiday park. Your visit helps us to support local conservation and ex-situ breeding programmes.



Heath spotted orchid in Little Broom Meadow



Conservation Officer Jack, with volunteers Cathy, Cath, Ellie & Caroline

Ex-situ Breeding Programmes



White-faced saki monkey

We are currently participating in 38 managed breeding programmes through our membership with the European Association of Zoos & Aquaria (EAZA).

In November we celebrated the birth of a white-faced saki monkey. The parents were brought together in 2023 to form a new pair. Female, Bela, came from Whipsnade Zoo with male, Kayapo, joining us from Drayton Manor.

Despite their population in the wild being stable, they are not without dangers. Habitat loss and the pet trade are constant threats to primates.

Later in November, we welcomed the long-awaited arrival of an Eastern black rhino calf. After a 15-month pregnancy, Dakima gave birth to a healthy male calf.

The calf is now named Rhodri. A strong Welsh name, signifying power and strength whilst also pointing to his birthplace wherever he may go in the future.

Rhodri is the second calf to be born here, and with the eastern black rhino being critically endangered, he is an important addition to the European breeding programme.

In 2019, five eastern black rhino were translocated to Rwanda from European zoos to help repopulate the Akagera National Park.



Rhodri, the eastern black rhino calf

Domestic Rare Breeds

Since 2023, we have been an approved farm park with the Rare Breed Survival Trust (RBST). Our farm team focus on the breeding of important rare native breeds of livestock.

Our flocks and herds grew larger in 2025, with the births and hatching of many different breeds. Breeds that bred successfully in 2025, that are RBST registered include:

Goats

- Bagots ●
- Golden Guernsey ●

Sheep

- Coloured Ryeland ●
- Torwen badgerface ●
- Torddu badgerface ●
- Grey Faced Dartmoor ●
- Herdwick ●
- Balwen ●

Poultry

- Scots Dumpy ●
- Scots Grey ●
- Buff Orpington ●



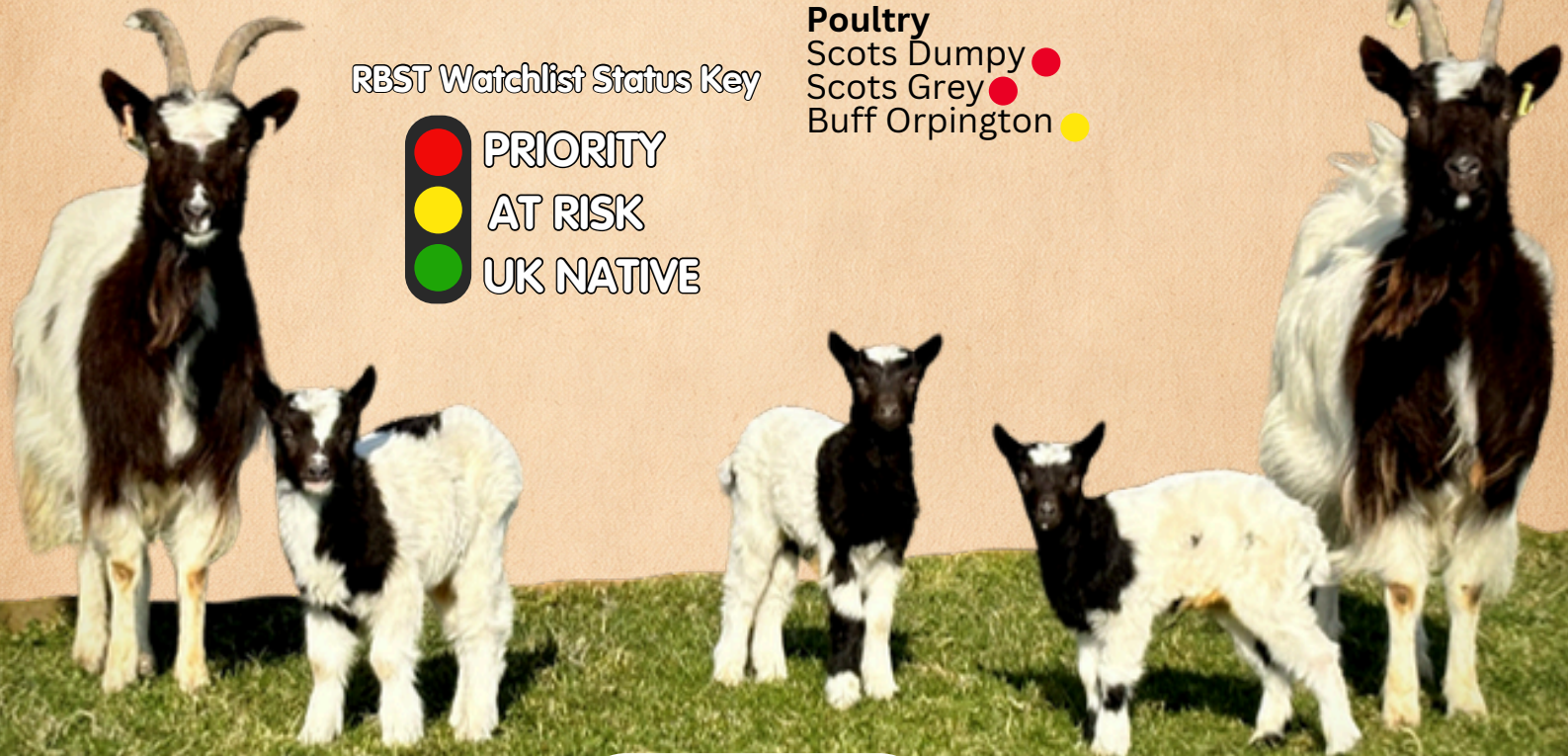
Balwen lambs



Scott's Grey

RBST Watchlist Status Key

- PRIORITY
- AT RISK
- UK NATIVE



Approved Farm Park

Bagot goats with kids

Conservation Partner Fundraising

We support projects that benefit *in-situ* populations of the species we keep.

We have raised funds for eight conservation partners this year. This funding is raised through fundraising days at the visitor attraction, guest donations from points around the zoo, Easyfundraising.com platform, and 10% of the profit from our animal adoption scheme.



Our Partners:

- (1) Sphenisco
- (2) Barbary Macaque Awareness & Conservation
- (3) Mount Kenya Wildlife Conservancy
- (4) Helping Rhinos
- (5) Rare Breed Survival Trust
- (6) Safina Lion Conservation
- (7) Red Panda Network
- (8) Wildlife Vets International



8

Conservation Partners



£4598.89 raised

Conservation Partner Fundraising



£1000 to Barbary Macaque Awareness & Conservation

Unrestricted donation to assist with education & community projects, rescues and wildfire equipment



£400 to Red Panda Network

Plant a Red Panda Home campaign to increase red panda habitat



£1020 to Mount Kenya Wildlife Conservancy

Monitoring equipment for the conservancy's Mountain Bongo reintroduction project



£1000 to Wildlife Vets International

Unrestricted donation towards the mission of improving veterinary expertise within conservation projects



£400 to Sphenisco

Humbolt penguin research projects in Chile



Conservation Partner Fundraising



£500 to Safina Lion Conservation

Better Bomas project, helping to reinforce livestock bomas and reduce conflict & lion GPS tracking collar



£200 to Rare Breed Survival Trust

Unrestricted donation towards conserving rare livestock breeds



£78.89 to Pembroke Hogspital

Unrestricted donation towards the care & rehabilitation of local hedgehogs (Donation via easyfundraising platform)



Lion fundraising day in August with Maddie & James from Safina Lion Conservation



Project Spotlight: Sphenisco

Sphenisco - pronounced 's-fen-i-sco'!

One of our newest partnerships is with Sphenisco, a penguin conservation organisation that we partnered with in 2024.

Folly Farm is home to both Humboldt and macaroni penguins. With all 18 species of penguin facing pressure in the wild, we feel very fortunate to have these two species as ambassadors and part of breeding programmes. Since their arrival in 2013, we have welcomed over 40 chicks.

It is important to us to use our enclosures to educate, and at Penguin Coast we focus on two things that our guests can do to help sealife: plastic pollution and sustainable fish consumption.

Partnering with Sphenisco means we can also connect guests with the work of a dedicated penguin charity. Sphenisco's name derives from the latin name for Humboldt, *Spheniscus humboldti*.

Primary goals are to prevent the extinction of the Humboldt penguin through research, habitat protection, education, rescue programmes, and advocacy in Chile and Peru.

Sphenisco help monitor breeding colonies, assist with the creation of marine protection areas, and the prohibition of fishing with gill nets and dynamite. Furthermore, they are educating the local people about nature and species protection, developing alternative methods of income, such as eco-tourism. We look forward to doing more fundraising for Sphenisco in the future.



Humbolt penguin colony in Peru



Humbolt penguin education sessions



Humboldt penguin colony

Biodiversity at Folly Farm

The team at Folly Farm are custodians of around 250 acres of pure Pembrokeshire countryside, offering a real opportunity to make a difference to native wildlife. We are working to increase the opportunities that our land offers to wildlife in many different forms.

Grassland restoration

We are restoring three meadows, to increase their diversity of native flora. Big Broom Meadow is around two acres and is accessible for our guests to explore in the summer months.

Our holiday park boasts our smallest meadow project. For the last two years we have been working to reduce the nutrient contents of the one acre plot by cutting and removing the dominant grass, making room for wildflowers. This year, following grass removal, we applied green hay from a more diverse donor area. We look forward to observing what might germinate next spring.

Little Broom Meadow is a two acre meadow that has been managed for a number of years by some wonderful neighbours. Thanks to them, a plant called Yellow Rattle is prevalent which helps to reduce grass growth and give space to other plants. Each year we continue to observe more diversity, including beautiful orchids.

Our animal enclosures also offer a unique opportunity to increase native flora. Our patas monkey enclosure has been sown with a low-growing native wildflower mix, which not only reduces cutting requirements, but also provides a wonderful display through the summer. Our lemur enclosures are also being managed to reduce nutrients. This year we removed two cuts and applied yellow rattle seed to reduce the grass growth.



Holiday Park Meadow



Grass removal



The team spreading green hay

Ponds

In 2024 the Pembrokeshire College students kindly helped us create a small pond on the zoo. This pond is now flourishing, with amphibians such as newts regularly seen using it. The pond has a gradual sloping edge to enable small mammals and birds to use it safely.



Students digging the pond



Zoo wildlife pond in 2025

This year we installed three kingfisher perches on the banks of our lemur lake. The lemur lake is located within the zoo, with the island housing our red-ruffed lemurs. Kingfishers had been briefly spotted using the lake during the summer. These oak branches allow the birds to look down at the water, helping them to fish.

A trail camera was installed next to one of the perches and, to our delight, at the beginning of August we observed kingfishers using them. We now see them being used regularly, with lots of fish being caught. We hope to install more perches at our other ponds.



Kingfisher at Folly Farm

Spaces for nature

In July and September, we were joined by groups from the John Burns Foundation to help us create some dead hedge and a reptile hibernacula.

Dead hedge was formed with bundles of left-over branches from the giraffes. Dead wood provides cover for small mammals, reptiles and amphibians as well as rotting material for invertebrates.

The dead hedge also formed part of a reptile hibernacula. A heap of layered branches, grass cuttings and woodchip creates a warm environment in which reptiles can warm up and lay eggs in.



Dead hedge and reptile hibernacula

Hafod yr Adar nesting tower

The birds summer dwelling

We benefitted from the Pembrokeshire Coast Charitable Trust's 'Force for Nature' grant, which helps support projects and communities who are driving positive change for biodiversity and conservation.

The grant helped to fund the new Hafod yr Adar nest tower. Hafod yr Adar translates to 'the birds summer dwelling', referring to the summer migratory and nesting habits of the target birds. The large purpose-built tower stands 6.5m high and aims to offer additional nesting opportunities for multiple bird and bat species, including the UK Red Listed swifts and house martins as well as the declining population of barn swallows.



The project includes beautiful interpretation

Tower being put into place



The tower was put up in January 2025 and throughout the summer the integrated sound system played swift and house martin calls to tempt passing birds. It can take a number of years for a new nest site to become occupied so it was no surprise that we didn't have any takers in this first season. However, the calls will be turned on again in April to coincide with the birds returning from Africa.

We were overjoyed when the project achieved recognition by receiving runner-up for an award with the British and Irish Association of Zoos and Aquaria (BIAZA). The award, which was voted for by MP's, was received on our behalf by local MP Henry Tufnell.



MP Henry Tufnell & BIAZA CEO Jo Judge



The tower includes 16 swift boxes, 13 house martin cups and 7 swallow cups

Wildlife recording

Each year we record as many wildlife observations as we can, which is allowing us to develop an idea of which species are using the land at Folly Farm. This is enabling us to make informed decisions about habitat management and creation. Below are a few example of the surveys we contribute to.

PondNet Spawn Survey

The PondNet spawn survey is coordinated by the Freshwater Habitats Trust. We start the season by identifying frog and toad spawn in our ponds. We record the type, number of clumps and the location of the pond. This year was a bumper year for spawn, and the edges of our large pond on the nature reserve were teeming with tadpoles after a few weeks.



BIAZA Project Dung

This year BIAZA launched Project Dung, in collaboration with The Bug Farm, investigating the dung beetles found in UK zoo sites that take advantage of the ungulate dung. An initial survey in August found at least four species within the camel dung at Folly Farm. More surveys are planned for 2026.

Dung beetles are in decline primarily due to wormer treatments. Instead of regular treatment, we regularly faecal test for worm burdens and treat only when necessary. This is not only better for dung beetles, but it reduces costs.

Aphodiini dung beetle



Big Meadow Search

The Big Meadow Search is a national survey developed by the local Carmarthenshire Meadows Group. It allows us to assess flora within grasslands and identifies plant species that indicate lowland grassland.

This is the third year we have completed this survey within Big Broom Meadow and Little Broom Meadow. Students from Pembrokeshire College assist with the data collection and input it into the database.



Supporting local conservation

Pembrokeshire Yellowhammer Project

Although their population is globally classed as Least Concern by the IUCN, yellowhammers have experienced a steep decline in Wales, and Pembrokeshire's population is thought to have decreased by over 90% since 1988.

It appears that the needs of yellowhammers across the county are not being met to sustain a viable population. Loss of breeding habitat and lack of food (grain) over winter are the main issues causing a decline.

Funding from Pembrokeshire Nature Partnership, Pembrokeshire Coast National Park Authority and Folly Farm has helped to provide bespoke tray feeders, bird feed, biosecurity products and camera monitoring equipment to landowners in population hotspots.



Through this supplementary feeding project, we have been able to engage with local landowners and offer advice to improve the habitat, long-term. This year we assisted with the planting of two native broadleaf hedgerows next to a feeding site. This will be managed with wildlife in mind and could provide a nesting site for yellowhammers in the future. Much of the planting was carried out with the help of Pembrokeshire College's animal care and agriculture students, providing them a fantastic opportunity to get involved with habitat creation.



Students planting hedgerow



Eurasian harvest mouse

Harvest mice in Southwest Wales

You can observe harvest mice in our zoo, offering a rare opportunity to see these tiny native rodents a little closer. Outside of the zoo, we have been supporting the monitoring of these animals in their wild habitats for the last three years. Working in collaboration with The Pembrokeshire Harvest Mouse Group, The Mammal Society, Pembrokeshire Coast National Park Authority, and other local partners, we have been surveying to find presence of harvest mice across southwest Wales alongside a very dedicated team of volunteers.

Project aims:

- Find out where harvest mice are located across southwest Wales
- Engage with local communities through volunteer opportunities and talks, to highlight harvest mice and their habitat requirements
- Train local students and ecologists in harvest mouse ecology and surveying technique
- Connect with landowners or managers to maintain existing harvest mouse populations or to create new habitat, including wildlife corridors



Community engagement



Harvest mouse nest at Northmoor Common

We survey between October and March, and with this years winter being particularly wet, we haven't managed to survey as many sites as we did last year. However, this has given a good opportunity to engage with more local groups. We have also produced simple land management guidelines for land owners that want to help maintain or create breeding habitat for these mice. This vital resource will soon be available free to download from our website.

This project wouldn't be possible without a huge amount of collaboration from volunteers, landowners and other conservation organisations. A special mention should go to the Pembrokeshire Harvest Mouse Group volunteers; Cath, Cathy, Ellie and Caroline for giving up their free time to plan, survey and to input data from sites in Pembrokeshire.



The project so far:

6 College & Community Talks

563 Nests in Pembrokeshire at 53 sites

6 Training Sessions

31 Nests in Carmarthenshire at 4 sites

Educational events

This year we continued to run education events to engage guests in our conservation work and to influence positive change that can benefit wildlife.

Penguin Day

At the end of April, we celebrated Penguin Day with our guests at Penguin Coast. It was a fantastic opportunity to introduce Sphenisco, raise funds, and engage visitors in meaningful conversations about penguin ecology and conservation.

Children were especially captivated by the interactive activities, including a freezer display that challenged them to identify MSC-certified fish products. The “rubbish game” also proved popular, inviting participants to guess how long everyday household items take to break down in the environment.

With thanks to Jack Williams from Dudley Zoo for collaborating with this event.



Freezer activity to identify MSC-certified fish

The pop-up wildlife hospital



Mini Vet Mondays

On selected Mondays throughout the summer holidays, our lion viewing area became a pop-up wildlife hospital. More than **200 children participated** in our popular Mini Vets activity, now in its third consecutive year.

The interactive activity lets children role-play as animal carers, learning basic veterinary skills through hands-on tasks. Kids examine toy animals in a fun, educational setting designed to build curiosity, and understanding of how wildlife vets help keep animals healthy. Additionally, **£1000 was raised** for conservation partner, Wildlife Vets International.

Minibeast Monday

The last Monday of the summer saw us celebrating all things minibeast in our Big Broom Meadow. Guests were able to observe and help identify native minibeasts, like moths in the moth trap, and even colour and cut out their own insect. In the afternoon, we investigated aquatic invertebrates living in our ponds.



Heart & dart moth



Pond invertebrate station

Lion Day

We celebrated World Lion Day in August with a day of activities and fundraising for Safina Lion Conservation.

A series of stalls were set up in the lion house allowing guests to engage with lion anatomy and learn about the issues lions face in the wild.

We'd like to thank volunteers Kandice, James & Maddie for giving up their time to join us and making it a successful day.



Dung Detectives

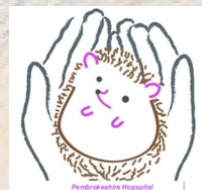
At October half term we launched Dung Detectives, an interactive and educational trail highlighting the wonderful world of animal dung!

The trail map pin-pointed ten displays of real zoo poo and was accompanied with a fun fact which participants had to use to answer a question.

The trail was coupled with a Dung Detectives Workshop, which demonstrated how dung can be a great tool for identifying wildlife and veterinary issues. **80 children** took part over five days of workshops, with money raised going towards our conservation partners.



Folly Farm gratefully recognises the support it has received this year from local experts, partner organisations, volunteers, and guests.



Thank you!

For more information contact conservation@folly-farm.co.uk