

Covid Business Impacts

How Colchester Zoo operated in 2020 and 2021

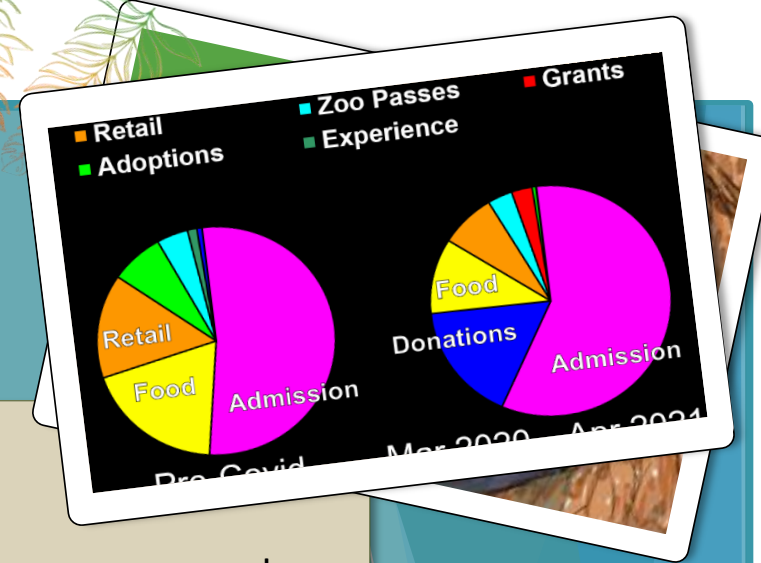
Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will know that Colchester Zoo, and other tourist attractions, were severely impacted by covid restrictions
- ✓ **Most pupils** will understand how Colchester Zoo minimised costs and found revenue from new sources including donations and grants
- ✓ **Some pupils** will recognise the complex nature of various government schemes and grants which kept businesses functioning during the pandemic

Session Outline:

The session starts by explaining Colchester Zoo as a business, covering its mission, type, customer base, running costs, and income sources. We will then discuss each cost and how they were minimized in 2020-2021, including furloughs, redundancies, inventory management, and government schemes. Next, we'll cover main income sources and how they were impacted during this period, addressing lockdowns, capacity limits, secondary spending, biosecurity, managing passholders, and government grants.



Curriculum Links

Business

Tourism & Leisure

Customer Care

Marketing