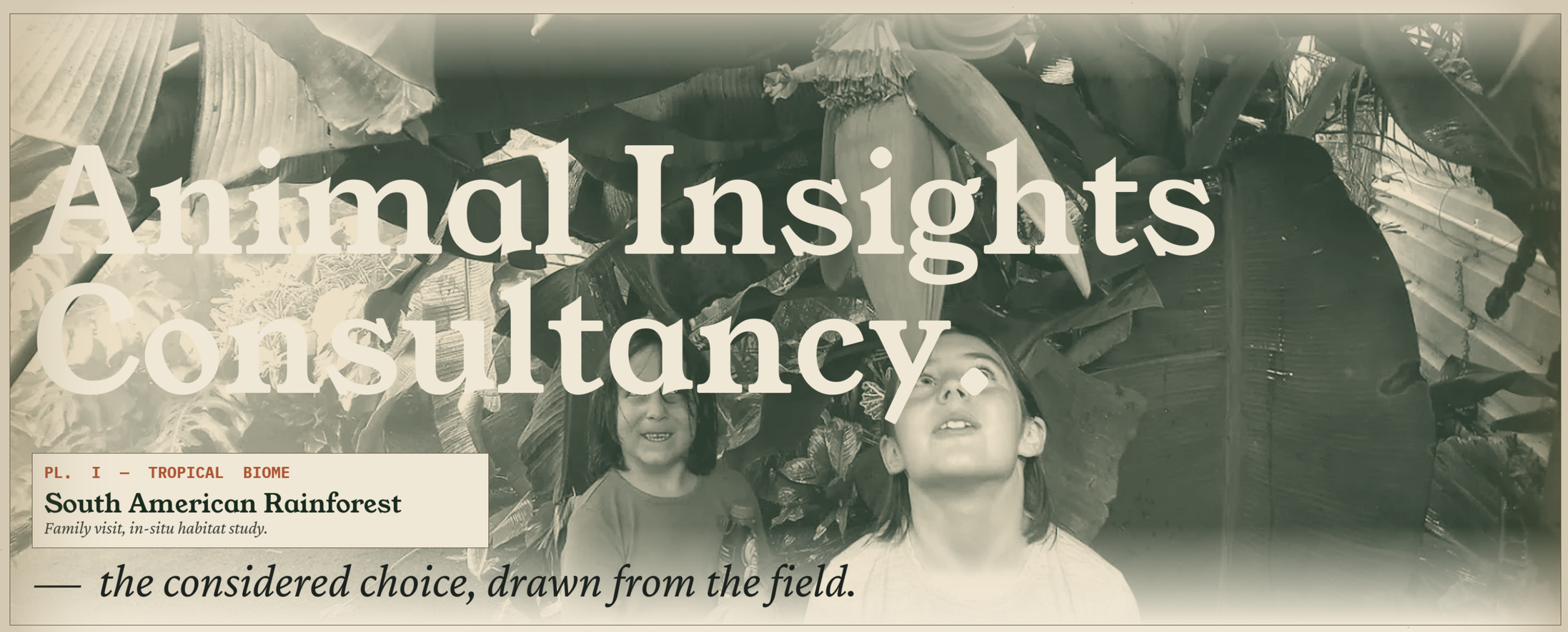

Animal Insights Consultancy.

PL. I — TROPICAL BIOME
South American Rainforest
Family visit, in-situ habitat study.

— the considered choice, drawn from the field.

I. RAISON D'ÊTRE

FOLIO ONE OF ONE

A great collection is not assembled by accident. It is the slow, careful work of people who have spent decades reading the animal in front of them — who know that welfare is written in posture before it is written in policy, and that a licence is the floor of practice, never its ceiling.

Animal Insights Consultancy exists for the keeper, the curator, and the director who refuses to settle for adequate. We bring three decades of hands-on zoological practice to your gates — quietly, rigorously, and with the patient craftsmanship that the creatures in your care deserve.

II. FIVE REASONS, PLAINLY STATED

OBSERVATIONS FROM THE FIELD

01 — THREE DECADES IN THE ENCLOSURE
Director Carl Groombridge ACFE has worked the keeper's path from rare-breed farm to tropical biome. The advice you receive has been earned in mud, in moult, and in every quiet 6 a.m. round.

02 — WELFARE AS THE FIRST PRINCIPLE
Every recommendation begins with the animal — posture, behaviour, enrichment, social structure — and only then turns to licence, signage, and budget. The order is deliberate, and it does not reverse.

03 — FROM ZIMS TO BIOACTIVE SUBSTRATE
Species 360 record-keeping, DEFRA compliance, bioactive habitat design, ETFE roofing, aquatics, hydroponics, signage and staff CPD — one practice, one standard, one point of contact for the whole of your collection.

04 — QUIET, RIGOROUS, AUDIT-READY
Our paperwork meets the inspector before the inspector arrives. Traffic-light risk frameworks, written protocols, and welfare records assembled with the patience of a curator preparing a vitrine.

05 — A TRUE PARTNER, NOT A VISITING VOICE
We stay. We follow up. We answer the email at nine in the evening when the python stops feeding. The relationship is the point — the report is merely its artefact.

III. PL. II — ARA HYACINTHINUS (DETAIL)

HAND-OBSERVED

PL. II — HYACINTH MACAW
Anodorhynchus hyacinthinus
The largest flying parrot — *patient, deliberate, watchful.*

PL. II

On Plumage, and on Trust.

The macaw chooses its perch slowly. It studies the hand before it accepts the seed; it weighs the room before it settles its weight. A collection chooses its consultant in the same patient way — and is right to. We invite that scrutiny. We have built our practice for it.

Mata Mata Turtle PL. III
Chelus fimbriata

Green Iguana, Canopy PL. IV
Iguana iguana

CARL GROOMBRIDGE, ACFE — DIRECTOR
Fellow, Chartered Institute of Educational Assessors