

MISSION

CUMBRIA ZOO COMPANY aims to provide a first-class zoo experience dedicated to inspire in people a respect for animals, the environment and the world in which we live through authentic experiences and sustainable practices.

MISSION: KEYS TO SUCCESS

Cumbria Zoo Company's following objectives must be met to achieve the mission:

1. We will offer all visitors an inspiring, informative, and authentic wildlife experience, increasing public understanding of animals, conservation and the role visitors can play in protecting biodiversity.
2. We will offer superior customer service in a safe and attractive environment for visitors of all ages.
3. We will create a culture of inclusiveness and cooperation to encourage zoo staff and volunteers to achieve their fullest potential to enable the zoo to develop and maintain the highest standards and the Company's objectives - our people are critical to our success.
4. We will contribute to the conservation of wildlife and the natural environment, including active participation in co-ordinated breeding programmes and the best practice management of animals in naturally themed enclosures that are considered conservationally sensitive.
5. We will ensure the welfare of the animals in our care is maintained to the highest standards.
6. We are committed to maintaining and developing an education programme for our guests, learners from pre-school to post graduate level, and any other stakeholders that the Company engages with.
7. We are passionate in our promoting sustainability activities through our actions.
8. We are committed to supporting field conservation programmes in the wild.
9. We will develop the zoo's role as a centre for conservation and welfare research.
10. We are committed to ensuring that all our actions are legally compliant, financially considerate, demonstrate best practice and upheld our core values.