

# Vision

Our vision is to inspire learning and engagement with the natural world through:			
Welfare	Welcoming	Engagement	Collection
<p>Ensuring the health and wellbeing of the farm animals.</p> <p> </p> <p> </p> <p> </p>	<p>Providing a welcoming, safe and accessible children's farm that visitors feel confident to explore.</p>	<p>Inspiring people to develop their knowledge and understanding of farm animals and food production.</p> <p>Encouraging people to engage and participate in the development of the farm.</p>	<p>Ensuring the collection reflects small holdings in Britain and encourages an understanding of ethical animal husbandry.</p>

# Outcomes Framework

	Outcome	Indicators / Measures
<b>1</b>	<b>Welfare</b>	
1.1	The farm animals are healthy and well cared for	<ul style="list-style-type: none"> <li>• Comply with the husbandry guidelines from the British &amp; Irish Association of Zoo and Aquariums (BIAZA)</li> <li>• Complete biannual Veterinary Inspections</li> <li>• Be represented at the biannual Zoo and Farm Ethical Committee</li> <li>• Join and maintain membership of the Federation of City Farms and Community Gardens (FCFCG)</li> </ul>
1.2	The most suitable and appropriate enclosures are provided	<ul style="list-style-type: none"> <li>• Complete biannual Veterinary Inspections</li> <li>• Be represented at the biannual Zoo and Farm Ethical Committee</li> <li>• Utilise materials that are in keeping with the park environment to enhance the enclosures</li> </ul>
<b>2</b>	<b>Welcoming</b>	
2.1	The Farm provides a welcoming, safe and accessible environment	<ul style="list-style-type: none"> <li>• Undertake annual visitor satisfaction survey</li> <li>• Analyse gate counter data</li> </ul>
<b>3</b>	<b>Engagement</b>	
3.1	People have a greater understanding of farm animals and food production	<ul style="list-style-type: none"> <li>• Signage around the Farm are up to date, informative and reviewed annually</li> </ul>
3.2	Local schools are encouraged to use the facility to deliver learning from early years foundation stage to key stage 1	<ul style="list-style-type: none"> <li>• School visits are recorded and reported annually</li> <li>• Feedback is sought from Teachers and/or Parents / Carers</li> </ul>
3.3	People are inspired to visit the Farm again and/or volunteer in the development of the Farm	<ul style="list-style-type: none"> <li>• Undertake annual visitor satisfaction survey</li> <li>• Increase volunteer participation. Establish baseline data for 2017/18</li> <li>• Introduce Animal Adoption Scheme in 2017/18</li> </ul>
<b>4</b>	<b>Collection</b>	
4.1	The Farm comprises of species associated with small holdings in Britain	<ul style="list-style-type: none"> <li>• The Farm comprises of stock considered to be domesticated</li> </ul>
4.2	Visitors understand how the species in the Farm relate to small holdings in Britain and links to the park historically	<ul style="list-style-type: none"> <li>• Undertake annual visitor satisfaction survey</li> <li>• Signage around the Farm are up to date, informative and reviewed annually</li> </ul>