



# *Access Family Ambassadors Day Trip*

Welsh Mountain Zoo  
**Accessibility** Feedback report



Date  
*19th October 2025*

Presented by  
*Piws*

# Trip Summary

Parking & Entrance  
Rating

6.6  
*Average /10*

Exhibits & Layouts

6.6  
*Average /10*

Staff Communication  
and Awareness

7.6  
*Average /10*

Toilets & Changing  
Facilities

7  
*Average /10*

Overall Experience

*2ppl - Excellent  
1ppl - Good  
2ppl - Fair*

## Summary

Families shared that they thoroughly enjoyed their visit to Welsh Mountain Zoo, highlighting the friendly and supportive staff who helped create a relaxed and welcoming atmosphere. Children were highly engaged with the wide range of animal exhibits, and many families appreciated the open spaces and opportunities to explore at their own pace. The Zoo was described as a calming environment where families felt comfortable, safe and able to enjoy the day together without pressure or judgement.

## Family Challenges:

Despite the positive experience, families did encounter several accessibility barriers during their visit. The steep paths and uneven surfaces made movement around the Zoo difficult for wheelchair users and those with mobility needs. Navigation was often challenging due to unclear signage and limited information on accessible routes. Some busy or noisy areas created sensory overload for certain children, affecting their comfort and confidence. Families also found accessible toilets and suitable rest points difficult to locate, making it harder to manage fatigue or sensory breaks when needed.

# Identified Barriers during the Visit

## Key Barriers Reported by Families

### 1. Steep and Uneven Pathways

Families reported that many pathways were steep, sloped or uneven, making navigation challenging for wheelchair users, pushchairs and visitors with mobility difficulties.

### 2. Limited Accessible Routes

Not all areas of the Zoo were easy to reach for families with mobility needs. Some routes lacked clear indicators of whether they were suitable for wheelchairs or those with limited stamina.

### 3. Unclear Signage & Wayfinding

Families found it difficult to navigate the site due to limited signage and maps that did not clearly mark accessible paths or facilities.

### 4. Sensory Overload in Busy Areas

Crowded sections of the Zoo created noise and movement that were overwhelming for some children with sensory sensitivities.

### 5. Difficulty Locating Accessible Toilets

Accessible toilets and changing facilities were not always easy to find, leading to stress and time lost trying to locate them.

### 6. Limited Rest Points

Families noted a lack of benches or quiet areas along longer routes, making it harder to manage fatigue and sensory breaks

# What worked Well

## Positive Accessibility Highlights

### 1. Friendly and Supportive Staff

Families consistently praised Zoo staff for being welcoming, patient and understanding. Their positive interactions helped children feel more comfortable and reduced anxiety during the visit.

### 2. Relaxed and Calming Environment

The Zoo's open spaces, natural setting and slower pace created a calming atmosphere that many families found reassuring and enjoyable.

### 3. Engaging Animal Exhibits

Children were highly engaged and motivated by the animals, which helped maintain interest and supported a positive experience for a wide range of access needs.

### 4. Flexibility and Understanding

Families appreciated that staff were responsive, approachable and willing to offer help or guidance when needed, without rushing or pressuring them.

### 5. Plenty of Outdoor Space

The Zoo's spacious layout allowed families to spread out, move freely and avoid congestion—particularly helpful for children who need space to regulate or retreat.

# Suggested improvements to enhance inclusive further

## Suggestions from Families

### 1. Clearer Accessible Route Signage

Families recommended clearer maps and signposting to indicate which paths are wheelchair-friendly, which are steep, and which areas may be difficult to access.

### 2. Improve Pathway Accessibility

Smoothing uneven surfaces, adding non-slip materials, or highlighting steep areas would make navigating the Zoo safer and easier for mobility-impaired visitors.

### 3. Increase Seating and Rest Points

Adding more benches or shaded rest areas along longer or steeper routes would help families manage fatigue, mobility needs and sensory breaks.

### 4. Better Visibility of Accessible Toilets

Accessible toilet locations should be clearly marked on maps and signage, with improved visibility on-site to reduce stress and confusion.

### 5. More Sensory-Friendly Information

Providing guidance about quiet zones, busy periods, and sensory triggers (e.g., animal talks, crowds, sudden noises) would help families plan their visit more comfortably.

### 6. Enhance Communication Tools

Some families suggested visual communication boards, picture-based maps or simple symbols to support non-verbal children or visitors with communication needs.

# Next Steps for Welsh Mountain Zoo

A horizontal timeline showing key milestones month by month in first quarter of 2026:

Month 1



## Review Key Accessibility Themes

Reflect on the challenges raised by families—such as steep pathways, uneven surfaces and unclear signage—and prioritise 2–3 realistic improvements that can be actioned in the short term.

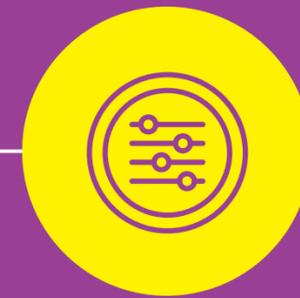
Month 2



## Accessibility Training Session with Piws

Training will focus on disability awareness, inclusive communication, sensory considerations, supporting families with mobility or sensory needs, and creating a welcoming visitor experience.

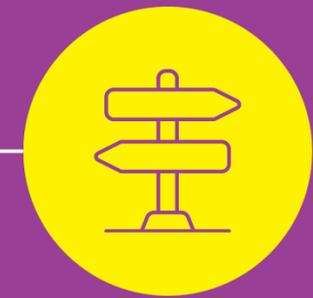
Month 3



## Enhance Accessible Routes & Rest Points

Begin improving pathway accessibility where possible, adding more rest points/seating, and updating accessible route maps to help families navigate the Zoo with confidence.

Month 4



## Improve Signage, Maps & Facility Information

Enhance wayfinding by clearly marking accessible routes, improving map readability, increasing signage visibility, and ensuring accessible toilets and facilities are well-labelled and easy to locate.



*Diolch /  
Thank You*