

Business and Tourism

Activity Pack

This pack is designed to provide teachers with information to help you lead a trip to Colchester Zoo focusing on Business.



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How to use this pack

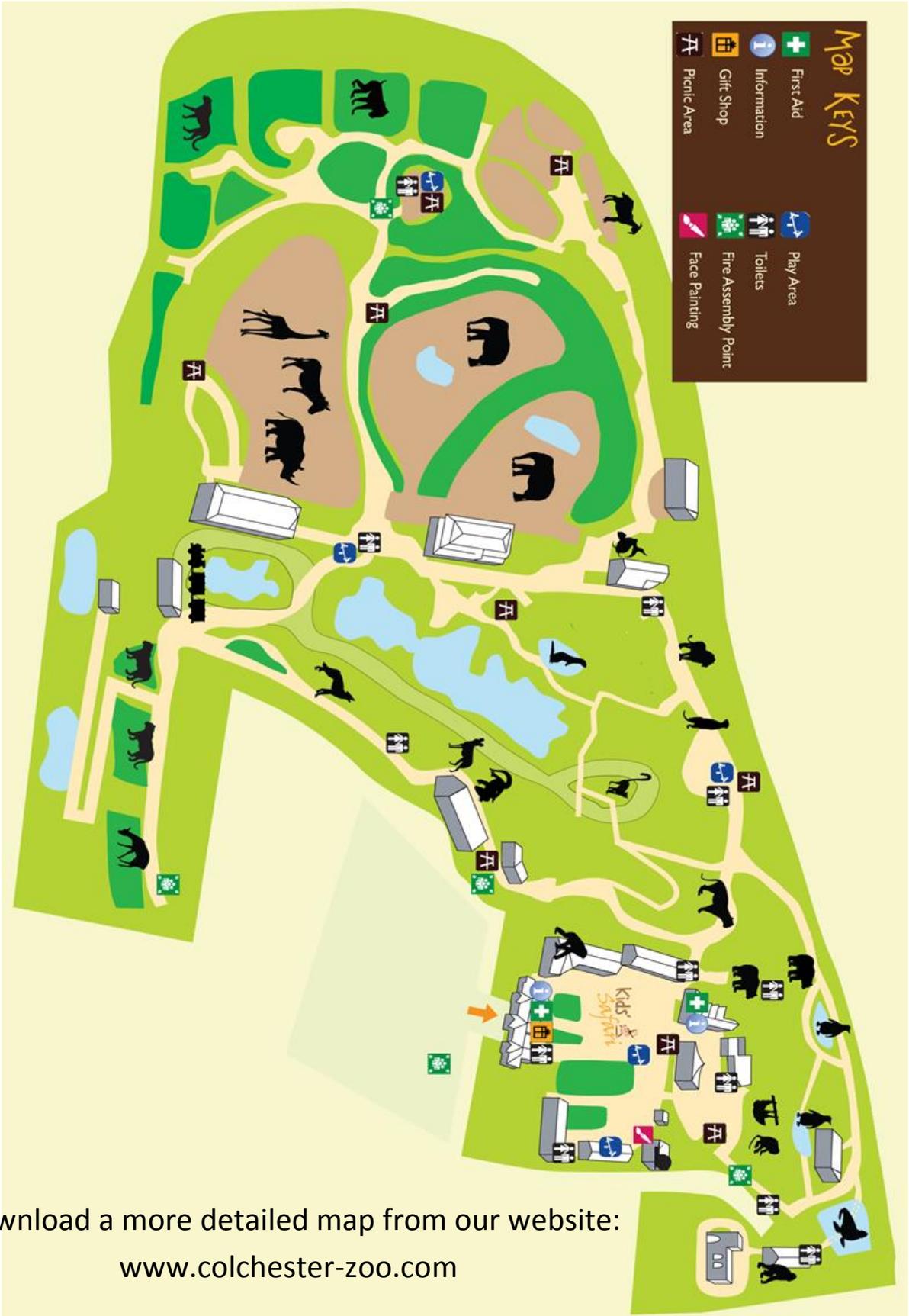
This Business Pack was designed to help your students learn about how Colchester Zoo operates as a business, and to link the trip to Colchester Zoo with related activities.

The pack starts with some background information on Colchester Zoo as a business. There are also maps from the zoo that will help you plan your day. We recommend all teachers read through this, and give copies to adult helpers attending your school trip. For information on feed times and encounters, please check the website.

The rest of the pack contains activity ideas as well as activity worksheets. Teachers can pick and choose which they want to use since all the activities/worksheets can be used independently (you can just use one worksheet if you wish; you don't need to complete the others). The activities can be used either before the trip, during the trip or after the trip to the zoo.

The activities and worksheets included in this pack are for KS3 and 4 students.

If you would like any more guidance, or have any questions about any of the information contained within this pack, please contact our education department at education@colchesterzoo



Download a more detailed map from our website:
www.colchester-zoo.com

History of Colchester Zoo

Colchester Zoo was established in 1963 by Zoologists Frank and Helena Farrah in the grounds of Stanway Hall Park. The site was around 25 acres in size and contained a small collection of animals ranging from lions to kangaroos.

The purchase of the Stanway Hall Estate was the realisation of a lifetime's ambition for the owners. Helena Farrah acted as the Zoo curator during this period; she was the first female curator in Europe.

The zoo even in its early years had clear conservation focus:

“Stanway Hall offers me the opportunity of helping in the preservation of animals”

Frank Farrah May 1963

In 1983 Colchester Zoo changed hands and was taken over by the present owners, the Tropeano family.

Colchester Zoo is a family business; Colchester Zoo Ltd and since this time, has been continually redeveloping to improve the facilities for both the animals and the visitors. It has been developed as a conservation centre and has expanded in size from the original site of 25 acres to almost 60 acres, following the purchase of neighbouring land.

The History of the Stanway Hall Estate

Stanway derives its name from the Roman road from Colchester to London, which passed through the grounds. The original “stone way” (Stanway) along which chariots and heavy supply wagons trundled in Roman times is now hardly traceable.

The manor of Stanway was held by the Saxon King Harold, but following his death at the battle of Hastings in 1066, the lands passed to William the Conqueror and remained in royal possession until the reign of Henry II.

Stanway Hall was built in the reign of Henry VIII and was rebuilt in the 17th Century by Sir John Swinterton, Lord of Stanway Manor. He also carried out extensive repairs to the then parish church sited on a Roman Temple. The picturesque remains of this church which date back to the 14th Century can be seen in the zoo grounds.



Mission Statement

As with any business, it is important to have a mission statement. A mission statement provides the business with a sense of direction and should clearly define the business aims and objectives.

Colchester Zoo's mission is to provide a first class experience for all its visitors and at the same time further understanding and respect for animals. Through visitors' funds, Colchester Zoo undertakes breeding programmes for endangered species and funds *in situ* projects in the wild.

Colchester Zoo pursues this mission by:

- Enabling our visitors to experience a stimulating and enjoyable day out that is excellent value for money and time. To do this we must:
 - Identify who our customers are
 - Identify when our customers visit
 - Identify their expectations and needs
 - Ensure there are activities to do
 - Ensure the zoo is safe
 - Ensure we are priced accordingly
 - Entice people to the zoo through promotion

Keep animals in modern, naturalistic enclosures in accordance with best practice.

To do this we must:

- Be able to design good enclosures
- Consider animals welfare when designing enclosures and looking after animals

Participate in co-ordinated breeding programmes, giving priority to species that are threatened.

To do this we must:

- Work alongside EAZA to manage animal populations
(European Association for Zoos and Aquariums)
- Have knowledge of breeding programmes
- Be able to identify threatened species

Promoting care for the environment through education and leading by example.

To do this we must:

- Have a green policy
- Actively recycle
- Provide environmental education

Supporting field conservation in the wild, through Colchester Zoo's Action for the Wild.

To do this we must:

- Manage our charity Action for the Wild
- Receive donations
- Work alongside other charities worldwide

Develop its role as a centre for research.

To do this we must:

- Encourage research that supports the mission of Colchester Zoo
- Develop links with universities and other institutions to promote zoological research

Increasing public understanding of animals, conservation, and endangered species.

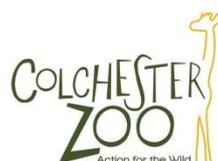
To do this we must:

- Provide educational material for the public
- Dedicate an area on the website to conservation

Maintaining and developing an education programme from pre-school to degree level.

To do this we must:

- Have a successful education programme
- Have knowledgeable staff



Business and Finances

The Business Structure

Colchester Zoo runs a bit differently than most other zoos across the UK. Colchester Zoo is a private limited company – it is in fact a family run business. Unlike other zoos, we are not a registered charity and do not receive governmental grants or support such as lottery funding. The zoo is therefore dependent on the revenue gained from admissions, items purchased in the gift shops and catering outlets and donations. This money is reinvested into the zoo to aid in the development of new enclosures.

Colchester Zoo Limited

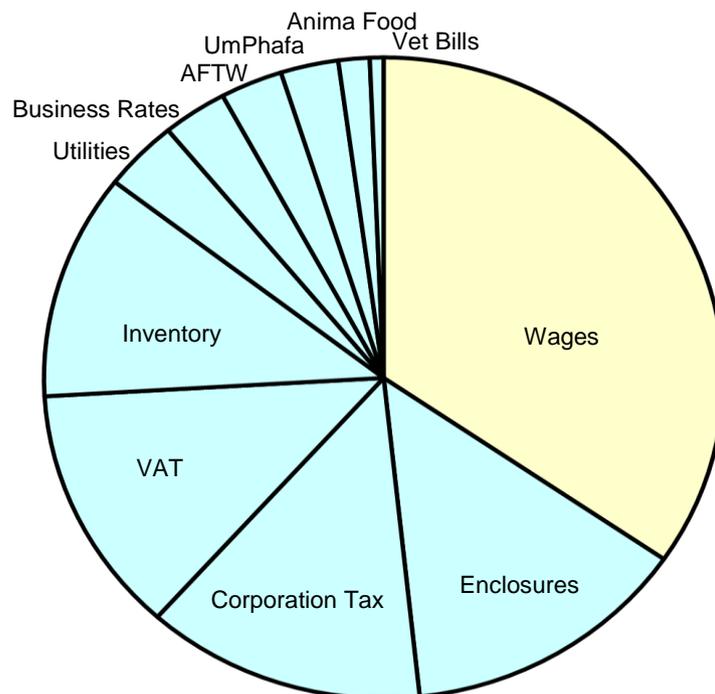
The business is owned and managed by the Managing Director, Mr D.A. Tropeano. All policy decisions are ultimately made by these directors in collaboration with the management team.

The day to day operations are the responsibility of the zoo manager who reports directly to the owners. The animals within the zoo are the direct responsibility of the Curators, who also report to the directors. This is shown in the organisation chart. Colchester Zoo Limited is responsible for the maintenance and construction of all enclosures and buildings within the Zoo grounds.

Colchester Zoo's Financial Operations

The Zoo is open all year round except for Christmas Day. It receives its main income during the Easter and summer months. The winter months are our quietest and our income is at its lowest during this period.

It costs around £287,000 a week (approx. £41,000 per day) to run Colchester Zoo. All of this goes towards the feeding of the animals, wages, veterinary bills, heating and electricity, as well as maintenance of the enclosures and buildings. Our annual turnover has to cover these overheads and provide funding for future developments.



Stakeholders

Colchester Zoo does have stakeholders which are groups of people interested in the finances of the Zoo. These groups include: customers, employees, potential employees, suppliers and distributors, local community, media and the local government.

Shareholders

As a private company, Colchester Zoo does not have any shareholders; we do not receive any grants from the council or other charitable bodies. As a private business, Colchester Zoo also has to pay Corporation Tax, Business Rates and VAT. Colchester Zoo, also, has a charitable arm, Action for the Wild which funds conservation work in the wild and can receive gift aid donations.

Competition

Colchester Zoos competition is any other leisure and tourism places which visitors may go to instead of coming to the Zoo. These can include the beach, theme parks, other zoos, family events etc. Colchester Zoo stays ahead of its competitor by:

- Valuing customer feedback. Surveys help to gain understanding of positives and negatives seen by customers and adapt products/services accordingly to be more suited to the customer's wants and needs. Feedback gained through customer services surveys and general comments on products help to work at adjusting products to be more suitable for customer.
- Pricing strategies. As the business depends upon visitors for income, we do offer discounted rates to groups.
- Research what other products and events zoos are hosting. This helps us keep track as to what is going on in the zoo community.
- Keeping animals in modern enclosures. By addressing animal needs and requirements, we can improve their welfare. Happy animals breed and everybody like to see natural behaviours and young animals.

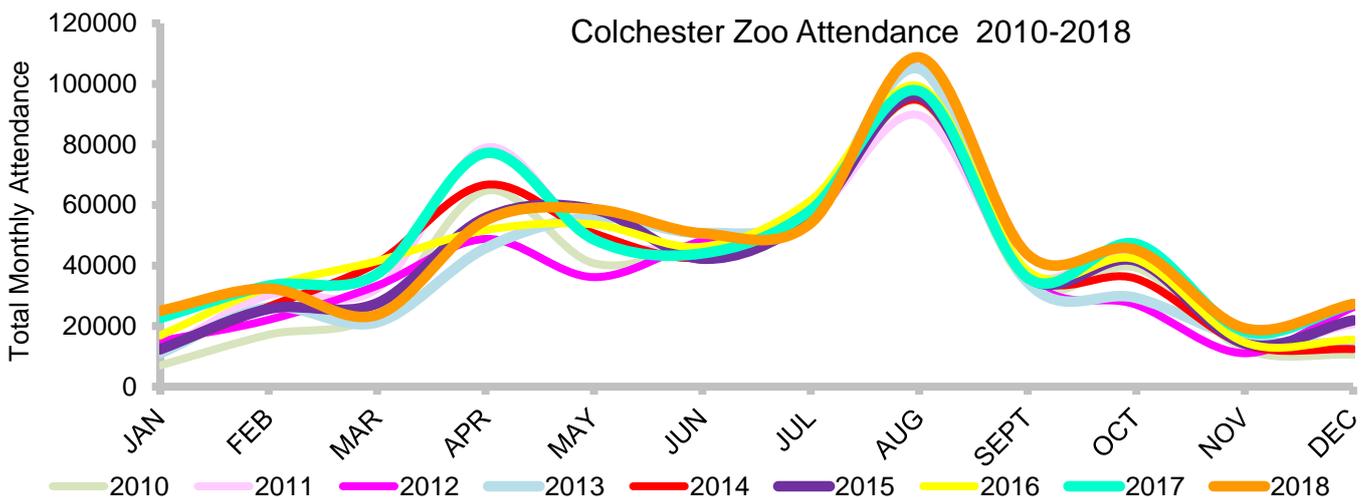
Customers

On average, Colchester Zoo sees almost 1 million visitors coming to the zoo every year.

Our customer base is diverse and includes:

- Families with young children
- Recreation groups
- Retired people/grandparents
- International Visitors
- Schools

It is important we know who our customers are in order for products and services to be created appropriately. We can identify who our main customers are by evaluating the zoo's attendance. Upon entry to Colchester Zoo, you will inform the person at pay box how many people are in your group and also what type of ticket is required. As this information is processed on a till system, data such as the number and type of tickets sold is captured—this data can be easily analysed. Our till systems also capture total attendance which can be viewed month per month or to compare year to year. Overall, every time we see schools break up, there is a peak in persons visiting the zoo.



Visitor Expectations

From the moment you walk into the zoo, in fact, from the moment you decide to visit Colchester Zoo, there may be a number of things you will be looking for and expecting. If visitor expectations are met, this can have significant benefits for Colchester Zoo. Benefits can include:

- Customer loyalty
- Satisfied customers
- Good public image
- Increased attendance
- Increased sales
- Happy work force

Colchester Zoo meets visitor expectations by knowing their customers, providing value for money products and through staff and customer services.



Disabled Access

The Zoo is accessible for our disabled customers. Colchester Zoo is naturally hilly so the terrain can be hard going for disabled visitors. For this reason the disabled are charged a greatly discounted rate.

- Disabled parking areas are available for blue badge holders at the top end of the Zoo's Car Parks.
 - o Blue Badges must be properly displayed in accordance with regulations.
- An Easier Route to ensure the easiest route possible around Colchester Zoo for any wheelchair user or anyone with reduced mobility. This is a yellow line to follow around the zoo's pathways. Please note that there are areas of the route that are on block paving. Some small bumps may be experienced which wheelchair users with certain medical conditions may need to be aware of.
- All displays / keeper talks are accessible by wheelchair with space available at the front of tiered
 - o Seating if required. Please just ask a member of staff for assistance.
- The Wild about Animals Theatre is fitted with an induction loop hearing system.
- Manual wheelchair hire is available.
- Registered Assistance Dogs are allowed.
- An adult changing area for the disabled is provided at the play area and toilet facilities near to the Meerkat enclosure.

Managing Customers

Colchester Zoo needs to manage its visitors and how they use the zoo grounds in order for visitor expectations to be met and for all to have a great day. By collecting such data we can alter how the visitors use the park and so gain a better experience. We can do this in a number of ways:

Visitor flow analysis: This captures information on the flow of visitors, e.g. how many people are there at specific enclosure in the morning, or lunchtime etc. The results of this indicated that most people go around the zoo in one direction; this was because we had arrows painted on the floor. This also meant there was congestion at the top of the park in the morning, at the bottom of the park later. As a result of this survey, the arrows have now been removed to allow visitors to choose their own way around the Zoo.

Dwell time analysis: We can analyse how long visitors spend in certain areas or at certain enclosures.

In areas where there is bad dwell time, we can change the enclosure approach or the presentation within.

Animal visibility surveys: We can evaluate visibility of animals and redesign enclosure.

Activity Ideas

These are ideas to help teachers focus work on Colchester Zoo. Use these ideas with or without the pre-made activities and worksheets on the next pages.

1. Look into the history of Colchester Zoo.
2. Read our Terms and Conditions regarding our Gold Pass scheme and the Terms and Conditions regarding our Keeper of the Day. Once you have read them discuss why we have these types of terms and Conditions and how they are important for us to have.
3. What does the zoo offer the visitor once they have paid the standard admission?
4. What promotion does Colchester Zoo do? Discuss which you think reaches the widest audience and which form of promotion is the easiest for the zoo to do. Also think which type of promotion is the cheapest for the zoo to conduct.
5. Create a job advert for a meerkat keeper. Go to the Colchester Zoo website and go to our page called "Becoming a zookeeper" to help you.
6. Note the price of food and the different types of food Colchester Zoo offers. Why do you think we have different prices and why we offer the food we do?

Great Expectations

Colchester Zoo works to meet the needs of all the visitors to ensure an enjoyable day out for all ages.

Using the table below, write what you think visitors expectations will be, followed by how you think the zoo fulfils them.

Visitor Expectations	Actions Colchester Zoo takes.

Website Wondering

Before choosing to visit the zoo, 78% of Colchester Zoo's visitors visit the website.

This is the visitor's first impression of the zoo, which means it is very important to make sure the website is welcoming and easy to use.

Your task is to visit the Colchester Zoo website, explore it and then review it. Complete the task below to help you review the Colchester Zoo website.

Task One: answer the following questions:

1. Does the website look welcoming?
2. Is there too much text or not enough?
3. Is basic information easy to find, such as opening times and admission prices.
4. Is there any part of the home page that stands out to you, in either a positive way or a negative way?

Task Two: the following are search requests. Find the information on our website and review how easy or difficult it was to find as well as how clear the information is.

1. Find out what facilities we have for our disabled visitors.
2. Find out what our Keeper for the Day experience is and what we offer.
3. Find out types of food can be found at the zoo for the visitors.

Task Three: go to another zoo's website, you can pick any other zoo of your choice, and compare their website to Colchester Zoo's website.

Answer the questions from task two using the other zoos website.

Use the questions below to help you compare them further.

1. Which website do you think looks the most current?
2. What does the other zoos website do better?
3. What does Colchester Zoos website do better?
4. Which one was easier to find the information?

To take this activity further you can now re-design Colchester Zoo's home page.

Complaints? Oh My!

Read through our complaints policy on the next page. Once you have read through the policy read the complaints below and write a response. Imagine you work at Colchester so remember to be professional.

Complaint 1:

My husband and I along with our two children visited your zoo on 18th of December. Upon arriving at the zoo we discovered several paths around the zoo had been closed due to the snow and ice. This made getting around the zoo more difficult and we missed out on seeing a number of animals. Furthermore most of the animals weren't outside meaning viewing them was difficult as we could only see them in their indoor areas. We often visit your zoo and would like to visit again, however if it will be like our last visit we would rather go elsewhere.

Complaint 2:

My wife and I had a day trip to your zoo the other day on the 3rd of June. Whilst at the zoo we decided to have lunch at your main restaurant and upon reaching the till the staff member serving us was rather rude. He made no eye contact and acted as if he was bored. There was no please or thank you and he openly sighed when I tried to get the right money for him. Other than this one member of staff the rest of the staff were polite and professional. Maybe next time put the unprofessional one away from the visitors.

Complaint 3:

I was at your zoo on the 25th of August, the sun was out and it was a lovely hot day and my little girl who was very excited about her day out to see all the animals. Well to say her expectations were dashed is an understatement! All of the animals were either sleeping or lying down doing nothing! I know it was hot but it was ridiculous! Do you sedate your animals?

Complaint 4:

I am sad to be writing this to you; however I feel I have no choice. I have been visiting your zoo for many years and have had wonderful days out with my family. During my last visit my son of 8 years fell over and badly scrapped his knees and arms. When we located a member of your staff (who I think was called Mike) we asked for a first aider. The staff member (Mike) called for one via his walkie talkie and there was no response. After trying a further 3 times someone answered and said they would send a first aider down. Mike stayed with us and was very polite and showed care. However it took over 15 minutes for a first aider to arrive who then ignored me and acted as if it was an inconvenience for my son to hurt himself. Unfortunately I didn't get a name of her. Thank you for your time.

Complaints? Oh my!

Complaint Policy

Below is Colchester Zoo's complaints policy. Read this before responding to the complaints.

Although as a business we try our best to meet and exceed visitor expectations, we do understand that situations may arise when a visitor wishes to give feedback about a negative aspect of their visit. If a customer is not satisfied with their visit, they can complain. They can do this either on the day or after their visit in several ways:

- **In person to a manager**
- **In writing by letter**
- **Completing a complaints form**
- **By e-mail**

We have a customer complaint form that is offered at the time of the complaint so that we have a written copy. Our customer services representatives have been trained in dealing with complaints, as this is part of their induction programme. When making a specific complaint about an incident or event, the following information needs to be taken:

- **Nature of complaint**
- **Location of incident**
- **Date and time**
- **Members of staff present if any**

All written complaints should be responded to within 48 hours of receipt. If it is not possible for the reply to be sent in 48 hours then we will acknowledge the complaint and formulate a response within 7 working days.

The appropriate handling of complaints can turn negative feelings into positive feelings

If a customer makes a complaint it is important that you empathise with them. This will ensure the customer feels valued and that steps will be taken to deal with the problem.

It is essential that complaints are dealt with quickly to reduce ill feeling and any negative attitude they may develop towards your business.

When dealing with a complaint it is important to stay calm.

If however the customer is getting agitated, then it would be advisable to get assistance from a supervisor to resolve the situation.

Incentive Vouchers

Colchester Zoo has an incentive voucher that can be given to visitors. If a complaint has been made and it is because of the Zoo, visitors receive an incentive voucher to return to the Zoo for free or a free food voucher.

Mystery Shopper

Mystery shoppers often visit tourist attraction as well as shops to review the service and over all experience. As the name suggest the mystery shopper is unknown to the all the staff and arrive whenever they want. They must also remain unknown for their entire visit. They also review every aspect faced by the general visitor to get a good understanding of a day out.

Mystery shoppers are a useful resource for any attraction to have as they can give a clear evaluation of a visitor's day.

Your task is to be a mystery shopper. Use the form below to help you.

In and Around the Zoo		
Was there much litter on the ground?	YES	NO
Was the signage around the zoo clear?	YES	NO
Was it easy to get around the zoo?	YES	NO
Were the staff polite and helpful?	YES	NO
Are the zoo grounds well maintained?	YES	NO

Toilet Facilities		
Were the toilets clean?	YES	NO
Was there tissue?	YES	NO
Was there soap?	YES	NO
Was the toilet block well maintained?	YES	NO

Evaluate a Keeper Talk		
Was the talk educational?	YES	NO
Was the presenter enthusiastic?	YES	NO
Did the presenter look presentable?	YES	NO
Was the presenter friendly?	YES	NO

Additional Comments.

Centre of Attention

As a private attraction, Colchester Zoo's only source of income is from our customers. This means ensuring a growing customer base is vital to our success. Good marketing helps attract new visitors and targeted promotion helps to retain existing customers while competing with other attractions.

Your task is to create an advert to be displayed on the side of a double decker bus. The advert can take the entire side of bus if you wish. Remember that it must be clear it is for Colchester Zoo and stand out amongst the rest of the traffic and other adverts around.

Think outside the box and have a look at what other attractions have done to give you ideas.

Colchester Zoo also has an online presence other than the website. The zoo has its own Facebook page, twitter and Instagram profile as well as a YouTube channel.

YouTube is very useful as it is free and has high usage, however lots of zoos have their own YouTube channel and Colchester Zoo needs to stand out. To ensure this your task is to create a storyboard for a 1 minute and 30 seconds advert designed to go at the start of a YouTube video. The viewer will be able to skip the advert after 5 seconds so it will be important to make the 1st 5 seconds stand out to stop anyone skipping.

The video should include the following:

- Make it clear Colchester Zoo is for the whole family to enjoy.
- Highlight some of the key popular animals (e.g tigers, elephants, etc.)
- Include something unique to Colchester Zoo. Either a species of animal and/or an activity the visitor can only do at Colchester Zoo.

Making Good on our Word

Part of Colchester Zoo's mission statement is to, "*further understanding and respect for animals*". A way Colchester Zoo fulfils this is through the enclosure design and signage about the animals and their habitat as well as what threats they face.

Your task is to go to one of the zoos new enclosures, Bears of the Rising Sun and the new chimp enclosures are the most recent and analyse the enclosure to see if it fulfils this part of the mission statement.

Once you have completed this analyse, go to an older enclosure and assess (using the same method you used on the new enclosure) if this older enclosure fulfils the mission statement.

Once you have analysed both of the enclosures, answer these two questions:

Which one do you think fulfils the mission statement the best?

If you think the enclosure does this, how does it and if you think it does not, why not?

To further expand on this, come up with your own proposal of what you would do to ensure a new enclosure fulfils the mission statement. The new enclosure can be for any animal you like. This is not an enclosure design task; your focus needs to be on the areas the public will view the animals.

Public Survey

Public feedback from visitors is essential to Colchester Zoo in order to improve.

Design a one page questionnaire to evaluate the visitors day.

There are some important points you must remember. First read our business survey guidelines on the next page. Secondly remember that the visitors are here for a day out and may not want to answer your questions, you must never push.

Some key point that is useful for the zoo to know are:

- Is it their 1st visit?
- How many are in their group?
- Why did they choose to visit Colchester Zoo?
- What part of their visit was their favourite?
- What part of their visit was worst?

You can aim your survey at specific areas within the zoo such as:

- Survey the visitors' opinion of the food outlets.
- Survey the visitors' opinion of the play areas.
- Survey the visitors' opinion on the animal enclosures.
- Survey the visitors' opinion on the public displays.

Remember that the survey can either be verbal (e.g. you ask questions and write down their replies), or written (e.g. hand the survey to the visitors to fill in themselves).

Think about which type of visitor your survey should target (e.g. will you ask all visitors, only couples, only families, etc.).

Colchester Zoo Student Survey Guidelines

Students may complete customer service /visitor opinion or staff surveys while at Colchester Zoo providing they comply with our survey guidelines as stated below.
Please inform Colchester Zoo (via email at education@colchesterzoo.org) if you plan to undertake this research as part of your school trip.

SUPERVISION

Students in year groups 7, 8 and 9 must be supervised at all times.

Students in year group 10 and older may be unsupervised.

All students conducting visitor surveys **must be clearly identified** either in school uniform or with lanyards, etc. so that zoo staff can identify students in the event of any problems.

BEHAVIOUR

Teachers are responsible for all student behaviour at Colchester Zoo.

Before your visit, ensure your students are aware of the following points:

- Be polite at all times
- Explain to all participants that the survey is part of your coursework
- Visitors do not need to take part, please respect them if they do not want to answer your questions
- Do not approach or disturb visitors whilst they are eating, watching encounters or otherwise engaged
- Do not wait at the Entrance to 'pounce' on newly arrived visitors
- Spread out around Colchester Zoo (do not stay in one large group)
- Do not approach/ask the same people questions repeatedly
- If the survey is designed for Zoo Staff, please only approach staff who have time to answer (e.g. not someone working in the café with a long queue). Please understand that staff may be busy and therefore unable to answer your questions.

SURVEY DESIGN

Your school's name and course should be at the top of the page

- Ensure anyone answering your survey is aware it is part of a school project and not something undertaken by Colchester Zoo
- Do not use Colchester Zoo's logo on your survey

Keep it short

- Visitors are here to enjoy their day out – if they choose to answer your questions, please ensure you don't take too much of their time

Don't repeat questions

- Asking 'How did you enjoy your day' and 'Rank your enjoyment' is repetitive

Use a variety of questions

- Ranking/scale questions are easiest and quickest to answer
- Open-ended questions provide excellent data, but take more time
- Closed-ended questions are yes/no or other limited option answers

Make your survey graphically pleasing and easy to read

- All participants need to be able to read your survey in order to fill it out

Limit the use of technical or specialised language

- Visitors may not be familiar with terms such as 'unique selling point', 'marketing mix', etc. Avoid these type of terms in your survey

Ensure your survey is GDPR compliant and does not collect personal information

Example of a well-designed customer survey

Essex Sixth Form College
Business studies coursework

Colchester Zoo Visitor Satisfaction Survey

Is this your first visit to Colchester Zoo? YES NO

Are you a member of Colchester Zoo? YES NO

Please rate your overall visit today using the scale: (please circle)

POOR AVERAGE GOOD EXCELLENT

How would you rate your visit in terms of value for money: (please circle)

EXPENSIVE AVERAGE GOOD VALUE EXCELLENT VALUE

Regarding Colchester Zoo in general, please rate: (please circle)

The standard of cleanliness:

POOR AVERAGE GOOD EXCELLENT N/A

Toilet facilities:

POOR AVERAGE GOOD EXCELLENT N/A

Food quality:

POOR AVERAGE GOOD EXCELLENT N/A

Helpfulness of Colchester Zoo Staff:

POOR AVERAGE GOOD EXCELLENT N/A

What was your main reason for visiting Colchester Zoo today: _____

Example of a poorly-designed customer survey

Q1 HOW MANY TIMES HAVE YOU VISITED THE ZOO BEFORE :)

2-4

5-6

7-10 10+

Q2 How many years have you been a member of the zoo? _____

Q3 How old are you?

0-5

6-12

13-22

22-31

31-50

Q4 How far did you travel to get here?

0-5

6-10

11-20

21-30

31-40

40+

Q5) If you had to think about just what you think, ignoring other peoples opinions and just you're views, what do you think about the zoo?

POOR

AVERAGE

GOOD

VERY GOOD

EXCELLENT

Q6) The zoo is excellent value for money. (Circle Most Appropriate)

YES

NO

Q7. Are the toilets E.T.C. easy to find, clean, nice, E.T.C?

yes

no

i don't know

Q9. Which of the food outlets did you eat at today?

Café umphafa

meerkats hangout

watering hole

other: _____

Q10 THE FOOD WAS GOOD:

YES

NO

Q11) Were you happy with the level of customer service, customer support and customer care provided to you today by all staff? _____

Q12) What is the **UNIQUE SELLING POINT** of the zoo, in your opinion? _____

Q13 Has your day been eventful? _____ 

**We hope you enjoyed
your trip to**



**Learning about
Business**