

Westbury Zoo

You have been asked to build a new zoo and have been given £450,000 to spend.

You will need to decide on the animals that you will keep in the zoo, your layout, where people will get food and drink from, where people can buy things in your zoo, and how they move around your zoo.

TASK 1:

First, begin by designing your park on a sheet of squared paper. On the next page is a table, which explains how much space each section of your zoo will take up.

You may adapt the animals that you have in your zoo, however you'll need to consider the size of the animal and which enclosure it will fit in best. The cost will be the same e.g. A leopard enclosure instead of a tiger enclosure will still need 3 squares per leopard and will still cost £2800 per leopard.

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Designing your Zoo

You can select what animals are in your zoo, and choose how many of each of the animals you have in your enclosures, but if you would like 8 lions, you will need 32 squares for their enclosure. Your guests **must** have toilets to use, a first aid tent, a shop to go to, and somewhere to eat. You can have as many or few of these stands as you would like.

Item	Number of Squares
Entrance	2 per kiosk
Car Park	1 square per 6 cars or 2 squares per coach.
Paths	1 square for each section
Toilets	4 squares per 4 toilets
Shop	6 squares
Ice Cream Stall	3 squares
Vending machine	1 square
Lockers	2 squares per 6 lockers
Cafe	8 squares
First aid	4 squares
Tiger enclosure	3 squares per tiger
Lion enclosure	4 squares per lion
Elephant enclosure	6 squares per elephant
Giraffe enclosure	3 squares per giraffe
Penguin enclosure	2 square per 5 penguins
Rhino enclosure	9 squares per rhino
Seal enclosure	6 squares per 2 seals
Meerkat Enclosure	2 squares per 5 meerkats
Monkey enclosure	5 squares per 4 monkeys.
Wolf enclosure	4 squares per 4 wolves

Remember that your only have £450,000 to spend!

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Building Costs

Now you need to work out how much you have spent building your zoo.
The table below shows your costs for each section.

Item	Cost
Entrance (per kiosk)	£200
Car Park (per square)	£50
Paths (per square)	£25
Toilets (per block)	£600
Shop (per shop)	£2000
Ice Cream Stall (per stall)	£1750
Vending machine (per machine)	£80
Lockers (per block)	£250
Café (per café)	£2250
First aid (per tent)	£1800
Tiger enclosure (per tiger)	£2886
Lion enclosure (per lion)	£3222
Elephant enclosure (per elephant)	£3267
Giraffe enclosure (per giraffe)	£2999
Penguin enclosure (per 5 penguins)	£3897
Rhino enclosure (per rhino)	£3309
Seal enclosure (per 2 seals)	£2758
Meerkat Enclosure (per 20 meerkats)	£2454
Monkey enclosure (per 4 monkeys)	£7555
Wolf enclosure (per 4 wolves)	£5675

Task 2 - The Logo!

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w zoo will require some form of logo. You need to think about the type of zoo you have, the animals that are there, the people you expect to visit and the general feel of your zoo. This then needs to be added to your simple design for a logo. There are some current Logos below for inspiration!



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Task 3: Running your Zoo

It costs you money each day to run your zoo, and to keep your customers and animals happy. You need to use the table below to calculate how much it costs per day to run your zoo.

Ongoing Costs

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Item (costs are for each item)	Staff Costs	Maintenance/ staff/ food/ repairs	Cost per day	Total cost per day (all of each item)
Entrance	£30	£10		
Toilets (per block)	£5	£15		
Cafe	£35	£20		
Shop	£25	£15		
Ice Cream Stall	£20	£10		
Vending Machine	£5	£10		
Lockers	£0	£5		
First Aid	£45	£20		
Tiger Enclosure	£45	£50		
Lion Enclosure	£45	£50		
Elephant Enclosure	£50	£60		
Giraffe Enclosure	£15	£55		
Penguin Enclosure	£20	£65		
Rhino Enclosure	£45	£55		
Seal Enclosure	£30	£65		
Meerkat Enclosure	£25	£25		
Monkey Enclosure	£25	£45		
Wolf Enclosure	£20	£45		
Total cost per day for all items				

Day	Adults	Children	Total	Day	Adults	Children	Total
1	120	257	377	16	432	756	
2	155	297	452	17	457	831	
3	98	134	232	18	463	752	

Now that you know how much it costs to run your zoo for the day, you need to think about how much you are going to charge each guest. Are you going to charge the same for adults and children?

Entrance Costs

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4	138	352		19	497	831	
5	241	341		20	503	872	
6	257	418		21	521	873	
7	291	433		22	576	896	
8	287	397		23	584	913	
9	294	432		24	599	914	
10	313	475		25	603	962	
11	334	487		26	610	982	
12	362	498		27	615	995	
13	377	531		28	623	998	
14	384	550		29	646	1032	
15	324	446		30	658	1057	

Make sure that your cost isn't too expensive- you don't want to put people off, but if you don't charge enough, you won't cover your costs!

How much are you going to charge per:

Adult:..... Child:.....

In the table, it shows how many adults and children visit your zoo each day. You need to work out how much you will make each day in entrance fees, and how much you will make in total.

Task 4: Advertising

The weather is turning awful and your visitor numbers are going to drop. Work out how to advertise your zoo so that more people will visit it.

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You need to design your advert and present it to the rest of the class. You can choose a poster, a leaflet, a radio advert, or a TV advert.

You will also need to write a small article for the newspaper. This has to be 100 words or less. What will you write to persuade the visitors to your zoo?

Finally a famous celebrity has said they will re-tweet an advert for your zoo! You need to think of a tweet for them to send. This has to be 140 characters or less!

Task 5: Now you need to work out whether you are going to make a profit or a loss. Whilst your visitors are in your zoo, they will each spend some more money... Each visitor will spend:

- £2 on a locker for the day
- £2 at each ice cream stand
- £4.50 at each shop

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