

CZS the Charity

How and why Colchester Zoo became CZS

Post 16

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will know how Colchester Zoological Society represents a mission driven business, with charitable goals rather than profit as a business aim.
- ✓ **Most pupils** will understand the complexities of this financial impact, including revenue and expenditure
- ✓ **Some pupils** will understand the ramifications of this change on the zoo's PESTLE and SWOT analyses

Session Outline:

The session starts by outlining the variety of business models used by zoos before focusing on charity as an example of a non-profit organisation with mission-oriented goals. We'll then discuss the changes to the business structure and management. The financial objectives, and impacts of this change are then covered in detail with side-by-side comparisons of operating as a Ltd. compared to a charity. Future potential changes are then examined including potential new revenue sources. Analysis of internal and external factors impacting the future are then discussed in detail through PESTLE and SWOT analyses.



Curriculum Links

Business

Tourism &
Leisure

Finance

Accounting

COLCHESTER
ZOOLOGICAL
SOCIETY