

Press Release

Announcement on behalf of The Deer Initiative for England and Wales

12th July 2019

After 24 years, Deer Initiative Ltd (DI Ltd), the executive arm of the Deer Initiative Partnership (DIP) is to cease operating at the end of the current financial year 31ST March 2020.

The DI was established in 1995 to deliver the objectives of the DIP in the form of advice and guidance and to advocate the sustainable management of wild deer. The organisation has worked with a range of partners across government, academia and the private sector to develop a broader understanding of the need for well evidenced, effective and humane deer management.

The decision to cease operations is a result of the changing operating environment within the land management and conservation sector, in part due to the DI's own success in promoting the importance of sustainable and effective deer management. Diminishing funding opportunities within the sector have also had a significant impact on the DI's ability to operate.

David Jam the Executive Director of DI Ltd said; "It has been a very difficult decision but it could be said that we have been victims of our own success, a fact borne out by the number of organisations we first introduced to the concept of sustainable deer management who now have their own in-house deer management staff. Our development of the England and Wales Best Practice and its widespread adoption throughout the sector is a credit to the expertise and knowledge of the DI staff. The Best Practice Guidance has undoubtedly led to an improvement in standards of safety, humaneness and effectiveness and helped to narrow the gap between professional and volunteer deer managers so important to improve public perception of deer control". He added; "it's been a pleasure to work with such a professional and dedicated team and with so many other like-minded individuals across the sector"

It is anticipated that the DI Partnership will remain in existence as a sector forum for focussed discussion and escalation of deer related topics.

END

Note for editors:

The Deer Initiative

The Deer Initiative is a broad partnership of statutory, voluntary and private sector interests dedicated to 'ensuring the delivery of a sustainable wild deer population in England and Wales' (www.thedeerinitiative.co.uk). The Partners include organisations such as the RSPCA, RSPB and Highways England. All the members of the Partnership abide by the principles of the Deer Accord and encourage others to share their commitment and priorities as an integral part of their management of deer.

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