

# Theme Park



# Year 6 Project Pack: Theme Park

During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

Use a range of mathematical and literacy skills.

Have fun!

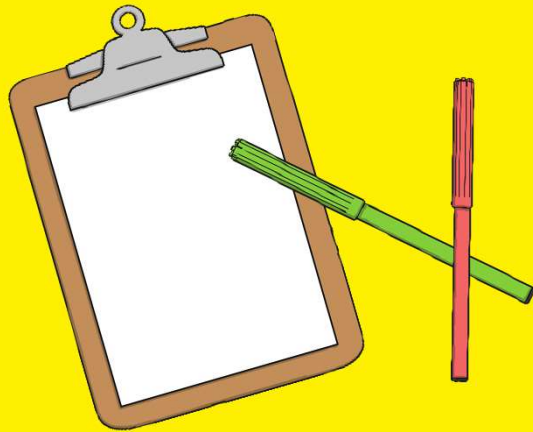




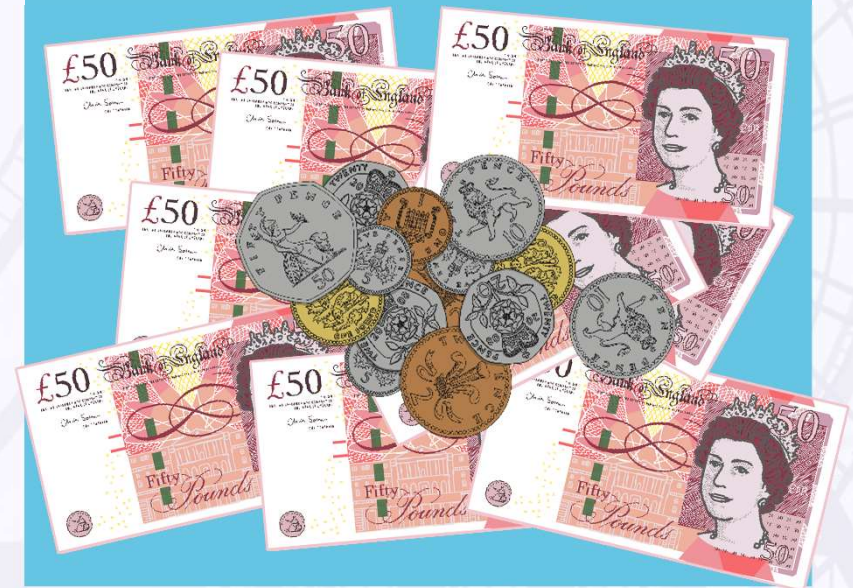
# Lesson 1: The Brief

You and your three business partners have bought a plot of land.

You have recently been granted planning and permission to build a theme park as the local council feel the attraction would bring income and jobs within the local area.



You have been granted a substantial business loan of £5 million for building and start-up costs.



# Discussing Business Ideas: Target Market

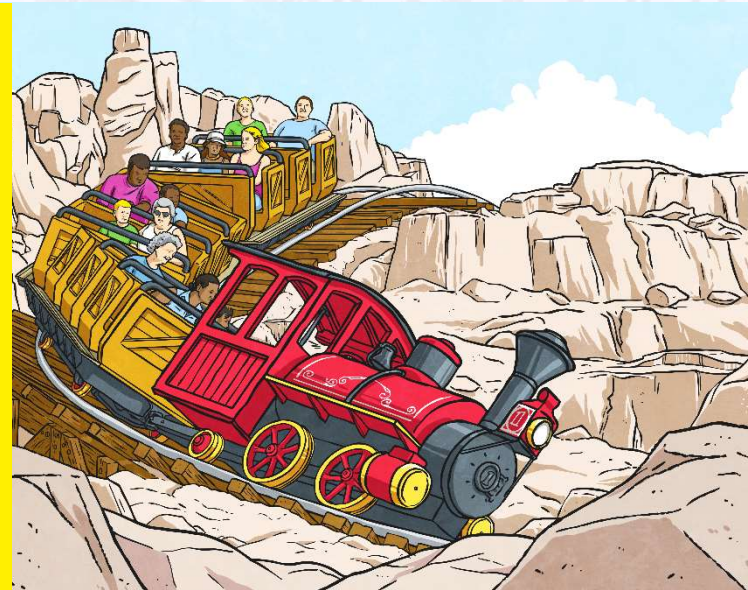
You and your three partners now need to have a business meeting to have an initial discussion about the project. Listen to each other's ideas, make notes and perhaps research existing theme parks on the internet.

**Think about...**

## **A Potential Name For Your Theme Park**

Your name may depend on your 'target market' (the main people you hope will visit your theme park).

Will your park just be for thrill-seeking adults? Will it be a place suitable for a family of all ages? Or are you just going to create an attraction for children?



# Discussing Business Ideas: Park Layout

Your theme park will need to have **three** separate and distinct areas.

Will these areas be '**themed**'?

Maybe you'll have an area relating to a country, a space themed area, a magical kingdom or a haunted region.

Or maybe the areas will be themed by the rides within them e.g. a thrill-seekers area full of rides for daredevils, a water world with only water rides where you'll receive a soaking, a children's world for under 8s only etc.





# Discussing Business Ideas: Budget

You need to budget for your build costs, but still leave at least £1 million in the bank for start-up and launch costs.

This means £4 million of your business loan can be spent on build costs. You must not go over budget and remember: every pound you save can go towards your big launch!

Your different rides, amenities and attractions will all vary in build costs and running costs.



You need to start to draw up a first draft plan of your theme park.

# First Draft Plan: Planning Build Costs

**Each group will be given a copy of a draft planning sheet.**

You'll need to work together to start to plan out your park and label your initial ideas. Remember:

Your park needs **three distinct areas** (so customers can walk between them and avoid becoming bored).

Each square on your map represents  $50\text{m}^2$ . different rides, amenities and attractions take up different areas (but all need a perimeter around them for health and safety reasons).

There must legally be certain amenities within the theme park.

Every square not filled must be paved (at a cost of £500 for every  $50\text{m}^2$ ).



# First Draft Plan:

## Thrill-Seeker Rides

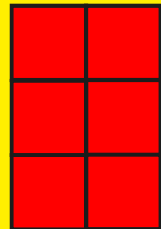
The most expensive rides to build, staff and run.  
Only suitable for your dare-devil customers!

**Cost to Build:** £150 000

**Area Taken Up:** 300m<sup>2</sup>

**Suitable For:** All adults and children aged 12+

**Colour on Map:** red





# First Draft Plan:

## Water Rides

Suitable for many customers aged 7+  
Who feel like taking a splash!

**Cost to Build:** £100 000

**Area Taken Up:** 150m<sup>2</sup>

**Suitable For:** All adults and children aged 7+

**Colour on Map:** blue



# First Draft Plan:

## Family Rides

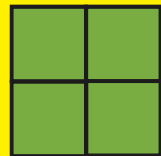
Quite expensive to build and run.  
Suitable for many potential customers aged 7+

**Cost to Build:** £100 000

**Area Taken Up:** 200m<sup>2</sup>

**Suitable For:** All adults and children aged 7+

**Colour on Map:** green



# First Draft Plan:

## Children's Rides

Cheaper to build and maintain.

Only suitable for children aged 3-8 years (and their parent or guardians).

**Cost to Build:** £50 000

**Area Taken Up:** 100m<sup>2</sup>

**Suitable For:** All children aged 3-8 years

**Colour on Map:** yellow





# First Draft Plan:

## Attractions

You have managed to strike an agreement with the developers to build other attractions at the bargain price of £20 000 each.

These attractions are suitable for all ages.

**Cost to Build:** £20 000

**Area Taken Up:** 100m<sup>2</sup>

**Suitable For:** All ages

**Colour on Map:** orange



**Examples are:** dodgems, amusements, fun house, bouncing pillow etc.



# First Draft Plan:

## Amenities

Some other amenities are essential within the park:

**Cost to Build:** £25 000

**Area Taken Up:** 100m<sup>2</sup>

**Colour on Map:** purple



Each of the **three** areas must have one eating establishment.

These can be family cafes, burger bars, pizza palaces, sandwich huts, ice cream parlours – whatever fits in with your themes.

These will hopefully help you to raise income for your business.



# First Draft Plan:

## Amenities

Some other amenities are essential within the park:

**Cost to Build:** £25 000

**Area Taken Up:** 100m<sup>2</sup>

**Colour on Map:** purple



Each of the **three** areas must have one toilet block.

There must be one first-aid block somewhere on the park.

On the border of the park, there must be one entrance turnstile and ticket booth to admit your customers.



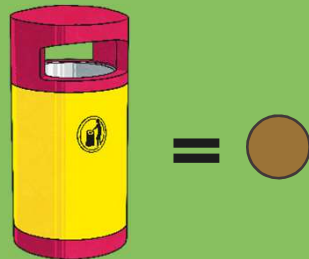
# First Draft Plan:

## Amenities

To help create a clean, welcoming atmosphere:

You need to provide ten bins for litter (which will hopefully cut down your cleaning costs).

Each bin costs £100. Mark these on your map with a small brown circle.



You also need to provide twenty picnic benches (for customers to rest, wait for others or eat a picnic lunch).

Each bench costs £100. Mark these on your map with a small pink circle.



Benches and bins can be within the 50m perimeter of rides, attractions and amenities.

# First Draft Plan: Get Planning!

Now it's time to get discussing, thinking and planning.



Use the key to remind you of costs, potential users for each type of ride, sizes and building regulations.

# Building Cost Budget

As you go along, add your build costs to your budget sheet to keep a total of your spending. Don't go over-budget... remember you have £4 million!

Every pound you under-spend can go towards your big launch!

## 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



# Reflection

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

Do you have themed areas in your park?

How much have you spent on build costs?

Where have you placed the toilet and first aid blocks? Eating establishments? Benches? Why?



