

Annual report activity

This task involves researching Chester Zoo's latest annual report.

To complete this activity, please view or download Chester Zoo's latest annual report. You can find it at this address:

www.chesterzoo.org/footer/corporate-information/annual-reports

The annual report will have a “financial review” section where you can find all the relevant information to answer the questions.

Task 1: Income

1. How much total income did Chester Zoo bring in during the last reported year?
2. List the main sources of income (Visitor admissions, Memberships etc..) and the amount from each.
3. Which income source contributed the most towards the total income?

Task 2: Expenditure

1. What was Chester Zoo's total expenditure during the last reported year?
2. Break down the main areas of spending (Employment costs, Raising funds etc...) with amounts.
3. Which area had the highest cost?

Task 3: Surplus and financial position

1. Did Chester Zoo make a surplus or loss in the last reported year?
2. Which year has had the most capital investment?
3. Would you expect the zoo to invest a large amount of capital this upcoming year?

Task 4: Marketing and finance connections

1. What did the Brand and marketing strategy aim to do this year?
2. How much did we spend on marketing visitor admission & experience?

Task 5: Reflection

1. What was Chester Zoo's financial position at the end of 2024?
2. How does Chester Zoo ensure financial resilience?