



ANNUAL REPORT

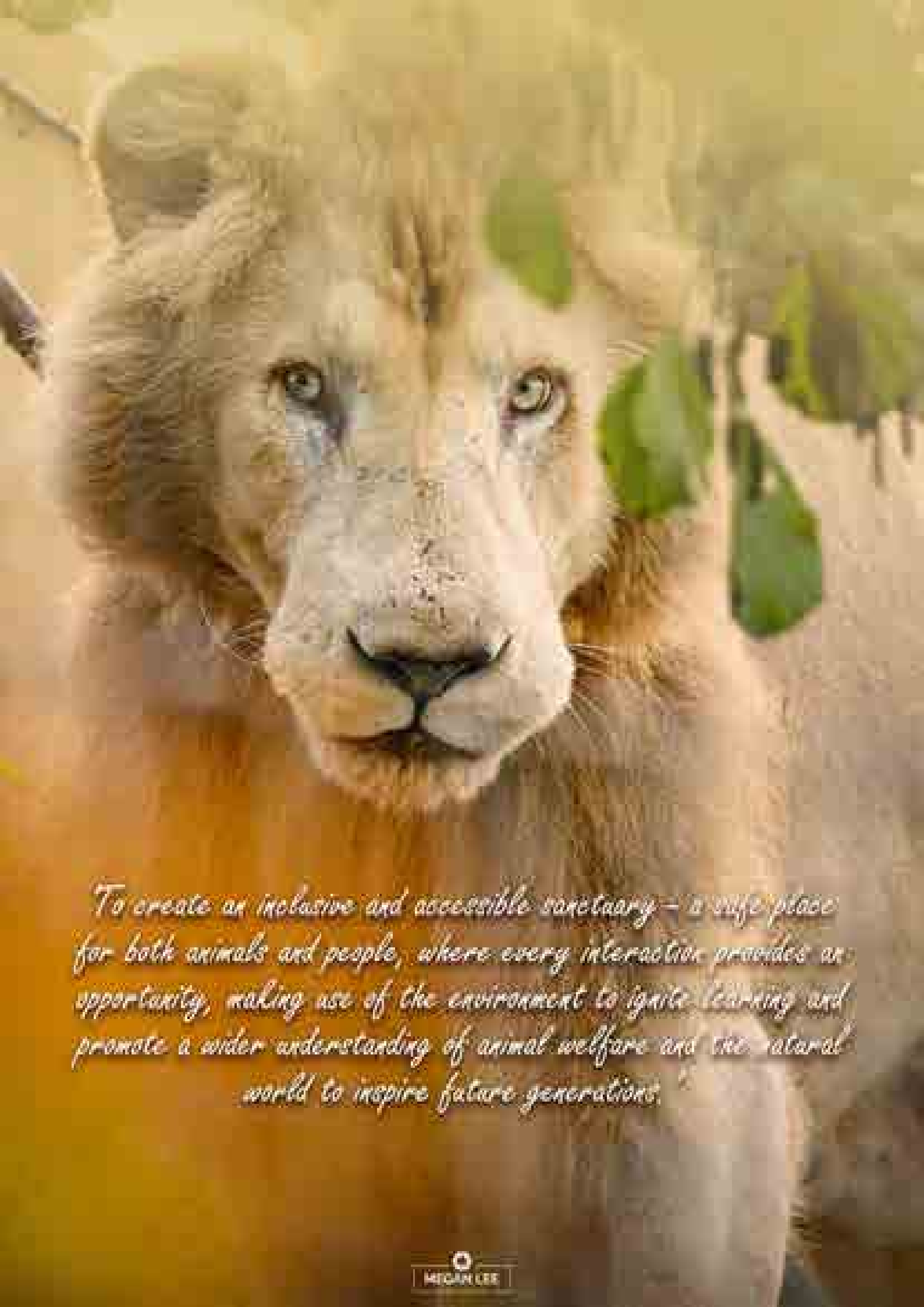
2024

The Parrot Zoo Trust

Lincolnshire
WILDLIFE PARK

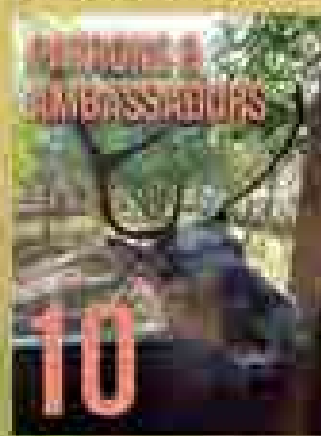
www.lincswildlife.com

Charity number: 1162135



To create an inclusive and accessible sanctuary - a safe place for both animals and people, where every interaction provides an opportunity, making use of the environment to ignite learning and promote a wider understanding of animal welfare and the natural world to inspire future generations.

Contents



It's all history...

Join us on our journey to create a haven that transcends boundaries - an inclusive and accessible sanctuary where animals and people can thrive together. Each interaction presents an opportunity to use the environment to learn and develop a deeper understanding of animal welfare and the natural world. Together, we can inspire future generations.

Our story unfolds with Steve Nichol, BCVA, the visionary behind The National Parrot Sanctuary. In the early 1990's, driven by a passion for parrots and with extensive knowledge about these extraordinary creatures, Steve founded an organisation that began by assisting local parrot owners in Sheffield. Quickly gaining recognition from national and local animal welfare bodies, we have evolved into a global beacon for parrot-related guidance. Within a year, the perfect canvas was found in turn: Cloochin Hills, a one-acre piece of land that became the foundation for our sanctuary. Over the years, The Parrot Zoo Trust transformed into a beacon of hope, celebrating two decades as a charity in 2022. Today, we extend our support to a diverse array of mammals and birds, including our collection of [Meyril Terns](#).

As we continue to evolve, our commitment to providing a sanctuary for exotic animals remains unwavering, with over 98.6% of our residents having been rescued. The National Parrot Sanctuary stands as a testament to our unique and vital role, the largest facility of its kind in the UK, shaping the care of our existence.

*Join us in preserving and cherishing
the beauty of our shared sanctuary.*

Thoughts & reflections from our Chair...

Throughout the year we have continued to care for and nurture our animal, bird, and reptile community.

Thanks to the commitment of our supporters, patrons, and stakeholders we have been able to offer sanctuary to more. Steve Nichols (our CEO) and the team have strived to offer the best outcomes not only for all the birds, reptiles, and animals but also for all our customers.

In recognition of the struggles that many are endeavouring to cope with, including the economic impact that affects us all in one way or another, we have increased our holiday offer, with the inclusion of the February half term as an opportunity for families to visit at a reduced cost, and of course the repeat of our special Christmas offer that was bigger and better than previously, with over 7,500 visitors coming on site in December as our guests, many of who faced the wet and cold to visit Santa.

Our awareness of our customers' needs has influenced on-site developments and 2024 has been once more a year of launching new initiatives that will enable future work and hopefully future sustainability of the park. More new enclosures, new and improved pathways, picnic areas and much more planting have all been part of this year's plan to improve the customer experience. Keeping the site accessible has been a challenge at times, the weather certainly hasn't been so kind, and water has been a constant part of the site, but having secured more land, we have been able to extend our on-site car parking.

Connecting with stakeholders and our customers around the world has been through the daily updates on our social media, which continues to bring many more into the daily life of Lincolnshire Wildlife Park, and Parrot Zoo Trust. Our presence across social media platforms has led to many film crews coming on-site, not least to hear the swearing parrots.

... And so into 2025, we will continue to ensure that we provide the best care possible for all the animals, birds, and reptiles, for which we provide sanctuary. 2025 is likely to be challenging, the increase in costs means that we do need to consolidate our development, maximise every opportunity whilst ensuring our customers get the best experience possible, and keep coming!

Karen Parsons
Chair of Trustees



The Trustee Team 2024

The Trustee Team 2024 is a dedicated group of individuals who are committed to the welfare and development of the Trust. They are responsible for the overall management and financial affairs of the Trust, ensuring that it operates in the best interests of its members and the community it serves. The Trustee Team 2024 is a diverse group of individuals with a range of skills and experiences, all of whom are committed to the success of the Trust.

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We are pleased to introduce our Trustees of 2024:



*Kevin Purcell
Chair*



*Tim Mansfield
Vice Chair*



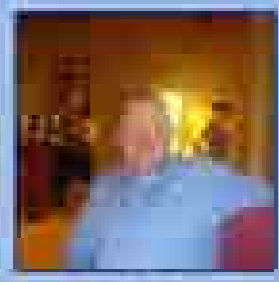
*Kirsty Johnson
Health & Safety*



*Tim Roper
Legal*



Dr. John Birtley



*Will Dinning
Marketing & Media*

A message from our C.E.O

Well, here we are again reviewing 2024. It simply does not seem possible that twelve months have passed since our last Annual Report was in production, the year has flown by and we have achieved so much as a team.

Our Social Media platforms have again gone from strength to strength and we were delighted to add Twitch to our portfolio of platforms. With a little help from our friends, we have been able to install over 25 live-streaming cameras to enable our supporters to watch the antics of our lovely animals 24/7 from the comfort of their own homes.

Many new initiatives and developments were planned and completed, and these are mentioned elsewhere, but we would not have been able to contemplate these without the support of all our visitors and supporters.

I cannot review 2024 without mentioning another 'special' birthday. June 2024 marked 21 years since we became a registered Charity, and we celebrated in style with fun and games in June.

Christmas 2024 was truly special for me once again. In appreciation of our visitors, we decided to give back with a special offer: 'Our Gift to You' allowed entry for just £1 from December 1st to 23rd. We happily welcomed Santa, who greeted visitors in his Grotto on most days.

Additionally, we introduced Mini Mondays for our smaller guests under the age of three and created a Calm Christmas experience for those who preferred a quieter atmosphere. We are confident that both initiatives were well received. We were thrilled to welcome over 11,500 visitors throughout the month. Thank you all for making another Christmas season so memorable!

Sadly, we have said goodbyes to some of the team who have gone on to bigger and better things and I would like to thank them for their commitment. We have also, and inevitably, said goodbye to some of our animals. We miss them and they will remain in our hearts.

I would like to personally thank everyone on the team here at the Parrot Zoo Trust for their hard work and enthusiasm day after day. Without you all, it just would not be possible.

Here's to all things in the future.



THE L.W.P TEAM

5

Management



APRC team



Animal Keepers



Admin & Development

HELLO'S AND *Goodbyes*

Goodbye and Good Luck

We said farewell to Eddie-Mag and Emily and wish them success in their new pathways.



Hello and Welcome

Cliffie, who has been volunteering alongside her university degree, has now joined our team.



Rest Easy

It is with the greatest of sadness that two of our most well-known characters passed away this year.

Clarence our ring-tailed Lemur was one of the first mammals at the Park back in 2009. Debra was the first Bengal Tiger to set foot at the Park, creating a milestone for the beginning of our big cat rebranding.



Don't just take our word for it...

““

Google - Maya Higgins

I CAME HERE WITH MY FRIENDS FOR ONE OF THEIR BIRTHDAYS AND WE ALL HAD THE BEST TIME EVER. LOVED EVERY MINUTE OF IT. MY FAVOURITE WAS THE BIRDS AS WE COULD FEED THEM. WE SAW SOME OF THE TALKS TOO AND THEY WERE VERY INFORMATIVE AND INTERESTING. SO HAPPY WE CAME HERE. WILL DEFINITELY BE BACK :)

““

THIS WAS OUR 1ST TIME VISITING. WE WENT WITH OUR SON, WIFE AND 2 GRANDCHILDREN 8 & 6, WHO HAD A GREAT TIME. EXCELLENT VALUE AND WOULD DEFINITELY LOOK TO GO AGAIN WITH OUR GRANDCHILDREN.

Google - Kevin W

““

Google - Midea Gonzalez

YOU NEED TO EXPERIENCE IT TO UNDERSTAND IT! SURPRISED, AMAZED, DEEPLY SATISFIED! SIMPLY SAID WE JUST LOVED THE TIME SPENT THERE! KIDS COULDN'T GET AWAY FROM THE PARROTS, OTHE BIRDS, TURTLES, BEESE, FISH, CROCODILE... THANK YOU

““

WE HAD A GREAT TIME AT THIS PARK... JUST SEEMED TO ENJOY THE MIDDLE SPRAWL HERE BUT THE WIFE, JUDITH SAID IT'S WORTH IT TO SEE THE STAMMIS. IT WOULD BE WORTH FOR A PRETTY GREAT ATTRACTION. GREAT DAY OUT! ABOUT 4 HOURS SPENT HERE.

Google - Will Frisby

““

Google - Sharon Birch

LOVELY PARK, GREAT ANIMALS AND BIRDS TO SEE... STAFF IN CAFE WERE LOVELY... BEST BIT WAS FEEDING THE BUDGIES, THEY ALL CAME OVER WERE ON OUR FEET, HEADS, AND ONE ALSO WENT UP A T SHIRT

““

WE WERE OUT FOR THE DAY, LOVE HOW IT'S SET UP AS YOU GET TO SEE EVERYTHING ON YOUR WAY AROUND. PLENTY OF PICNIC SPOTS TOO. THANK YOU FOR A LOVELY DAY.

Google - The Wilson Family

2024 HIGHLIGHTS

In March, we welcomed Visit England for an unannounced 'mystery shopper' visit to assess and evaluate our visitor offerings. We were thrilled to receive our accreditation later in the year, allowing us to proudly display the Visit England sign once again.



In May, we were thrilled to launch our own Twitch channel, a live-streaming service. We were delighted by the support we received right from the start. With the help of our supporters, we installed more than 25 cameras around the park, allowing everyone 24-hour access to view our animals.



World Parrot Day is celebrated annually on May 21 to raise awareness about the threats facing both wild and captive parrots worldwide. It is also an opportunity to learn more about these intelligent and fascinating birds. The first World Parrot Day was organised by the World Parrot Trust in 2004.



Woodland Walk and Bug Hotel!

Within a month of our Woodland Walk opening in June, we had our first residents at the 'Air Bee n' Beets', which was a Starling. It just shows how amazing one little act of kindness can be... try it in your garden and see what wildlife you can provide a home for.





INTERNATIONAL DAY OF THE TIGER



Each year we host a Celebration of Tigers across the World on International Day of the Tiger. We have been humbled to provide a home for some of these beautiful animals since January 2018. 2024 was no different and a great time was had by all our guests and staff on 29th July.



Sophie and Rachel attended the Skegness Business Awards 2024 on Thursday 22nd November at the North Shore Golf Club, in Skegness. We were finalists in the 'Visitor Attraction' category. Unfortunately, we didn't come out as winners on the night, but it's the taking part that counts (surely?).



Another first for us in November - we had a marriage proposal on site - Congratulations to the happy couple, and we hope to see them again many times in the future.

The remaining weeks

of the year were taken up with preparations for our Christmas festivities. Our EIT HO and Enchanted Forest areas were upgraded, and many new attractions.

For the first time, we held a 'Switch-on' event. We were joined by the Lord Lieutenant of Lincolnshire and Danny Miller, (I'm a Celebrity, Emmetdale) our newest Ambassador, to carry out the honours.

To round off the year, we welcomed over 11,500 visitors during December, with over 1300 little ones visiting Santa in his Grotto.

Christmas Eve, 24th December, saw us all having a well-earned rest for a few days.

And, that was the year that was ... 2024

Now for the STATISTICS



Number of volunteer days in 2023 - 1067
Number of volunteer days in 2024 - 1188

Animals assisted in 2023 - 177
Animals assisted in 2024 - 203

Visitor numbers 2023 - 73,459
Visitor numbers 2024 - 80,160



FINANCES & Figures

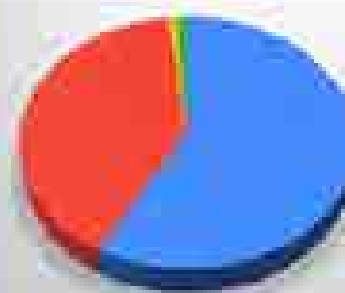


Our income in 2024



- Conditions and legacies
- Charitable activities
- Other trading activities
- Investment income

Our expenditure in 2024



- Charitable activities
- Support costs
- Finance
- Governance costs

Where it comes from...

Conditions and legacies £1,024,186

Charitable activities £51,030

Other trading activities £2,687

Investment income £3,629

Where it goes to...

Charitable activities £330,494

Management £585,921

Finance £13,706

Governance costs £18,817

"The love for all living creatures is the most noble attribute of man"

— Charles Darwin

2025 ... Loading

It is so difficult to predict what lies ahead, but at the time of writing this report, we are a few months into 2025, so we can have a bit of a sneak preview...

Helping Families

We've had an extremely busy February when we offered our annual 'Free Kids' promotion. We introduced this special offer to help reduce the stress on families wanting a day out after all the Christmas and New Year expenses.

Walla Lovely March

Six lovely Red-necked Wallabies arrived at the sanctuary in March for a new, natural environment on our Nature Reserve. Although a little timid at first, they're now part of the furniture!

Hopping good fun!

The Easter bunny made several appearances this April as part of our Easter celebrations during half term. The sun even shone for us for most of the time, making it a great success.

Keep an eye on social media for more updates and events!



CAN YOU HELP US?

£1



£1

25p

Make your donations go that little bit further with Gift Aid. If you are a UK tax payer then you can say 'yes' to Gift Aid and we receive 25% extra for our charity without it costing you a penny!

Social Sensation

Social media is a powerhouse of support opportunities for our sanctuary, with many ways for our followers to get involved through subscriptions and live streaming.

Show your support and subscribe to help us, in turn you'll gain great discounts, freebies and exclusive content.



Special Poll

Our unique monthly sponsorship programmes allow you to donate regularly to receive our exclusive and private newsletters, an annual pass and exclusive park.

Adopt an Animal

Take a cuddly version of your favourite animal home, along with a box full of goodies! Our adoption packs make a great gift and include an annual pass to the park, get in touch to see if your favourite character is available!



easy fundraising.org.uk
feel good shopping

Shop through the Easy Fundraising app and add us as your chosen charity, there are hundreds of stores that will donate to us whenever you purchase!

Our PATRONS

We very much appreciate our Patrons and Ambassadors. These people promote our Charity in their own very special ways. Some visit and meet our supporters on our special days, and others promote us to their followers via social media.

Toby Dennis
Lord Lieutenant of Lincolnshire



I am delighted to be a Patron of the Charity and to support the work that you have done in the past, and the commitment I am pleased to be a part of a team that is promoting community, wellbeing, and excellent projects for the continued success of the Park.

I was very pleased when you asked to come and meet GAO, Steve, John and the team at Lincolnshire Wildlife Park, and could not have imagined the commitment I was to encounter. The Park is a remarkable place and the team are exceptional people. I was impressed with the knowledge and passion for all the animals the team has shown responsibility for, along with the dedication to their wellbeing, enrichment, and for their future generations.

I am so proud to be a part of the amazing charity's engagement of courses. I fully understand why this is a world ahead for many disadvantaged young people. What's Culture? Making a home at its heart to us. African Day - meeting celebrities at school.

More fun than things are worthy of our attention, and occasionally even a little of our time of meeting. I understand my children's interests, and probably not what they should do, but the Parks Zoo, from our the excitement of all about enjoying enjoyment, and I think that enjoyment is a very important thing.

The experience that a person could have from a park at home. The experience that a person can find right after being rejected, and the power of being a countryside home where, for the price of an admission fee and a bag of peanuts, you can spend all afternoon in the land and enjoy the company of parrots.

Some will tell you that they think of you, others will know you, imagine, how you'll feel in your mind, and a few, miraculously, will see while the "Stoppage" means love as you shall see.

Home and the Redding have been opened to life, and that's common to be with the house (Cultural and Animal). For one citizen the wholeheartedly and with love, a very, wonderful, happy.

Doreen Brown
Mentalist and Illusionist



Our AMBASSADORS



Luke Munn

Most of us like an animal of some description, but few dedicate their entire lives to caring for them. I am proud to be an Ambassador and personal supporter of the Parrot Zoo Trust, a wonderful charity with Steve Nichols at the helm of a dedicated team of carers, who all relentlessly and selflessly offer needy creatures one-to-one attention 24 hours a day for 365 days every year.

As an Ambassador I am very proud to be associated with such a unique animal charity. As a parrot owner myself for over 20 years, I know firsthand the time and dedication required to look after just one bird, so caring for the hundreds that these amazing guys and girls do daily is awe-inspiring.

I have followed the Charity and supported their progress over many years. The utter determination to offer a caring home to such a huge array of exotic animals, including the collection of Bengal Tigers, is a testament to the Charity and the team. With the team's persistence to never give up no matter the hurdles, you soon discover that we are all so lucky that this charity is here to stay and will continue to grow, which is just so fortunate for the animals that need continued help.



Alice Brown



Danny Miller

A huge welcome to Danny who joined us in 2024 as one of our Ambassadors. Danny has visited the Park several times over the past few years and has always been keen to support us in any way he can. So, we asked him if he would like to be an Ambassador, to which he agreed.

Danny said "I am proud to become an Ambassador of Lincolnsire Wildlife Park, everyone at the Park works so hard to give these beautiful animals a great home when they are most in need."

Danny joined us at the end of November to carry out our 'Big Christmas Switch Off' and to say hello to our many guests on the day.

Thank YOU... amazing you!

We are very grateful to every single person and organisation that has supported us throughout 2024. It is your generosity that underpins everything we do, and what makes it possible for us to provide a sanctuary for all our animals.

So very heartfelt thanks to

Every single volunteer who has supported us, giving their time and energy willingly throughout the year.

Everyone who has visited us during 2024, you all 50,000 of you.

Everyone on the team, for their hard work and commitment to the Charity.

And the following organisations and businesses who have helped us throughout 2024.

