

THE NEW FUTURE OF OUR ZOO: PART 1 MONDAY 24TH AUGUST 2020

1. DO YOU BELIEVE THAT AS HUMANS, WE SHARE THE PLANET WITH ANIMALS?
2. DO YOU BELIEVE THAT WE ABUSE THE PLANET THAT WE SHARE WITH ANIMALS?
- 3, DO YOU BELIEVE THAT WE SHOULD FIGHT TO SAVE MORE THAN 32000 SPECIES THAT ARE NOW AT RISK ON THE PLANET?
- 4, DO YOU WANT TO FIGHT TO SAVE THESE ANIMALS?

YOU CAN, WE CAN DO IT. I BELIEVE THAT WE CAN MAKE A DIFFERENCE TOGETHER AND I AM OFFERING YOU A CHANCE TO JOIN ME IN THE START OF SOMETHING GROUNDBREAKING AND DIFFERENT. A DIFFERENT WAY FORWARD, OWN WHAT YOU BELIEVE IN, I CALL IT "BUSINESS WITH HEART".

Over the next four nights I will be posting at 7pm my plans for our future, this new future includes you. I will set out how I see zoos surviving after the pandemic and why I want you to be part of it. Some of what I write may be controversial but if you have answered yes to the four questions then you need to keep reading over the next four nights. I hope over the next four nights what I have written will stimulate debate and I hope you will read it with an OPEN mind. I have always been keen to allow people to have their say, we do not take off posts unless they are nasty or vile. What I have written is my opinion and it might not be yours. That does not make me right or wrong, it is just my opinion. To open and bare your heart is hard to do and something I often get into trouble, the problem is that by doing it you open the doors to people who want to knock you down, but remember, I have got skin as tough as a buffalo's butt. I hope you will find my thoughts and plans interesting and exciting. Our zoo needs YOU to achieve our future goals.

PLEASE POST THIS OUT ON YOUR LOCAL GROUPS AND PLATFORMS AND SUPPORT OUR ZOO.

Regards,

Andy

THE NEW FUTURE OF OUR ZOO: PART 2 TUESDAY 25TH AUGUST 2020

2020 has been life changing for us as humans. The pandemic we are going through has shown us the things that we take for granted can be taken away, going to work, holidays as well as meeting up for a simple coffee with friends are things we now look forward to doing again. Mask wearing has become part of everyday life and I do not know about you but for me it all seems a bit like living in a bad Hollywood film.

I can't help but feel that this has been coming for some time and I know that there are many conspiracies on who is to blame but for me this is more to do with how we are living our lives, for example, look at the rubbish in our streets and on the roads. We have become a nation of slobs and I can't believe that we are having to learn how to wash our hands. Surely this is something we should

have been doing every day since we were born. In my opinion we have waged war on the planet, trashing all in our way, with no concern for what happens to anything else that shares the air we breathe for far too long. I fear for our future and cannot help but think that we are sowing our own seeds of destruction and I will be part of the generation that has allowed it to happen.

Most of you that have been to our zoo and have spoken to me will know that before embarking on this weird and sometimes mind-boggling experience of building a zoo I started with rescuing animals and it was, a quite by chance meeting with two pigs Ginger and Spice that change my life and set me on this path. I still to this day do not consider myself a sandal wearing yogurt eating hippy. I am a realist, I use a mobile phone, sell things with single-use plastic and drive a car. These things cannot be uninvented, but I do know that i must look at how we can use less and be less of a burden on the planet and the species that live on it with us. 32000 animal species on this planet are registered on the ICUN endangered list, some critical. This is not down to natural selection; this is down to man's greed and hunger to take and destroy all in its path. For what? The lust for power and wealth. I have always considered myself a capitalist, the western world and free markets the way forward but now I am not so sure. I feel lost and torn between two worlds. One, a world of money and destruction the other, life and wellbeing. What I can tell you is that although capitalism in my opinion is destroying the world we live in, there is no credible replacement and until there is I am left to fight in a system that I no longer believe in and cannot change, but need to be part of to fight for what I believe in. I can't change or save the world but I can and will do my duty to do the right things and if we all did something we would be making a difference. As humans we moan, we watch the news and listen to what our world leaders tell us and take it as gospel and believe that someone else will sort all these problems out. Why? They won't. They tell us they are making changes and they don't. I am 51, and nothing has changed in my lifetime. We work harder and destroy more. Maybe we deserve the government we get. I leave you with this, How as humans can we be trusted with the future of the planet and the beautiful animals that share it with us, when we cant even look after our older generation. We are living in a broken world driven by power and greed.

Tomorrow I will give you my honest opinion on what I believe a zoo is and why they are now so important.

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Regards,

Andy

THE NEW FUTURE OF OUR ZOO: PART 3 WEDNESDAY 26TH AUGUST 2020

For many years I have seen animal charities, zoos, trusts, foundations, and rescue centres all hold their hands out and ask for help. Myself included, though the pandemic this year we were kept going by the people that gave money, gifts from our wish list and food donations and without these humbling gestures we would have not survived but what do YOU, the people who give, get from your donations? Well the answer is not a lot, Yes, you get a feel-good factor and a sense of goodness and wellbeing but for me you deserve much more. I, as you know, do not come from a zoo background and have always felt that zoos have seen their customers as a by-product, something

they must put up with. I believe this is wrong. You are the reason we exist and this has been proven over the last few months with the generous donations you have given to all zoos and such places. Without you we cannot do the work that is so important behind the scenes. Again, you will know if you come to our zoo, we encourage you to ask questions and interact with our keepers. If you have travelled here and paid to come in, then I believe we should be here to answer and discuss all matters about the zoo. If you had come to our first ever ZOO DO night on the 22nd of August you would have seen this in action.

Taking on a project like building a zoo is not for the faint hearted and it has given me many sleepless nights. The licence in itself is extremely hard to achieve, and so it should be. There are not many new zoos built these days and many of the larger zoos you see and go to were started many years ago and most would have started as a rich man's private collection. I believe that zoos should be smaller and more focused on the endangered species. In my opinion, too many zoos have animals for no other reason than having them. Here at our zoo we have an ethical policy on breeding. We do keep a lot of animals that are not endangered, and most have come from rescue. So, these animals are neutered and spayed to stop them breeding, why breed animals when there is no need. In my opinion too many places breed babies and babies bring in customers. This is wrong and we will not do it. Further to that as we lose the animals that are not endangered, we will only replace them with ones that are endangered. That is what all zoos should be doing. As a zoo that promotes conservation, we are taking steps to become more sustainable, for example we recycle as much as we can, we are moving to biodegradable plastics and moving to paper straws. We plan to go further and look to generate our own power and we are hoping to grow some of our own foods, all this will cut our carbon footprint.

The most common question I am asked is what is a zoo? For many the word zoo, invokes memories of concrete enclosures and sad animals on display for people's pleasure. This is not what a modern-day zoo is in 2020. A modern-day zoo is a place of learning and conservation. Yes people pay to go around a zoo and not all the people read and learn about the animals but the work that goes on behind the scenes with the money generated from ticket sales is much more interesting and for me zoos are at fault for not talking about what they do enough. In my opinion a zoo is a modern-day ark protecting the DNA of animals and in return stopping these animals from almost certain extinction. Another question I get asked a lot is why do we not just breed animals and put them back in the wild? This question also seems to be the answer but think about it, the reason this does not happen is because of hunting, habitat loss through farming, logging and tourism as well as many other reasons. How can you put an animal back when there is no wild left to put them back in? Part of what we do here at the zoo is to support conservation projects around the world such as VULPRO dealing with the decline in vultures in Africa, the AEECL working with the endangered lemurs in Madagascar and the Bumblebee Conservation trust. All three projects are working on the ground fighting for the future of these species and most importantly working on the reasons why we are losing them. This may be as simple as educating local people on the importance of these species. Another and very important part of our work here is working with animal management students from mid Kent and Hadlow colleges by giving these students a chance to come and work and study within our zoo, this is a great chance for them to work with many animals they would not get a chance to work with in college. Our future is investing in their future. We are now also working with other zoos on breeding programmes of endangered species, some of the projects we would like to get involved with are breed and realise where possible. This for me is where we can really make a difference and is where you can play a big part in our future.

Our pledge is that over the coming years our zoo will only bring in endangered animals on breeding programmes. This does not mean that any other species is of less value only that as a zoo we see our future to work on, and support projects and species across the world that need our support. This for me is our goal and our commitment to protect the future of the wonderful and amazing animals that live on the planet with us.

Tomorrow I will discuss how we can finance the future of our zoo moving forward.

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Regards,

Andy

THE NEW FUTURE OF OUR ZOO: PART 4 THURSDAY 27TH AUGUST 2020

So, what do I want to do? For years I have fought to build our zoo, to make a difference, to be able to make a change and I know from talking to many of you over the years you feel the same as I do about our zoo. What the pandemic has taught me is what we do as a zoo has become more important than ever. Over the last year alone we have seen raging fires in Australia as well as the devastating oil spills in Mauritius. Both events have had a devastating effect on animals, and both are entirely manmade. I have also learned a lot about what the zoo means to you. We have seen this through our Go Fund Me page as well as watching thousands of you coming here after lock down. The value of having somewhere for families to go that is affordable "TO ALL" is paramount in my thinking.

We are giving you a chance to own part of our zoo by buying a share. Why? By buying a share you will directly be putting your money into securing the zoos future as well as investing in conservation and education. This is for me ground-breaking. We are not just asking for free funding. YOU will see every penny of your investment build our zoo and watch it grow, as well as being part of that process of watching us grow you the people who have backed us will get a return on your money (business with heart). This has never been tried before within our industry. YOU WILL BE SUPPORTING CONSERVATION AND EDUCATION and you get a return on that investment.

QUESTIONS AND ANSWERS

1. How much are you trying to raise and why don't you go to the banks? We will be trying to raise £500000.00. After getting planning granted last year we spent nearly 6 months on working with the bank on putting a deal together to raise the money. That deal was approved in principle but now has been shelved due to covid 19. The truth is if you talk to any bank there is no confidence in the money markets because of covid 19 and this applies to all types of leading, mortgages , business and loans etc.

2. How much will a share cost me and what will I get back? They will cost £50 per share. We plan to start buying shares back in year 3, 4 and 5. These shares will be bought back at a fixed price of £75

per share. So, if you bought 50 shares at £50 = £2500 we will buy them back within year 3,4 and 5 for £3750. making you £1250 you will not find that return at any bank.

3. Do I have to sell my share back? No, at the beginning of year three we will write to all of you and give you the option of buying the shares back or keeping them and taking dividends on our profits. This will be your choice, take the money or stay and be part of our future.

4. What will the money be spent on? The money raised will go into three main areas: land, infrastructure and zoo.

First, land, we have been given a chance to buy a further 8 acres of land. This is very important as not only will it be a going into the company to further strengthen our assets and protect your investment, it will allow us to grow over the coming years. My plan for this land is to build a purpose built ape and monkey centre working on projects with other zoos. We would like to do orangutans, Woolly monkeys and gibbons. All very exciting.

Second, infrastructure. We have plans to build a new 150-seater restaurant as well as new toilets and a bar within this building. Most of you know that when you come here, we get very busy and turn more people away for food than we feed. This is down to only having a very small seating area indoors, this building will change this. We will have the ability to do three times the amount of food and drink that we do now. This building will also give us a chance to do functions in the evening, again an income we have never had. The second part of the infrastructure plan is to upgrade our kids play area and build a new dinosaur area; I know the kids would love that.

Third the zoo, we will be building 4 new animal enclosures where existing animal enclosures are. The first three will include Flamingos, red pandas and red squirrels. These three new projects will be all stud book lead breeding programmes and we will be working with other zoos on these projects. The fourth we will be to convert five old enclosures into a walk through tropical house, this will include animals such as crocodiles' sloths, small monkeys and birds. Again, all stud book breeding programmes for endangered animals. Probably the most exciting project as you will venture around the tropical forest with the animals.

4. How long will it take, and can this be done in time? We expect to complete the land sale within 3 months of raising the funds. The new restaurant building we plan to open by Easter 2021 ready for a busy Easter and summer period. The new enclosures we will have built by summer of 2021. So how can this be done so quickly? The major obstacle is always planning. This we did last year, so we are ready to get going, we just need the funds. Second, some of the work must be done by professionals but most of the work will be driven and done by us making it a lot cheaper and quicker. We will be reusing existing enclosures, so a lot of the work has been done already and is here.

5. What does the zoo own and is my investment safe? The zoo owns 5 acres of land at the moment which it is built on as well as all the enclosures and fixtures and fittings inside and outside the pub. We will be putting these into a new company called F B C UK PROJECT LTD This company will own all assets including the new buildings and land taking the land owned to 13 acres. We have chosen to sell shares, These do not give you any rights in running the company, however we will write to you every 6 month to keep you up to date with where we are with the plan and where your investment is being spent, We will also have to publish our accounts. The shares you own will be protected by the assets within the company. If the company failed for example the assets would be sold and

money returned to the shareholders first. Remember the new F B C UK PROJECT LTD is what you are buying a share in, that company owns all the assets.

6. What will the company be worth and how much do you expect to take? The company will own 13 acres of land and all the building on the land as well as the fixtures and fittings. I believe that it is worth one million pounds plus. To buy the land and get someone to build what we have would cost twice that figure. I do not believe that this business could be copied in north Kent today with the lack of land available. Turnover. We can only go on the past and predict the future. In 2019 to 2020 we turned over £700000.00 That was on a very limited 50 car parking spaces and very limited seating indoors. Moving forward we now have 200 car parking spaces and with the new building we could treble our take on food and drink. From Oct 2020 as the new company, I think it is possible that we could be turning over double that £700000 figure and by year three we would expect to hit 2.5 million plus a year.

7. Why don't you become a charity or trust and raise money? The truth is I do not believe they work. The idea is good and most people who work within them work hard and for free but we have all seen what goes on once a community gets involved. I believe in accountability. I believe that by running a business I can work quicker, more cost effective with no red tape. I BELIEVE IN DOING, NOT TALKING! I have set out our plan and we will achieve it on budget and on time.

8. How do we buy a share? All you need to do is register your interest tomorrow by Clicking the link , we will need your name, e-mail address, how many shares you want to buy and lastly are you paying in one go or over 5 months on a standing order. This form will declare your interest in buying shares.

9. How have you done since lock down? We have bounced back extremely quickly. Our problem is the restrictions on numbers are half of what we could be doing. Over the last 12 weeks we have sold all our tickets and have sold out on our first ever zoo do! charity night run on the 22 of august. Restrictions will not stay in place forever and we have seen not only a return of regulars but a big rise in new customers.

10 . What happens if only a few take the offer up? Well I would have failed. We won't be able to buy the land and grow and be able to do conservation work we hoped we would do. We also will not be able to invest in the things that will make your experience coming here as customers better and more enjoyable. The facts are without the investment we will have to look at down scaling all we do.

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Regards,

Andy

THE NEW FUTURE OF OUR ZOO PART 5 FRIDAY 28TH AUGUST 2020

So, over the last four nights I have set out all my ideas, thoughts and plans for the zoo. We have been building the zoo for six years now and despite all the battles on the way, we achieved an incredible amount of work. This has been down to hard work, determination and the amazing team of staff we have working here. These are not just paid staff but volunteers as well. The truth is even with all the hard work and good will, it will only take us so far and we have reached that ceiling. To be able to move on and build the future I have talked about we need investment. This we had, but due to the pandemic it has now been lost. My fear is that with the financial markets being what they are, we may never move on.

Because of the pandemic we have taken a bashing, as we all have but I hope that you would have seen by reading over the last four nights that we are not prepared to lose our future and despite all that is going on we are looking to invest and build a brighter future for our animals and you our supporters. We can't do that without you. Your support has always been our strength and now you will have a chance to not only back our plans, further our education and conservation and get a return on your investment (business with heart)

Our business is strong and with Medway council just being granted 170 million pound to invest into the infrastructure here on the Hoo peninsula which will include new roads and a new train station not more than five minutes away from us we are really looking at rapid growth over the next 5 years. This will come from our ever growing customer base as well as the fifteen thousand new houses being built here on the hoo peninsula. Yes, I know what you're thinking, it's a shame that the council won't back our plan and support us with a loan especially when you think about the benefits we bring to medway.

Why am I doing this?and why put yourself through it? I truly believe that we are given one chance, one life. How I will be judged is what I will leave to the next generation. I have met many good talkers over the years but not many follow their heart and do what they set out to do. I will always be judged by all that come here and Believe me that is a heavy burden to carry. ALL PROFITS WE EARN GO STRAIGHT BACK INTO OUR WORK and that is our pledge. Just because we are seen to be a small zoo does not mean we cant be the VERY BEST.

The F B C UK PROJECT LTD, stands for EDUCATION, CONSERVATION, AFFORDABILITY and ACCESSIBILITY TO ALL. I invite you to join us in this future. "Own what you believe in, business with heart"

Regards

Andy