

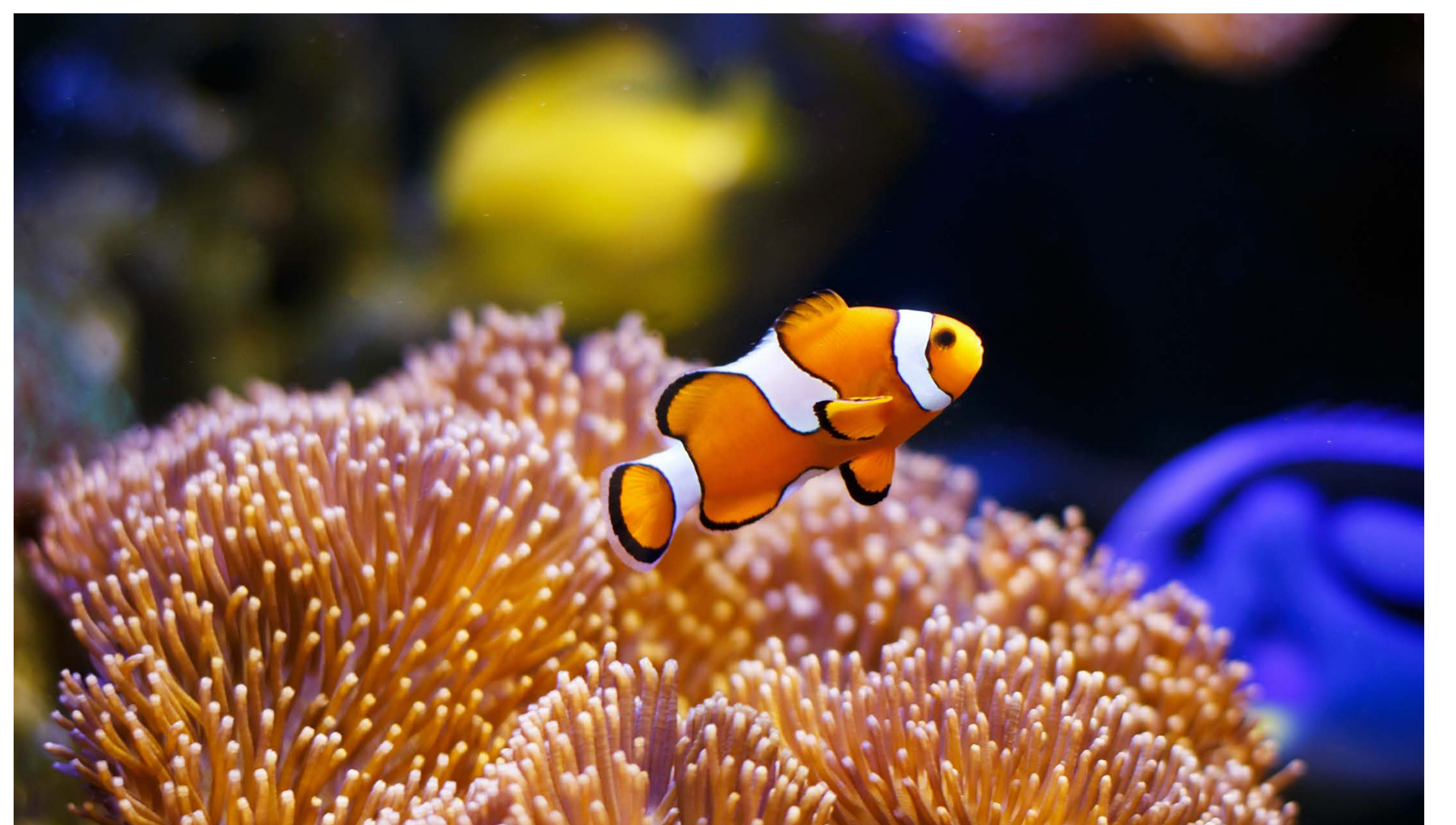


Careful Conservation

All species housed at the reefLIVE aquarium will be very carefully sourced from responsible and sustainable sources. reefLIVE will design and build recreations of natural habitats – each display will tell a meaningful story with a strong underlying message promoting conservation of that ecosystem.

Welfare Considerate

reefLIVE will not display any aquatic mammals or large pelagic shark species due to its deeply held belief that the needs of these species cannot be met adequately in an aquarium. Instead, reefLIVE will tell their stories and the stories of the environments in which they live using immersive digital technology.



Complying with Regulations

All aquaria owned and operated by reefLIVE in the United Kingdom will be designed, built and operated in full compliance with the Secretary of State's Standard for Modern Zoo Practice and the Zoo Licensing Act 1981 and in Northern Ireland, The Zoos Licensing Regulations (Northern Ireland) 2003.

EAZA and BIAZA

It is the intention of ReefLIVE that the new Aquarium will become a member of the British and Irish Association of Zoos and Aquariums (BIAZA), and European Association of Zoos and Aquaria (EAZA) subsequently by association with BIAZA.

