



**Noah's Ark**  
**ZOO**  
— FARM —

**AN ARK FOR ALL: WILDLIFE,  
PEOPLE AND PLANET**

*Vision and Strategy 2024-2028*

# OUR VISION

Today, Noah's Ark Zoo Farm is an award-winning, modern and progressive zoo - the home of the big zoo animals. We welcome over 220,000 visitors a year and employ over 100 people. After 25 years as a family-owned animal attraction, we became a charity in 2023 and began an exciting new era.

**OUR VISION FOR NOAH'S ARK ZOO FARM IS TO PROTECT WILDLIFE AND THE NATURAL WORLD AND TO PROVIDE AN OASIS OF INSPIRATION AND HOPE FOR PEOPLE.**

# OUR PURPOSE

We are living at a time of huge challenges for our planet with **climate change** and **biodiversity loss**. As a **zoo and a conservation charity** our purpose is to play our part by working with others to fight to overcome these challenges, creating a **better future** for all.

When we registered the Zoo as a charity, we established three **charitable objects**:

## 1. CONSERVATION:

The advancement of environmental protection and improvement, in particular but not exclusively, by the operation of a zoo; to support and promote the conservation of animals, wildlife and biodiversity in the UK and worldwide.

## 2. EDUCATION:

To advance the education of the public in the subject of environmental protection and improvement and in particular the conservation of animals, wildlife and biodiversity in the UK and worldwide.

## 3. PEOPLE AND WELLBEING

Our third object is to further such other purposes which may be charitable according to the law of England and Wales as the trustees see fit from time to time. The zoo trustees have identified the opportunity to further the wellbeing of people under this third object.



**3** We've welcomed over  
**MILLION VISITORS**  
since we opened



## ABOUT NOAH'S ARK ZOO FARM

This year, Noah's Ark Zoo Farm celebrates its 25th anniversary. Since we opened our doors in 1999 as a local animal attraction, we have grown into an award-winning zoo of international significance. We have welcomed over 3 million visitors, educated hundreds of thousands of children and adults and contributed to local and global conservation efforts. We have trained thousands of volunteers and employed hundreds of dedicated staff – many of whom have been part of our story since our early years and have forged a career with us.

We provide care for an amazing collection of over 120 species of animals - including endangered African elephants, Andean bears and Siamang gibbons - and provide them with the highest standards of animal welfare and enrichment. We deliver impactful conservation through partnerships overseas and by nurturing habitats for local wildlife here on site. We also have a strong commitment to protecting native farm animals, receiving our Rare Breeds Survival Trust accreditation in 2022.

As well as being a conservation zoo, we have a special focus on people. We inspire visitors by providing real life experiences of animals and nature when they visit the zoo and through creative educational activities. We aim to be a place which enriches our visitors and enhances their wellbeing. Through enjoying our peaceful green spaces, we want people to have fun, to play and smile together and to leave feeling uplifted and refreshed.

We see ourselves as a large family of staff, volunteers and friends, with a heart for animals, people and our planet.



“The zoo inspectors were extremely impressed by Noah's Ark Zoo Farm due to their high animal welfare standards, comprehensive animal husbandry programmes, staff culture and commitment to people development...”

Noah's Ark demonstrates what it is to be a modern zoo and what can be achieved with a focused and capable management team.”

# CONTEXT

for this strategy

## BUILDING ON 25 YEARS OF SUCCESS TO BETTER SERVE OUR ANIMALS, PEOPLE AND PLANET.

In the early days of our first trial season, our visitors enjoyed a variety of fun farm activities like bottle feeding lambs, tractor rides, playing in the straw den, and meeting farm animals and a few exotics like wallabies and llamas.

Noah's Ark soon became a favourite with visitors from Bristol, North Somerset and beyond. We quickly grew in scale and popularity, adding an ever more exciting range of zoo species including rhinos, giraffes and lions. Set in over 100 acres of beautiful countryside, we have been able to create large enclosures based on modern best practices – like our Elephant Eden habitat, which is the largest in the UK and recognised as world-leading in its scale and facilities.

Our Founders, Anthony and Christina Bush, were dairy farmers for 40 years before selling the cattle herd and starting the new attraction at the farm. They welcomed over 3 million visitors to Noah's Ark during their tenure, and the couple's vision for the attraction - to be a place for people to feel connected to nature, to have fun, be refreshed and learn through inspiring experiences - is still embedded in the aims of the charity.

The Zoo is now led by the couple's son, Larry Bush, who became Zoo Director in 2019 and led the transition of the Zoo to become a charity in 2023.

Alongside our large animal collection and conservation programme, Noah's Ark welcomes over 17,000 school visits each year and runs outreach visits throughout the area. During the past 5 years we have become known for our excellence as an accessible and inclusive attraction and have invested in facilities such as a Changing Places toilet and inclusive play areas, as well as providing training for staff. This has recently been recognised with the prestigious Gold award for Inclusive and Accessible Tourism at the Visit England Awards in 2023.

As we celebrate a milestone anniversary and recognise our strengths in welcoming and inspiring visitors and caring and protecting our animals – we have ambitious plans to strengthen our offering and infrastructure, grow our reach, develop new partnerships, and ensure our future financial sustainability. Our new vision and strategy sets out the plan which will enable us to realise our aspirations in education, conservation and visitor experience through to 2028 and beyond.



**“The gaining of charity status is hugely beneficial for the long-term future of the Zoo, its conservation and education programmes, its visitors, the community, and staff. Visitors can enjoy the knowledge that their admission directly funds the vital conservation work of the charity in the UK and around the world.”**

**Larry Bush**  
Zoo Director, Noah's Ark Zoo Farm.



We've had

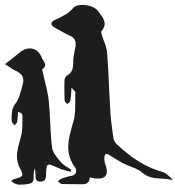
**58**  
BIRTHS



in the  
last  
year

# STRATEGIC GOALS

We have identified three strategic goals which underpin our vision and will be the focus of our energy and resources for the next five years. These goals are interlinked, with equal emphasis, and will enable us to deliver our mission for our zoo for our visitors and to play our part in sustaining the future of the planet.



We care for  
**120**  
SPECIES  
OF ANIMAL



“GOOD ZOOS CONTRIBUTE TO OUR UNDERSTANDING OF ANIMALS AND THEIR HABITATS.”

They explain the threats they face and how we can care for and conserve them.”

British and Irish Association of Zoos and Aquariums (BIAZA)



## 1. WE CARE AND PROTECT

**WE HAVE A PRIMARY DUTY TO CARE AND PROTECT ALL THE WONDERFUL CREATURES WHO LIVE AT OUR ZOO AND WE WANT TO BE THE BEST AT THIS BY:**

**Continually improving our animal care and welfare.** Ensuring good practice across the zoo and identifying key improvement areas. Participating in wider zoo and animal care networks to engage, learn and strive for best practice animal husbandry.

**Developing our animal collection.** Reviewing the species, habitats and programmes we have, phasing out some species and introducing others with a higher priority for conservation and education. We aim to become full members of the European Association of Zoos and Aquaria (EAZA).

**Increasing our conservation focus.** Particularly on endangered species, and inspiring our visitors. Establishing international support projects and partners, and considering UK wildlife conservation needs, developing new partnerships and initiatives.

**Leading the way on sustainability.** Through the creation of a sustainability hub and interpretation signage, local and sustainable food sources and recycling programmes. Developing renewable power sources, enhancing water sustainability, and scoping carbon-net-zero plans.



## 2. WE WELCOME AND INSPIRE

WE WANT EVERYONE WHO COMES TO US TO FEEL WELCOME, TO HAVE FUN AND TO BE INSPIRED BY THE NATURAL WORLD, AND WE INTEND TO ACHIEVE THIS BY:

**Extending our Ark for All programme**, as one of the UK's leading accessible and inclusive attractions, through further development of our infrastructure, facilities, training and team culture.

**Next level visitor experience and becoming the UK's leading zoo for playfulness.** Delivering "wow" with visitor welcome and engagement, developing signage and interpretation displays, and exciting new programmes and experiences. Enhancing our catering, retail, play, and public facilities.

**Expanding our education programme.** By growing capacity and scale with schools, developing new education spaces, offering education outside the classroom and developing new BIAZA accredited workshops.

**Reaching out** - to new audiences through a new community engagement strategy, using our natural environment to inspire and improve the wellbeing of all who come to us, and our own staff and volunteers.



"The thing I love about Noah's Ark is bouncing on the trampoline while staring at zebras!"

Zoo visitor



We've inspired and educated

**210,827**

SCHOOL CHILDREN\*  
(\*since 2012)



### 3. WE STRENGTHEN AND GROW

WE KNOW THAT A HEALTHY TREE IS ALWAYS CHANGING AND GROWING BOTH ITS ROOTS AND ITS BRANCHES, AND WE WANT TO GROW OURS TOO BY:

**Growing and developing our income streams.** Developing our catering and retail which helps us grow our charitable activity, and by business ventures and developing fundraising capabilities to generate new streams of income.

**Improving our site infrastructure.** Developing a site masterplan, with regular maintenance and renewals, and developing better services such as our WiFi and mobile phone signal.

**Strengthening our safety and compliance.** Improving all our zoo standards, and ensuring our environment is healthy and safe.

**Improving the health and resilience of our business** – through team training and development, and using smart business systems.

OUR ZOO PROVIDES GREEN SPACES THAT HAVE A POSITIVE IMPACT ON PEOPLE'S WELLBEING



# HOW OUR STRATEGY

will be delivered

The goals and objectives set out in this plan will be delivered through a range of activities, initiatives, and projects over the next five years. However, they can only be achieved through effective collaboration – our people and partnerships are the source of the expertise, energy and creativity we will need to see it through.

Our staff, volunteers and trustees will all have significant parts to play in steering and navigating Noah's Ark forward. We will also need to continue to foster strong partnerships with external stakeholders, and our visitors and members, to ensure the best outcomes for our wildlife, people and planet.

The Strategic Plan is supported by our:

- ▶ Conservation Strategy
- ▶ Animal Collection Plan
- ▶ Site Masterplan
- ▶ Five year Business and Financial Plans for our charity, Noah's Ark Zoo Farm, and our supporting catering and retail business, Noah's Ark Zoo Enterprises

We're looking forward to journeying with you as we turn our vision into a reality.



Find out more and get involved →



Visit our website at [www.noahsarkzoofarm.co.uk](http://www.noahsarkzoofarm.co.uk)

Get in touch with us at [info@noahsarkzoofarm.co.uk](mailto:info@noahsarkzoofarm.co.uk)

