

TIMETABLE FOR CLASS 6 – Week beginning 6.7.20

Hi Class 6,

I hope you are well and have had a lovely weekend.

After many weeks of having a similar timetable, I thought that we could change the normal timetable structure and complete a more project-based activity this week. This week, you will be designing a theme park and not only will you design it, you will also need to work out costs and charges, how to advertise it how to perhaps make a profit. The project will incorporate cross-curricular links so you will need a variety of skills in order to complete this mini project. Think back to the zoo project work you did in Class 5 to support you with this. The Theme Park project talks about working in a team, however please ignore this, as you will be working independently. Please do feel free to discuss your work with parents if you wish to.

I hope you really enjoy the work.

Take care,

From Mr Penny

Theme Park Project



During this project, you will:

- Develop your problem solving skills
- Make decisions and choices
- Use a range of mathematical and literacy skills
- Have fun!

PLANNING AND COSTING

Day 1

You and your business partners (parents/carers) have bought a plot of land. You have recently been granted planning permission to build a theme park as the local council feel the attraction would bring income and jobs to the local area. You have been granted a substantial business loan of £5 million (£5,000,000) for building and start-up costs. To start with, go to the class page on the school website and view the document called '**Class 6 Theme Park 6.7.2020**' and read through the pages in the first section called '**Lesson 1: The Brief**'.

Now scroll down to the '**Theme Park Ride Key**', the '**Our Theme Park – First Draft Plan**' and the '**Building a Budget**' resource sheets under the timetable on this document. Start to plan your park and label on your initial ideas for names and area on 'Our Theme Park – First Draft Plan'.

Using the key from 'Theme Park Ride Key', draw on and colour-code (or label if you don't have colouring pencils) your chosen items. Any ideas for names of areas or rides can also be jotted onto the sheet. As you make decisions, create a tally of how many of each type of ride, amenity or attraction you are adding to your plan on your budget sheet.

Stick to the main rules:

- **The park needs three distinct areas.**
- **Each square on the map represents 50m². Different rides, amenities and attractions take up different areas - but all need a perimeter around them for health and safety reasons, apart from bins and benches. This means that they can be touching a square which is a pathway, but you need to have a gap of one square thick around your rides, amenities and attractions so that they are not touching each other.**
- **There legally must be certain amenities (toilets etc.) within the theme park.**
- **Every area not filled must be paved (at a cost of £500 for every 50m²).**

With permission, it may be a good idea to use the internet to research other theme parks/names/themes etc.

Regularly go through your costs.

Try to only spend £4,000,000 so that you have enough money left to advertise your theme park and create a launch event.

Use the resource called 'Building a Budget' to record your spending.

Be careful not to over-spend.

Make sure you remember about the fixed costs of toilet blocks, eating establishments, a first aid block, entrance turnstiles, benches, bins and paving.

Now, total up your overall spending. Re-plan if you have overspent. Remember, any underspending can be carried forward for advertising.

REFLECTION DAY 1:

- Have you decided on a name?
- A theme?
- A main target market?

Ongoing

Reading (everyday 15mins)
Verbal tables (everyday 10 minutes)
Contact a friend or relative for a good chat

	<ul style="list-style-type: none"> • Do you have themed areas in your park? • How much have you spent on build costs? • Where have you placed the toilet blocks? First aid block? Eating establishments? Benches? Why? 	
<p>Day 2</p>	<p style="text-align: center;"><u>RUNNING YOUR THEME PARK</u></p> <p>All theme parks cost money not just to build but also to run on a day-to-day or week-to-week basis. Yours is no exception. It all costs money from your initial loan! Therefore, you need to think about:</p> <p>Staffing: payment to people to work at the park: Who might this include? Staff to operate the rides? Maintenance staff? Cleaning staff? Staff to work in their food outlets? First-aiders for the first aid booth?</p> <p>Maintenance costs: paying to keep all the rides and attractions safe and functional.</p> <p>Electricity: paying to power your rides, attractions and amenities.</p> <p>Stock for food outlets: paying for the ingredients to make the food that you will sell.</p> <p>Liability insurance: paying an insurance premium in case anyone gets hurt or injured whilst working at or visiting the theme park. Think about the importance of liability insurance and why this will potentially be a big outgoing cost for a business like a theme park where accidents may occur.</p> <p>This needs some very careful thought and mathematical planning so that you know you have enough money from the loan and your theme park is eventually successful.</p> <p>Today you are going to create a running cost estimate for the first TWO WEEKS of YOUR theme park. First, go to the Class 6 page of the school website and view the document called 'Class 6 Theme Park 6.7.2020' and read through the second section called 'Lesson 2: Running Your Theme Park'. Each slide will guide you through the process. You will need to have your theme park plan (that you drew out in session 1) in front of you. Working on the 'Estimated Running Costs' activity sheet below, you need to calculate the running cost for each ride/amenity or attraction on your theme park design/plan. Add on other running costs associated with the operation of the theme park and then calculate an overall cost. You can then create a running cost for the first two weeks of operation. Calculators are optional for this task. You may realise that the park needs to be re-thought if your running costs are too expensive. Money must be left over for marketing costs.</p> <p><u>REFLECTION DAY 2:</u></p> <ul style="list-style-type: none"> • How much of your remaining business loan budget (after build costs) will be needed over the first two weeks of operation? • What is your biggest outgoing expense? Why? • Do you need to reconsider the rides and attractions over the first two weeks of operation? • How much money is left to market your new business venture? <p>Challenge Question: What would be your running costs for a whole year?</p>	<p>Reading (everyday 15mins) Verbal tables (everyday 10 minutes) Contact a friend or relative for a good chat</p>
<p>Day 3</p>	<p style="text-align: center;"><u>THEME PARK BROCHURE PRODUCTION</u></p> <p>Today is all about creating a brochure all about your new theme park. To start this session go to the Class 6 page on the school website and view the document called 'Class 6 Theme Park 6.7.2020'. Read through the third section called 'Lesson 3: Theme Park Brochure' carefully so that you know what is needed in your brochure. Look carefully at the success criteria on the slideshow for each page of your brochure. Make sure you get arty too! The brochure needs to be bright, eye-catching and full of information about your expensive new theme park. Also, please have a look for online brochures: https://sundownadventureland.co.uk/public/wp-content/uploads/2020/02/sundown-theme-park-leaflet-with-map-2020.pdf https://www.woodlandspark.com/wp-content/uploads/2016/10/Woodlands-Brochure-2018.pdf https://www.flamingoland.co.uk/downloads/Flamingo_Land_Park_Guide.pdf There are also plenty of brochure templates online to have a look at – go for it!</p> <p><u>REFLECTION DAY 3:</u> Have you created a successful brochure? Does your brochure:</p> <ul style="list-style-type: none"> • Inform customers (and potential customers if they are looking at it on the website) what is available to do whilst visiting? • Give details of the rides, attractions and food outlets in each of your three park areas? • Have an element of persuasion? If potential customers see it on the internet, will they be persuaded to visit? Are you persuading customers to go on certain rides or visit a particular food outlet? 	<p>Reading (everyday 15mins) Verbal tables (everyday 10 minutes) Contact a friend or relative for a good chat</p>

	<ul style="list-style-type: none"> • Look bright, colourful and easy-to-read? 	
<p>Day 4</p>	<p style="text-align: center;"><u>THEME PARK ADVERTISING</u></p> <p>Think about the word ‘marketing’ – trying to convince a target market (people) that they need to buy a product or service (obviously in this case – they need to visit your theme park).</p> <p>Marketing can involve research, pricing strategies, identifying target markets and ultimately advertising – so customers are aware of your product or service. The amount you can spend on advertising will depend on the amount of money left from your original business loan. Scroll down to the ‘Marketing Budget’ Activity Sheets.</p> <p>Now, use the information from the previous sessions to complete this calculation.</p> <p style="text-align: center;">£5,000,000 – (your building costs + two weeks of running costs) = your marketing budget</p> <p>Once you have a budget for your advertising (marketing) then please go to the Class 6 page of the school website and view the document ‘Class 6 Theme Park 6.7.2020’ and read through the fourth section called ‘Lesson 4: Marketing and Advertising’.</p> <p>Read the slides very carefully as you will have to make some important decisions. As you can see, you can advertise (market) your theme park in a variety of ways:</p> <ul style="list-style-type: none"> • Print – Advertisements within a newspaper or magazine • Billboards – Poster campaign • Radio – Advertisements either on local stations or on a nationwide radio station • Television – Advertisement on a specific channel or at a certain time of day • Internet – Advertisement ‘pop-up’ on a popular social media site • Web banner on a search engine (with a link to a website) <p>Look again carefully at the ‘Marketing Budget’ sheet below. Which of the methods can you afford? Which do you think would work best? Make your decisions and calculate your marketing costs. Alter decisions if you do not have enough money left.</p> <p>Now, over these next two days I would like you to choose 2 ways of advertising your theme park (for this, it doesn’t matter now if you can’t afford it). You will need to produce the adverts in the method of your choice.</p> <p>If you fancy doing more art, then go for the billboard/poster advert, or, if you are a computer whizz, then go for a TV advert. Whichever you go for, I would like you to think carefully about the composition and the persuasive nature of the advertising (see the section ‘Lesson 4: Marketing and Advertising’ for relevant information about what should be included). Please see below for further information, instructions, ideas and writing regarding the advertising. Don’t forget you can, if you want to, record your radio advert and your TV advert – the possibilities are enormous!</p> <p>There are so many creative things you can do – go for it! Please send me examples of your work, I will love to see, hear or watch what you produce.</p> <p><u>REFLECTION DAY 4:</u></p> <ul style="list-style-type: none"> • What persuasive features do the adverts contain? • Will it encourage target customers to visit? • Does your advert contain enough key information specific to your theme park? • Do they contain rhetorical questions? • Do they contain exaggerated adjectives? • Do they contain imperative verbs? • Do they have a catchy jingle or a memorable slogan? 	<p>Reading (everyday 15mins)</p> <p>Verbal tables (everyday 10 minutes)</p> <p>Contact a friend or relative for a good chat</p>
<p>Day 5 – This is now a choice day depending on how you have got on this week. You can either have a go at Day 5 below <u>OR</u> you can spend some quality time finishing learning from Days 1-4 <u>OR</u> you can do both. Day 5 has two activities – you can do both or choose one to complete.</p>		

PUBLICITY FLASHTASK

Day 5

You have the opportunity to create some free publicity within:

'Mega Drop: the worldwide magazine publication for rollercoaster enthusiasts'

They have requested a review for what you consider to be the most thrilling ride in your theme park.

Look below for the review from **'Zero Gravity Magazine'**. Read the article and pick out the key features it includes (i.e. ambitious adjectives, quotes, technical vocabulary specific to the rollercoaster etc.).

Now, if you would like to, create your own review of a rollercoaster from your theme park as though you are a 'Mega Drop' magazine reviewer.

ENTRANCE FEES

Your last task is to think about how much you will charge people to enter your theme park.

Please go onto the Class 6 page on the school website and view the document **'Class 6 Theme Park 6.7.2020'** and read through the fifth section called **'Lesson 5: Entrance Fees'**.

You will need to think about your target market – who your theme park is aimed at. Do you expect most of your customers to be adults? Will your theme park attract people of all ages? Is your theme park more suitable for younger children and their parents?

These factors will influence how much you charge your customers. You will also need to think about your running costs.

Now you need to find the **'Working Out Entrance Fees'** document under this timetable. Now calculate:

Daily running cost ÷ 750 =

The answer you calculate will be an amount of money you need to charge customers to allow the theme park to keep running and stay open. However, if you charge this amount, your theme park will not make a profit, so you need to charge more.

Continue to read through the **'Lesson 5: Entrance Fees'** section and use this to support your pricing strategy. Decide on how many children and adults will visit your theme park each day (these two numbers need to add together to make 750), then fill this in on the **'Working Out Entrance Fees'** document. Then, think of two potential price strategies and fill this in on the document. Do make sure that the prices you are charging will give you a profit, but be careful that you don't charge too much, otherwise you will put people off from visiting.

Finally, you will need to decide on the final prices you will charge and fill them in on the sheet.

Reading (everyday 15mins)

Verbal tables (everyday 10 minutes)

Contact a friend or relative for a good chat

Theme Park Ride Key


Remember: Each square of your map represents an area of 50m²



Thrillseeker Rides

Cost to build: £150 000
Colour on map: red


- take up an area of 300m²
- Are suitable for adults and children aged 12+

Family Rides

Cost to build: £100 000
Colour on map: green


- Take up an area of 200m²
- Are suitable for all children aged 7+




Children's Rides

Cost to build: £50 000
Colour on map: yellow


- Take up an area of 100m²
- Are suitable for all children aged 3+

Water Rides


Cost to build: £100 000
Colour on map: blue

- Take up an area of 150m²
- Are suitable for all children aged 7+




Cost to build: £20 000 **Suitable For:** all ages
Colour on map: orange **Area:** 100m²

Examples are: dodgems, amusements arcade, fun house, ghost train, bouncy castle etc.



Attractions



Amenities

Cost to build: £25 000
Colour on map: purple
Area: 100m²



You must have one outlet that sells food in each area of the park. Some examples are:

- cafe
- fast food
- ice cream parlour
- sandwich bar



Toilet (must have one in every area of the park)

Entrance Turnstile (must have one on the outskirts of the park)

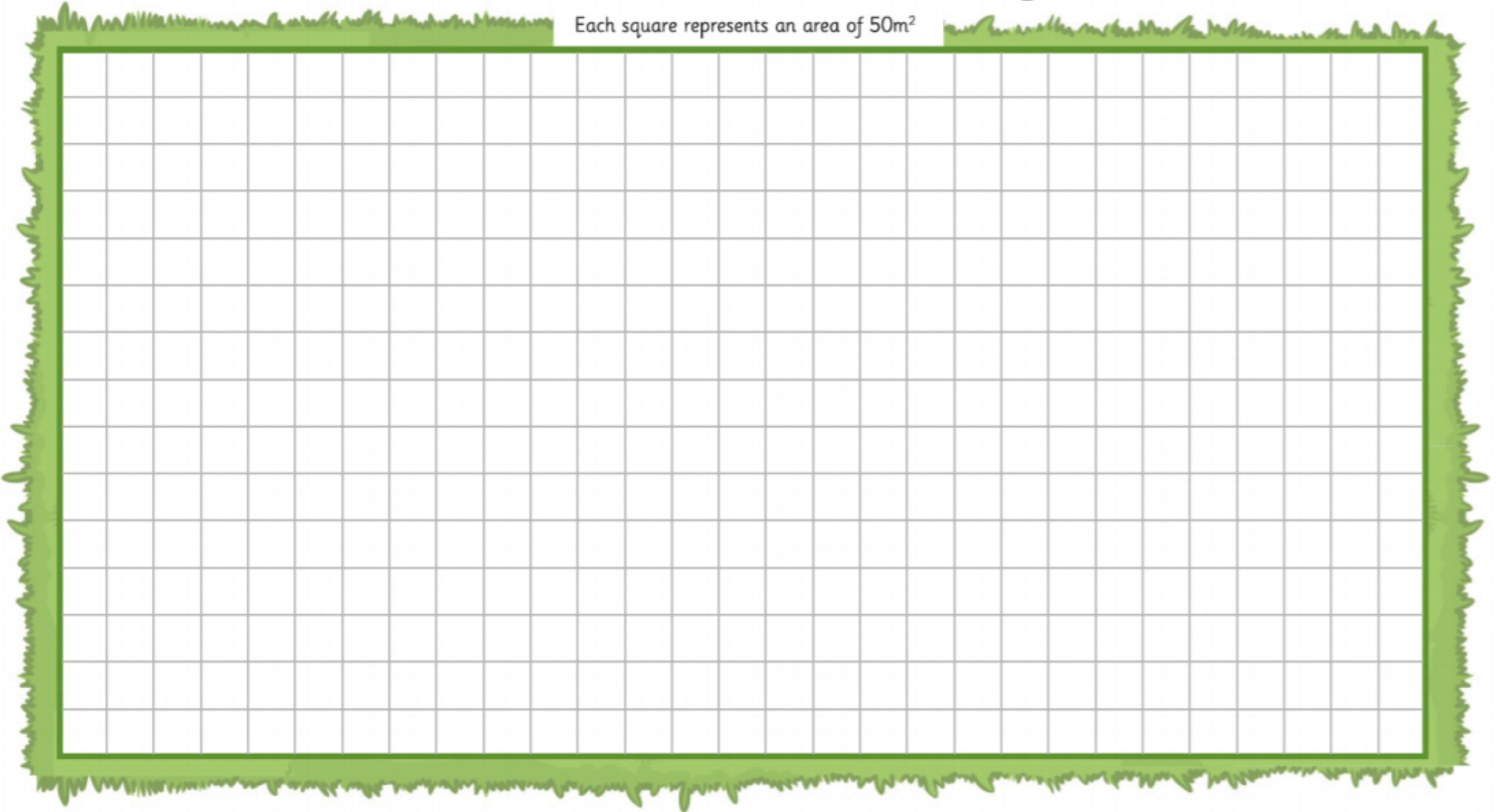
First-Aid Block (legally must have one somewhere in the park)

Bins: £100 (need 10)
Picnic Benches: £100 (need 20)

Please note: Every area that is not taken up by a ride, amenity or attraction must be paved at a cost of £500 per 50m². Every ride, amenity or attraction must have a 50m² clear perimeter around it (apart from bins or benches).

Our Theme Park: First Draft Plan

Each square represents an area of 50m²



Building a Budget

Keep a note of your spending as you create your first draft plan of your theme park. Add tally marks as you add to your plan and then total up your costs.

Are you within budget?

Type of Ride/ Amenity or Attraction	Price Each	Tally	Total Number on Park	Total Cost
Thrill-seeker Rides	£150 000			
Family Rides	£100 000			
Water Rides	£100 000			
Children's Rides	£50 000			
Attractions	£20 000			
Toilet Blocks	£25 000			
First Aid Booth	£25 000		1	£25 000
Eating Establishments	£25 000			
Entrance Turnstile	£25 000		1	£25 000
Bins	£100		10	£1000
Benches	£100		20	£2000
Paving	£500 (per 50m ²)			
			Total Spend:	
			Under Spend:	

Estimated Running Costs

Work out the estimated running costs for your theme park.

Type of Ride/Amenity/Attraction	Staffing Costs	Electricity, Maintenance, Repair or Other Costs	Numbers in Park	Total Cost
Thrill-seeker Ride	£800 a week	£300 a week		
Family Ride	£500 a week	£200 a week		
Water Ride	£500 a week	£150 a week		
Children's Ride	£300 a week	£100 a week		
Other Attractions	£200 a week	£50 a week		
Toilet Blocks	£100 a week for cleaning	£50 a week		
First Aid Booth	£400 a week	£50 a week		
Entrance Turnstile	£500 a week	£50 a week		
Food Outlets	£2000 a week	£2000 a week (to include ingredients and other stock)		
Other Park, Maintenance and Cleaning Costs	£4000 a week			
Liability Insurance	£10 000 a week			
			Overall Total:	
			Total for first two weeks of operating (Overall total x2)	
			Amount left of business loan after build costs:	
			Amount left of business loan <u>minus</u> two weeks of running costs:	

Marketing Budget

Work out your marketing budget:

£5 000 000 - (your building costs _____ + two weeks of running costs _____) = _____

Here are your advertising options and costs:

Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print

National tabloid newspaper (five daily editions) = £50 000

National 'lads mag' Totalled (three issues) = £15 000

National children's comic Bonzo (three issues) = £10 000



Billboard

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Radio

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = £10 000



Internet Web Banner

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted link on the social media site Smilebook (1 month) = £10 000



Television

Primetime national main channel advert (repeated three times a day for a month) = £150 000

National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000

National children's advert (repeated ten times a day over a month) = £35 000



Features of Advertisements

Your advert content will be slightly different (depending on your chosen methods) but will generally contain some common persuasive features.

What do advertisements need to have in them?

The main features will probably include:

- **Imperative (bossy) verbs**, e.g. Visit us today! Come for the day out of a lifetime!
- **Key product information**, e.g. Just off Junction 33 of the M1. Follow the signposts. [www. adrenalineworld.co.uk](http://www.adrenalineworld.co.uk). Open every day from 10am-6pm. Prices start from just £15, etc.
- **Slogan or catchy jingle**, e.g. Adrenalin World: Come and feel the rush! 'If you like your insides turned upside down, come try the rides at Crazytown!'
- **Rhetorical questions**, e.g. Are you brave enough? Do you want to bring your family on the day out of a lifetime?
- If a visual advertisement, must be **colourful, bold and eye-catching**.
- **Exaggerated language**, e.g. breath-taking, gut-wrenching, phenomenal

Advertising Writing Frame: Internet Web Banner

If you have decided on an internet advertisement, you will need to produce a web banner to go on their a social media site or as a promoted link on a search engine.

Your web banner can be **no more than 140 characters** and may just be a catchphrase or rhetorical question, with the theme park name and web address e.g.



Design your web banners here:



Advertising Writing Frame: Television Script

If you have decided on a TV advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc).

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional stage directions in brackets (e.g. cut to picture of Hellraiser ride).

Speaker	Lines to perform

Advertising Writing Frame: Radio Script

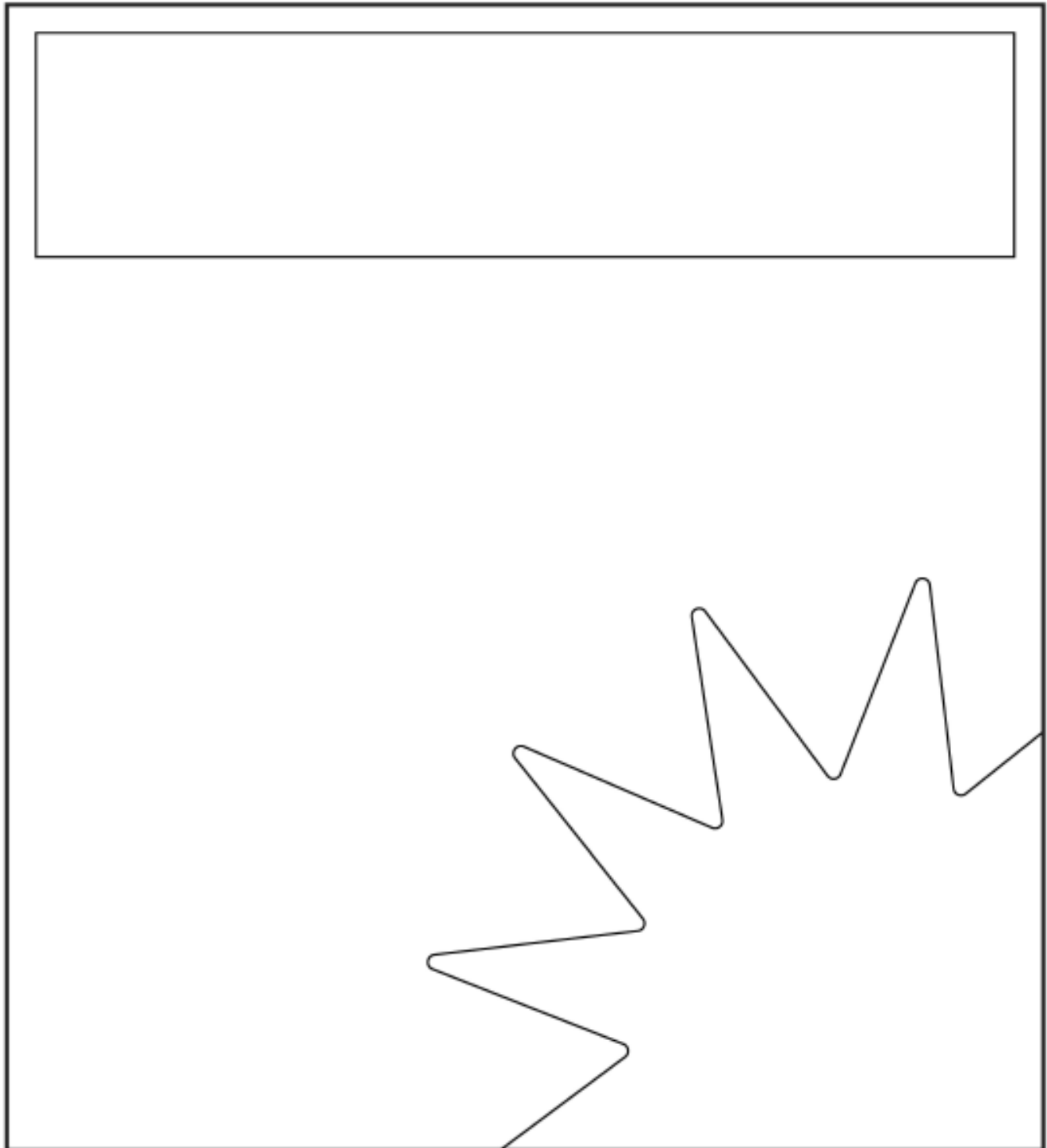
If you have decided on a radio advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc.)

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional directions in brackets (e.g. insert loud screaming sound!).

Speaker	Lines to perform

Advertising Writing Frame: Billboard

If you have decided on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).



Advertising Writing Frame: Print (Newspaper or Magazine)

If you have decided on a print advertisement, you will need to produce a 25cm x 15cm landscape advert that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).

The image shows a large rectangular frame intended for an advertisement. The top section of the frame is a smaller, empty rectangular box, likely for a headline or logo. The main body of the frame is a larger rectangle. On the right side of this main body, there is a jagged, sawtooth-like line that starts from the bottom and extends upwards, possibly indicating a cut or a specific design element for the advertisement.



Zero Gravity Review

Can you handle zero gravity?

Zero Gravity is the latest addition to Adrenaline World's portfolio of thrill-seeker rides. Mega Drop magazine journalists were some of the first riders in the world to test this awesome new ride. Our nerves were jangling when the countdown kick-started and our seats were lifted so that we were lying face down. Seconds later, we were blasted out into space and for 90 seconds, we were transported into the world of an astronaut experiencing tremendous G-Force.

As you zip around the 840-metre long track at over 47 mph, you really get the feeling of flying as the ride speeds seamlessly. The air was filled with gasps and worried whispers as the ride cranked up to its highest point - preparing to thunder down the 70 metre first drop. That was followed by thrilled screams as the ride blasted through its G-force filled turns. For our money, the cutting-edge, new rollercoaster is certainly worth a ride. If you've ever dreamed of heading through space in a lunar-module, this is probably the closest you'll get without coughing up for a ticket on Richard Branson's upcoming tourist rocket to outer-space.

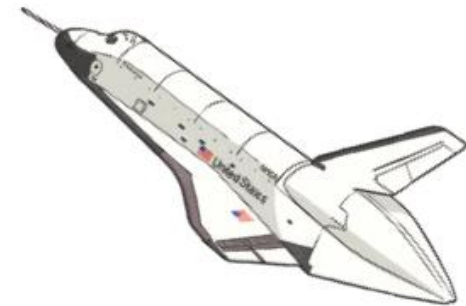
Ultimately, while it is not as stomach-churning as some faster roller coasters we've been on, Zero Gravity is well worth the queues. But any more than two times in a row – we are sure you

would start to feel very, very queasy.

To prove Zero Gravity is worth all the fuss, the theme park Adrenaline World drafted in real-life astronaut Bob Hermans to take a ride alongside us. Spaceman Hermans has been off the planet three times and spent over 100 days high above the earth. So how did Zero Gravity measure up to a real-life space adventure.

Speaking after his first experience on Zero Gravity, Bob Hermans said, "This is one of the best rides I've ever been on and I've been on some rides!"

He added, "I've been lucky enough to serve on three space flights, including many months on the International Space Station, but this is as close as I've come to a virtual trip across the universe." Well if it's good enough for a real-life astronaut...you should join the back of the Zero Gravity queue!



Working Out Entrance Fees

How much are you going to charge your customers to make a profit?

1

How much does it cost to open your park each day (daily running cost)? _____
(your weekly running cost ÷ 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people.
Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ ÷ 750
(estimated daily visitors) = _____.

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

2

Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
	Total potential revenue:	
	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

Potential entrance fee 2	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
	Total potential revenue:	
	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

3

Final Entrance Fee Decision: