

IMPACT REPORT 2024

REGISTERED CHARITY NUMBER 1200719

OUR PURPOSE

Our planet is facing enormous challenges, from climate change to the loss of wildlife we all cherish. As a zoo and conservation charity, we are committed to making a real difference. By working alongside our visitors, partners and communities, we can protect nature, inspire positive action, and help create a brighter future for the animals, people and planet who share it.

Our core priorities are represented in our three charitable objectives, below. We've structured this report around them to explain how we've impacted the world and made a difference across these key areas.

1. Conservation
2. Education
3. People and Wellbeing



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.

2024 has been a year of celebration and reflection at Noah's Ark Zoo Farm. As we mark ten years of caring for elephants, we're reminded of how far we've come – from the arrival of our first herd to becoming a nationally recognised centre for animal welfare, education, and conservation.

We've welcomed over 224,000 visitors this year, continuing our steady growth and reinforcing the importance of connecting people with nature. Every visit, conversation, and partnership helps us to make a positive impact; locally, through our community initiatives, and globally, through our conservation work with partners around the world.

Our first full year as a registered charity has been both rewarding and inspiring. It's given us renewed focus on our purpose: to care for animals, connect people with nature, and create a sustainable future. None of this would be possible without our incredible team, volunteers, supporters, and visitors who share our vision.

As we look ahead, the next decade promises to be one of continued transformation building on our legacy, deepening our conservation impact and ensuring that Noah's Ark remains a place of hope, inspiration, and care for generations to come.

Larry Bush

CEO

Larry



NOAH'S ARK in 2024

In 2024 we were one of the first 10 zoos in the country to be assessed by BIAZA, British and Irish Association of Zoos and Aquariums, as part of the BIAZA Accreditation scheme which ensures zoos operate at best practice standards of animal welfare and beyond statutory levels. We have now been successfully accredited by BIAZA and are one of only nine zoos in Britain and Ireland to have achieved BIAZA Accreditation.

We celebrated 10 years of Elephant Eden in 2024 and recognised the pivotal role we have played in providing elephant health and behaviour data to the Elephant Welfare Group (EWG).

Our elephant care data alongside other collections' data helped to demonstrate that the levels of elephant care and welfare have improved significantly across the UK over the past ten years to a point where the EWG's report has recommended that elephants will continue to be cared for in zoos. The new UK zoo standards for elephant care and facilities closely reflect those which have been demonstrated at Noah's Ark Zoo Farm.



Children take part in visitor engagement at the Elephant Habitat.



Artist's impression of renewed lion habitat.

We started a significant development of our animal welfare and conservation work with the launch of Project Carnivora to renew and enhance the lions habitat and to develop habitats for tigers, Arctic foxes and hooded vultures. This project will create best practice habitats for the carnivore species and vultures with animal care and enrichment as the top priority.

In addition Project Carnivora will provide inspiring and accessible educational experience for all visitors and for education groups to learn about carnivores, their habitats and the challenges and opportunities for conservation in the wild.

This will be a multi-phase project with the first phase of the lions habitat being ready in Spring 2025.



SPECIES AND CONSERVATION

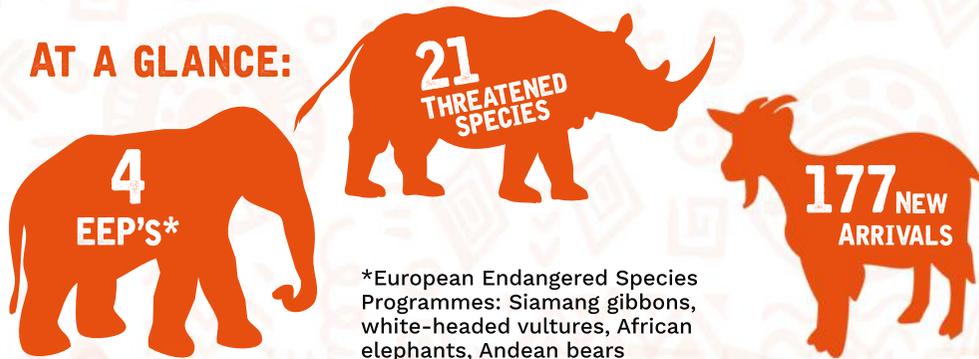
SUMMARY

We're privileged to care for an incredible range of animal, reptile and bird species, including 21 which are classified as vulnerable, endangered and critically endangered on the IUCN red list.

Over the last year we've grown in status and recognition as a modern zoo providing best-practise facilities and welfare to flagship animals like African elephants and Andean bears.

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AT A GLANCE:



“Noah’s Ark provides an outstanding environment where Uli can thrive while learning important lessons about what it takes to be a bull elephant. African elephants like Uli are at risk of being lost forever. Zoos such as Noah’s Ark are at the forefront of the fight to conserve elephants now and into the future.” Jo Judge - CEO BIAZA

African elephant, Uli, is introduced to the other bull elephants



10 YEARS OF ELEPHANT EDEN

Our elephant programme, Elephant Eden, continues to play a vital role both in providing an African Bull Elephant facility for the international breeding programme and in helping set the benchmark for elephant facilities and care in the UK.

In March 2024, we welcomed Uli, a 13-year-old African bull elephant from Magdeburg Zoo in Germany and in doing so provided him with a place to develop as a young adult bull. This brought our bull elephant group up to 4 elephants having welcomed another 10-year-old bull elephant, Sutton, from West Midland Safari Park the year before.

The arrival of Uli and Sutton have enabled two elephant collections to continue with their breeding programmes. In time Uli and Sutton will grow and develop to become breeding bulls and can be active in a breeding collection elsewhere in the international programme.

SPECIES AND CONSERVATION

CONTINUED

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Artist's impression of renewed lion habitat



Our Andean bear group continues to thrive, following the birth of twin cubs Beni and Tuichi born in 2022 and our facility remains a key part of the international breeding programme for this species which is vulnerable to extinction according to the IUCN. We anticipate that Beni will move to another collection as part of the EEP during the next year.

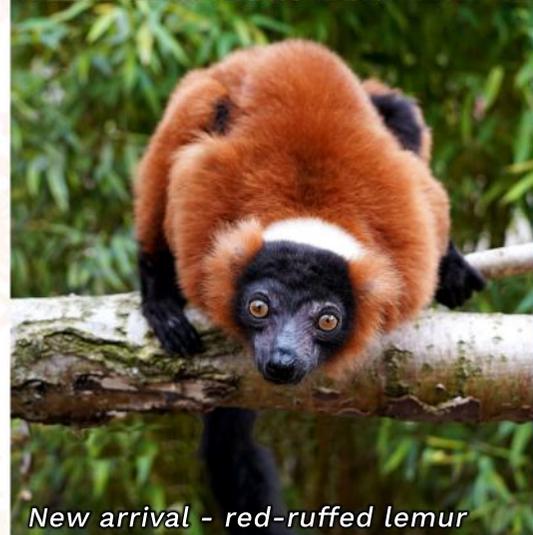
We continued to develop our partnership with the Spectacled Bear Conservation Society (SBC) who carry out research and conservation work in Peru and Bolivia. We funded GPS tracking and camera equipment to be used by SBC in ground-breaking research in Peru exploring the ranges and behaviours of Andean bears in the wild. This is part of a new wildlife conservation area around Machu Picchu which has been approved by the Peruvian government. In addition we worked closely with the SBC leadership team to explore media opportunities to highlight their work to a wider audience.

In other developments we expanded our primate collection with the addition of red ruffed lemurs which are critically endangered in the wild. Across our collection we now hold 21 species which are vulnerable, endangered or critically endangered according to the IUCN.

Our domestic rare breed programme continues to develop as an important part of our conservation work with 22 births across the 6 species of cattle, goats, geese and sheep which we hold which are on the Rare Breed Survival Trust's Watch-list.



Andean bear explores habitat



New arrival - red-ruffed lemur



Bagot goat kids born at NAZF

IMPACT ON EDUCATION

In 2024, Noah's Ark Zoo Farm welcomed 224,000 visitors. Every guest experienced science learning in action through trails, keeper talks, birds of prey displays, live public engagement sessions, and rich educational interpretation across all habitats. These experiences turn real-world biology, ecology, and environmental science into accessible, STEM learning for all ages.

Formal Education Programme

Our formal education programme continued to grow, providing high-quality, curriculum-linked science learning for thousands of children. 18,578 school visitors from 361 schools took part in visits designed to strengthen understanding of key STEM topics.

The Education Team delivered 305 workshops, teaching 7,375 pupils through hands-on sessions linked to the national curriculum, including Habitat Homes (KS1), African Adventure (KS1), and other biology-focused themes.

Outreach

Our outreach work ensured we reached learners who may otherwise miss out on STEM opportunities. We visited 40 schools and community groups, engaging 1,590 people through 53 hours of outreach sessions; bringing animals, artefacts, and expert science teaching directly to them.

Embedding Learning in Nature

Outdoor learning is scientifically proven to boost children's health, engagement, and connection with nature. With over 100 acres of zoo grounds, Noah's Ark is uniquely suited to expanding this style of education.

Beyond the classroom

In 2024, we launched Walking Safaris, a new initiative where children explore the zoo with our team while engaging with animal biology, adaptation, habitats and conservation. These safaris represent a key step in our long-term vision to embed outdoor STEM learning throughout all education pathways at the zoo.



AT A GLANCE

This year we have...



Engaged children from
361 SCHOOLS
across the South West & South Wales.

Inspired and educated
7,375 LEARNERS
through 305
curriculum-linked
workshops on site.



Welcomed
18,578
learners and
teachers.

Reached 1,590
people at 40
outreach
locations.



IMPACT ON EDUCATION



Inclusive Education for All

Inclusive Education for All

We are committed to ensuring that learning is accessible for every visitor. In 2024 we:

- Expanded our accessible signage programme into more habitats to support a wider range of learning styles.
- Introduced additional video screens across site to show conservation partner stories and accessible educational content.
- Improved our daily talk schedule to offer a bear feed.
- We have invested in a new accessible wildlife trailer to take guests across our farmland on the tractor ride to learn about farming and native wildlife, supported by North Somerset Council Community Grants.

These enhancements ensure that every visitor; not just school groups, has the opportunity to meaningfully engage with wildlife and conservation.

“It was a great day out. We arrived just after opening and walked round all day. My partner has mobility problems and there were plenty of place to rest and enjoy the sights. The areas are accessible mainly with little effort. Staff were very friendly and so helpful. We attended several talks and displays all of which were aimed at all levels.

The animals themselves looked all well kept and enclosures clean and in good condition. I would highly recommend this little gem to anyone and for families it's great too.”

Tripadvisor October 2024

Home Education Programme

In 2024, we delivered eight dedicated Home Educator Days, welcoming 1,537 home-educated learners and their families. These days were carefully designed to support diverse learning styles and included tailored trails, hands-on activities, STEM-inspired workshops, and immersive experiences with nature.

To support the home educator community, we offered access for school-aged children at a highly discounted rate, ensuring cost was not a barrier to participation. This enhanced programme enabled home-educated children to engage meaningfully with wildlife science and conservation through accessible, practical, and inspiring learning opportunities beyond the classroom.

“I just wanted to say what a wonderful day a group of us had and thank you for putting these days on for home educators. Cost of days out can be an inhibiting factor for home educators so days like this make educational experiences like yours accessible and also feels like what we're doing is recognised and supported. It's really appreciated and valued. The bird of prey display was incredible as always.” Home educator parent



PEOPLE & WELLBEING

In 2024, Noah's Ark Zoo Farm continued to strengthen its commitment to people, wellbeing and inclusive access. As a charity centred on connection; with nature, with animals and with each other, we recognise the powerful role that green spaces and shared experiences play in supporting mental and physical health.

We were proud to launch the Conservation Dome, a new dedicated space for conservation-themed public engagement. Throughout the summer, the Dome hosted hands-on learning activities led by our Education Team, offering visitors of all ages opportunities to connect with wildlife, deepen their understanding of global conservation issues, and enjoy creative, calming, nature-based experiences.

To mark our 25th anniversary, we introduced the Big Zoo Quest a trail designed to promote active engagement, curiosity, and a sense of discovery across the zoo. Trails like this provide self-guided activities that support mindfulness, movement and learning through exploration.

Inclusive Trails, Storytelling and Activities

Across the year we delivered seven additional educational trails, each designed with accessibility at their core. These included:

- Large fonts and dyslexia-friendly colour contrasts.
- Pictorial sentences to support visitors with additional learning needs and early readers.
- BSL (British Sign Language) imagery to promote inclusive communication.
- Layouts designed to support different sensory and learning styles.

We welcomed Scarlett Oak Theatre for six days of conservation-themed, interactive puppet shows, giving families a playful and emotionally engaging way to explore conservation stories together, reaching almost 7000 visitors.

During Christmas, our literacy-focused festive trail brought the magic of reading to life. 318 children visited Santa in his 'Library', each receiving a gift-wrapped book while supporting a nationwide children's reading charity; blending joy, literacy, and community impact.

We welcomed a range of community and charity groups to the zoo, including new parents through an Out & About breastfeeding group, and hosted a Christmas meal for local older people at risk of loneliness in partnership with a local community group. We also welcomed volunteers from Age UK as part of Volunteer Week.

AT A GLANCE

This year we have...

Welcomed 5065 children visited for free in January.

Offered 533 free days out for over 70s.

Provided 554 free tickets for charity and community fundraising events.

Hosted 6793 visitors in charity and community groups

Welcomed at least 10,536 disabled visitors each with a free carer.



BUILDING FOR OUR FUTURE

2024 has been a year of growth, creativity and connection at Noah's Ark Zoo Farm. We welcomed thousands of visitors through our gates, introduced bold new ideas, and continued to strengthen our role as a place where wildlife, people and learning come together. From developing more inclusive experiences to deepening our educational and conservation impact, this year has laid strong foundations for what comes next.

One of our most exciting milestones has been the launch of Project Carnivora, marking a significant step forward in the development of our animal collection. This project reflects our long-term commitment to excellent animal care, conservation storytelling and creating habitats that allow visitors to build meaningful connections with incredible species.

Building on this momentum, 2025 will focus on shaping the zoo's future with accessibility, inspiration and impact at its heart. We're proud to be introducing a new accessible tractor trailer ride helping more visitors gain access to nature.

We will also continue to enhance our educational offer, creating more opportunities for hands-on learning, wildlife science and conservation discovery for families, schools and home educators alike.

As we look ahead, our focus remains clear: caring for wildlife, welcoming our community, and building a zoo where everyone feels included, inspired and hopeful about the future of our planet.



Find out more and get involved



Visit our website at www.noahsarkzoo.com

Get in touch with us at info@noahsarkzoo.com

