



## THE DEER INITIATIVE ACCORD

### The Deer Initiative Accord Principles:

The aim of the Deer Initiative (DI) is ***“to ensure the delivery of a sustainable, well managed wild deer population in England and Wales”***. The DI is a partnership comprising a wide range of statutory, private and voluntary organisations with an interest in wild deer and their management.

Throughout the Accord the term ‘deer’ is used to describe the six species of deer commonly found in the wild in England; that is, red (*Cervus elaphus*), roe (*Capreolus capreolus*), fallow (*Dama dama*), sika (*Cervus nippon*), muntjac (*Muntiacus reevesii*) and Chinese water deer (*Hydropotes inermis*).

The signatories to this Accord and other members of the DI recognise that wild deer, both native and introduced species, are an important part of the natural resources of England and Wales and play a major role in the economy, environment and history of both countries. In addition they recognise that many individuals provide a significant contribution in many forms towards managing deer populations, either through their recreational or professional activities. They will endeavour to actively facilitate and support these efforts insofar as they are compatible with the policies of their own organisation, and so long as the principles outlined below are upheld.

Signatories to the Accord have agreed to the fundamental principles stated below and to encourage others likewise to make such a commitment as an integral part of their deer management approach and priorities.

### ***Principles***

- **A sustainable and balanced population of wild deer in England and Wales**

We will work to ensure that populations of wild deer are in sustainable balance with the natural resources available to feed and shelter them throughout the year.

- **A humane, responsible and sensitive approach to the management of wild deer**

We will work to prevent deer populations growing to exceed a sustainable balance with the environment and natural resources by planning the delivery of active deer management programmes, which will often include culling. Such management should always be undertaken legally and in a humane, responsible and sensitive manner.

- **An experienced and knowledgeable capability in deer management**

Achievement of best-practice knowledge and skills is a pre-requisite of deer management. We will encourage and promote the development and delivery of accredited training for all those with deer management remits and interests.

- **An informed public understanding of wild deer management**

The presence of deer in an area can add greatly to people's enjoyment but deer can also cause various problems. Their management may therefore pose a dilemma. Information needs to be provided to extend the understanding of the general public of the nature, role, contributions and impact of wild deer populations throughout England and Wales. In educating the public about wild deer management, the benefits of planned and humanely carried out deer management may be explained. We will work to improve knowledge, and encourage and promote better public understanding as an integral and essential component of deer management.

- **A partnership approach to reducing the adverse environmental and economic impacts of deer**

The full benefits and objectives of the management of wild deer in England and Wales will require the active contribution to a nation-wide deer management programme by all public, private and voluntary organisations associated with wild deer populations. We will achieve this through the provision of financial, in-kind and operational support to The Deer Initiative Partnership and Deer Initiative Limited (DI Ltd), and a commitment to the Accord objectives and principles.

### ***Deer Initiative Ltd Objectives***

The objects of the DI Ltd are ***“the advancement of education in the management of the wild deer population in England and Wales and benefit to the natural environment and the public through the development of strategies and best practice for its management.”*** It will execute this by supporting the members of the Deer Initiative Partnership in their deer management activities and in their pursuit of the DI strategic priorities; promoting the principles of the Deer Accord; and contributing to enhanced deer management throughout England and Wales. Signatories will endeavour to support the objectives of DI Ltd, through the relevant policies and activities of their own organisation, in partnership with other signatories. The objectives are as follows:

- Maintain the DI's position as the Government's preferred means for co-ordinating the delivery of deer management throughout England and Wales
- Advise Government on national needs, support and priorities for deer management and its appropriate standards
- Act as a central focal point for improved communication with the public on all matters connected with wild deer and deer management
- Seek to become the recognised endorsement for best practice in deer management and training
- Develop and promote best practice in all aspects of deer management
- Co-ordinate the mobilisation of deer management resources in DI member organisations
- Identify and promote relevant practical research on wild deer and their management
- Become the prime 'first stop shop' for all matters connected with wild deer and their management, and transfer knowledge, skills and activities to other organisations
- Encourage and support networking amongst landowners, stalkers, specialist and professional deer related organisations, government departments and agencies, local authorities, land managers, and environmental and animal welfare organisations
- Develop links with similar organisations in other countries and to thereby share experiences on effective communication messages and deer management methods.