



Blue Planet Aquarium Sustainability Policy

Effective date	October 2025
Review cycle	Annual
Policy owner	Sue Elaiho

1. Purpose and Scope

This policy established the environmental, operational and ethical standards for Blue Planet Aquarium. It is supported by the parent companies Deep Sea Leisure plc and Aspro Parks.

Blue Planet Aquarium is committed to improving sustainability across all of its activities and our approach will be regularly reviewed as best practice evolves and strive for continuous improvement.

Sustainability includes environmental, social and economic factors. Our strategic approach is split into three main areas.

- Those actions that can positively impact Blue Planet Aquarium operation
- Use our influence to educate and inform those who interact with the aquarium in person or online to take actions that promote positive environmental outcomes
- To work with third parties who provide services to the aquarium to operate in a sustainable manner.

2. Aquarium LSS and Water Sustainability Policy

Water is naturally a resource that is at the heart of the aquarium. It is increasingly becoming a scarce natural resource that affects all aspects of life on earth. It is therefore appropriate that the aquarium has a strong focus on water stewardship.

The primary objective in this initial phase of water sustainability is to guarantee optimal animal welfare standards whilst reducing how much fresh water the business needs to function by cutting overall use, fixing leaks, preventing systemic water loss, reusing wastewater and capturing alternative source of rainwater. Maximising closed loop recycling through advanced Life Support Systems LSS.

Core performance metrics and benchmarks

All systems must be managed to meet or exceed the following water efficiency and operational benchmarks:

Metric / parameter	Target benchmark	Compliance mechanism
Unaccounted water loss	< 2% of total inventory volume/month	Sub metering
Backwash recovery volume	85% capture and return	Secondary recovery chambers
Evaporation rate	< 250 litres per day	HVAC, air socks

Life Support System (LSS) engineering standards

- Multi-Stage Filtration Mandate: Every display and holding habitat must interface with an independent or centralised LSS incorporating automate mechanical fractionators, biological nitrification filters and chemical/disinfection loop (Ozone/UV)
- Primary LSS circulation pumps utilise VFD technology to adjust turnover rates dynamically, optimising electrical and hydraulic efficiency without sacrificing dissolved oxygen or water clarity
- Protein Fractionation: Foam fractionators must be calibrated daily to maximise organic extraction per litre of process water, minimising the reliance on freshwater dilution for nitrate control.
- Utilise high-efficiency industrial heat exchangers for water distribution

Backwash and wastewater mitigation protocols

Blue Planet Aquarium utilises sand filters for backwashing which presents the largest single source of wastewater in the aquarium.

Effluent from backwash processes must be routed to specialised reclamation holding tanks. Suspends solids are settled out allowing clarified supernatant water to be treated and returned to systems.

Sub-metering and leak detection telemetry

To eliminate hidden losses the aquarium infrastructure must be measured separate from utility tracking

- Point of source sub-metering to be integrated into intake plumbing of each major exhibit group, quarantine zone and back of house reservoir.
- Digital SMS/email alerts to be generated from digital flow meters to maintenance team.
- Physical inspection of all visual joints, acrylic seals and valve seals must occur weekly to counter micro leaks

Alternative water sourcing

Municipal potable water to be preserved for habitat topping, salt mixing, and public drinking amenities. Subsidiary water demands must utilise alternative streams:

- Rainwater catchment: Roof rainwater capture to be implemented to facilitate landscaping and external washdowns
 - Surface water drainage management to be treated and run into natural ponds
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3. Educate and Inform

As an established and well-known public aquarium, Blue Planet Aquarium recognises it has a platform that can be used to influence followers, readers as well as visitors to the physical aquarium.

A digital communications strategy was compiled in the summer of 2025 both for the general aquarium aims but also with an objective to turn online visitors into active ocean protectors.

- A new website was developed and launched in November 2025. The website is a tool that makes it easy for people to find us, helps us build brand awareness to showcase our values, provides a platform to share information, build trust and to teach our audience via blogs, news and guides.
- Working with a third-party agency, objectives were agreed regarding content to always include positive messaging on sustainability and conservation.
- The in-house marketing and communications team overriding objective was to build and grow a community that shares our values and in turn can become powerful advocates for the protection of the Oceans.

Core pillars

- **Storytelling and emotion**
 - Highlight individual animal stories regarding their conservation status and how human actions are affecting their survival
 - Sharing behind the scenes footage of aquarists and their individual stories of why they choose to be aquarists
 - Sharing behind the scenes footage of our divers, why they choose to be divers, the special close relationship they have with our animals, and the role they play in educating visitors.
 - Use authentic stories, imagery, video and animal personalities to create an emotional connection between audiences and marine life.
 - Use individual animals and their stories as a gateway to explain wider conservation issues.
 - The story of our aquarium and conservation, where we've been, where we are, and where we are going.
- **Educational content**
 - Post bite sized facts about marine ecosystems
 - Explain complex topics like plastic pollution using infographics developing the conversation from just telling them about a topic to encouraging changes in behaviour.
 - Ensuring educational and conservation content accessible to audiences regardless of whether they are able to visit the aquarium in person. Through the website, social media, email and downloadable resources, audiences can access information, stories and educational content remotely, extending the aquarium's reach beyond its physical visitor base.
 - Species Spotlights showcasing what makes them unique and the role they play in our conservation efforts

- The Blue Planet Aquarium brand and its events are underpinned by consistent educational and conservation messaging, ensuring that these themes are embedded across the visitor and marketing experience
 - **Social media**
 - Use short-form video on TikTok and Instagram Reels for high reach.
 - Run weekly themed hashtags like #SustainableSunday or #OceanTip.
 - Partner with eco-conscious micro-influencers.
 - Partner with micro-influencers to extend the reach of conservation messaging.
 - Encourage audiences to interact with, share and discuss educational and conservation content.
 - **Email marketing**
 - Include in newsletters conservation success stories.
 - Provide practical at-home green living checklists.
 - Announce upcoming virtual workshops and clean-up events.
 - Use email communications to maintain an ongoing relationship with audiences beyond their physical visit.
 - **Press releases**
 - A great platform for announcing new arrivals but also allow us to share in depth educational stories of the particular species, conservation efforts surrounding them, and their story here at the aquarium.
 - **Interactive tools**
 - Launch digital pledges to reduce single-use plastics.
 - Create quizzes to help visitors understand the best sustainable living choices
 - Provide downloadable guides for other educators to use to share information.
 - Use interactive content to move audiences from passively receiving information towards actively engaging with conservation topics.
 - **Community building**
 - Highlight user-generated content from eco-conscious visitors.
 - Reward active online community members with perks such as virtual badges, aquarium tickets
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4. Sustainable Operations and Material Waste

We think about the health of the ocean a lot—which means we think about the health of the planet a lot. The two are inseparable. So, while the most visible parts of our work happen in the exhibits, sustainability shapes efforts across the Aquarium too, from choices we make in the Nautilus Kitchen and Ice Cream Parlour to the gift shop to our employee culture.

Remove single use plastic and reduce all plastics where possible

Our ultimate aim is to become a plastic free operation or at least to eliminate single use plastic across our operation. Why the commitment to going plastic free? Because plastic is the most common form of marine debris. Every plastic item removed from our café makes a small but meaningful difference in the health of the ocean and the planet.

Our catering team have quietly been transforming our food and beverage offer into a plastic free operation. Not complete, this is an ongoing task by taking each menu item and disposable at a time.

Working with suppliers, to persuade them to amend their manufacturing processes and packaging is not something that can be achieved overnight but is something the team are passionate about achieving.

Our catering procurement is shared with our other sites in the UK and Europe and as such we are able to use the volume we purchase to have real influence on suppliers. The desire to go plastic free is a key criterion in selecting food and beverage items for inclusion on our menu. A key factor to move to Froneri as our ice cream supplier was largely driven by their commitment to sustainability.

Much has been achieved such as eliminating plastic straws and single use take-away bags. Plastic utensils and condiment packets have been replaced with recyclable or compostable versions and portion-controlled dispensers. Where good choice options are available individual wrapped cookies, muffins, cakes have been removed.

The aquarium gift shop has undergone sweeping changes to reduce plastic from its shelves and its supply chain.

Plush accounts for a large proportion of sales and the retail partners agreed to remove plastic pellets from their assortments to use recycled materials instead. Using its buying power along with other sites in our UK group was a key factor in making this happen. r-PET (recycled plastic) products dominate our plush offering, aligning with our policy. One of our key suppliers, PetJes World, work alongside WFO, Waste Free Oceans, collecting plastic from our oceans and using them to make product. Donations of 0.10c per product are attributed once purchased.

Shipping materials—once individually bagged in plastic—were also upgraded to plastic-free, biodegradable, or recycled-plastic replacements.

Working with suppliers who share our values underpins our supplier selection. The most recent supplier to join the approved supplier list is Shared Earth UK Ltd. They subscribe to the UN Sustainability Development Goals and WFTO under which they are audited every two years to evidence their compliance.

