

FOR IMMEDIATE RELEASE

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A Shared Mission: ZSEA and DWP Unite to Bring Affordable Wildlife Adventures to All



A pioneering collaboration between the Zoological Society of East Anglia (ZSEA), the Department for Work and Pensions (DWP) and local authorities will make it possible for families across East Anglia to experience the joy of wildlife for just £7 per person.

The Universal Credit Reduced Price Ticket Scheme, launching on 3 November 2025 and running until 5 April 2026, will open the gates of Banham Zoo and Africa Alive Reserve to families receiving Universal Credit, Employment and Support Allowance, Personal Independence Payment, Housing Benefit, Child Tax Credit, Jobseeker's Allowance, Working Tax Credit, or Disability Living Allowance.

Collaboration with Purpose

At the heart of this project lies a shared belief: that every family should have the chance to experience the power of nature.

The scheme brings together an extensive network of partners, including Jobcentres, local councils, food banks, schools and community organisations, to ensure information about the discounted tickets reaches all those who will benefit most.

From other Zoo's leading the pathway 13 months ago with an initiative to make Zoo's in the UK accessible to everyone no matter the financial background, our universal credit scheme follows ZSL, Dudley Zoo, Marwell Zoo and Edinburgh Zoo in sharing wildlife with all the community. Leading the way to inspire the next generation of young conservationists.

A Government Partnership Supporting Local Lives

Created in partnership with the DWP and local councils, the scheme reflects a shared commitment to improving family wellbeing, showing what is possible when public organisations and charities come together with a common purpose.

Julia Nix, District Manager for Norfolk and Suffolk DWP, said:

"I am delighted to be working with the Zoological Society of East Anglia (ZSEA) and local organisations on this exciting initiative. We're proud to support a scheme that not only promotes wellbeing and inclusion but also inspires the next generation to connect with nature and conservation."

Through this partnership, ZSEA, DWP and its allies are not only helping families enjoy a day out, but they are also strengthening community wellbeing, encouraging environmental awareness and supporting local economies by increasing off-peak visitation to regional attractions.

Education, Conservation and Connection

Visitors taking part in the scheme will gain more than just entry to the zoo. Both Banham Zoo and Africa Alive Reserve are leading conservation and education centres, offering immersive opportunities to learn about wildlife, sustainability and global biodiversity.

Families will be encouraged to engage with animal talks, feeding sessions, and conservation activities, helping children understand how small everyday choices can make a difference to the planet.

Ian Bartlett, CEO of ZSEA commented,

"At ZSEA, our mission is to ensure that everyone has the opportunity to experience the wonder of wildlife, learn about the natural world, and be inspired to care for it. Access to nature should never be out of reach, regardless of personal circumstances.

This scheme is about removing barriers, opening our gates wider and ensuring that every child and family has the chance to enjoy a day out among wildlife.

A huge thank you to Julia Nix and the Department for Work and Pensions for supporting the roll-out through Job Centres, work coaches and digital communications via the benefit journals; to Claire Mackintosh for leading outreach to community groups and foodbanks to ensure families who need this most hear about it; and to Patrick Peal for his invaluable support in strengthening ZSEA’s community connections across the region.”

Extending the Reach through Community Networks

The partnership’s strength lies in its reach across Norfolk and Suffolk. Working through a trusted network of Jobcentres, family hubs, housing associations, and charitable organisations, ensuring that no one is left unaware of the opportunity.

Claire Mackintosh MBE, Chief Executive Norfolk Community Foundation said,

“This is a wonderful opportunity that offers families who are struggling, a great day together, connecting with wildlife and conservation in the heart of Norfolk.”

The Offer in Detail

Zoo	Ticket Type	RRP	Discount Price	Saving
Banham Zoo	Adult	£25	£7	72%
Banham Zoo	Child	£19	£7	63%
Africa Alive Reserve	Adult	£16	£7	56%
Africa Alive Reserve	Child	£12.50	£7	44%

Eligible families can book directly via the ZSEA website, where a dedicated landing page provides full details, FAQs and links to partner resources: [Universal Credit Tickets | Banham Zoo](https://www.zsea.org/reserve/universal-credit-tickets), [zsea.org/reserve/universal-credit-tickets](https://www.zsea.org/reserve/universal-credit-tickets).

The Universal Credit Reduced Price Ticket Scheme is not an isolated campaign, but a reflection of a wider commitment to community-led conservation and inclusive access to nature.

Through this initiative, ZSEA, DWP and local authorities are setting the future for how cross-sector collaboration can create real-world value, enriching lives, supporting wellbeing and building stronger, more connected communities.

[Department for Work and Pensions - GOV.UK](#)

[Zoological Society Of East Anglia | Preserving Wild Futures](#)

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Notes to editors

Interviews available on request

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About Zoological Society of East Anglia (Registered Charity No 1150158)

The Zoological Society of East Anglia (ZSEA) is the conservation and education charity that leads Africa Alive and Banham Zoo. For over 50 years, the zoos have sought to amaze and inspire guests who visit, providing wonderful, memorable days out and sharing unique experiences with their families, friends and loved ones. www.zsea.org