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| Title | **Party in the Park** |
| Key Stage(s) | KS4 and KS5 |
| Subject(s) | Business Studies, Citizenship, Cross-curricular, English, Enterprise education, Personal & Thinking Skills, Problem Solving |
| Objectives | Apply persuasive skills to a realistic business context  Understand how contracts are awarded  Utilise and develop communication skills  Experience working in a team to achieve a specific purpose |
| Duration | 60-90 minutes depending on depth of discussion |
| In brief | Teams take on the role of a Concert Promotions Company. They must prepare and present a proposal designed to convince the Council that their organisation best meets the required criteria to “party in the park”. |

**PREPARATION:**

Depending on how many teams of 5-6 learners will be in your group, print out sufficient quantities to provide each team with:

1. the Task sheet (page 2 of this document)
2. the “Invitation to Tender” document (page 3 of this document).

Each team will need access to a flip chart and PowerPoint.

**INTRODUCTION:**

The local council are planning a fundraising event. They have agreed upon the type of event - a “Party in the Park”, with 20 bands playing over a period of two days, various side show events and a grand firework finale. It is envisaged that the event will attract 20,000 visitors over the course of the Spring Bank Holiday weekend. The Council, which has a strong “Green” policy, has invited tenders from several concert promoters.

**TASK:**

Your team will take on the role of a Concert Promotions Company. You are to prepare and present a proposal designed to convince the Council that your organisation best meets the criteria outlined in the Invitation to Tender documentation.

Your team will be in competition with other companies also seeking to win the tender, which will be awarded to the promoter seen to be demonstrating the most concern for environmental issues.

Each team will present their proposal to the Council’s Events Committee and have been allotted **five minutes** to convince the Committee that their company should be awarded the contract.

The presentation should include:

* Proposals to overcome the transport challenges involved:
* establishing the site including access for set up crews, eg, lighting, sound and stage
* co-ordinating arrival/departure of visitors (some day visitors, some overnight campers)
* co-ordinating arrival/departure of bands
* co-ordinating arrival/set up/departure of catering services
* Proposals for minimising the impact on the local area, showing especial concern for safety, security and environmental issues, including:
* Noise
* Air
* Light
* Waste Management

**Notes**

* Make sure responsibilities are allocated within your team: 2-3 people should review transport issues and 2-3 people should review environmental issues.
* The presentation must include at least one representative from the sub-teams reviewing transport and environmental issues respectively.
* Your team will have access to a flip chart and PowerPoint.

**Little Snuffley Town Council**

**I n v i t a t i o n t o T e n d e r**

**Project: Party in the Park**

**Date: Spring Bank Holiday**

The Council want to raise £20,000 towards refurbishing a youth facility for the 14-19 year olds in the local area. They anticipate that this event will be successful in raising that amount and also providing a substantial profit for the promoter.

**Project Details**

1. Two day event – Saturday 24 May and Sunday 25 May
2. Access for set up: Wednesday 21 May from 12 noon
3. Access for bands for sound checks/rehearsal: Thursday 22 May from 12 noon
4. Access for visitors: Friday 23 May from 12 noon
5. Party in the Park

* Day 1 will open at 10.30 am on Saturday 24 May – 12 acts to be scheduled throughout the day. The day’s events will come to an end at 11.30 pm.
* Day 2 will open at 11.00 am on Sunday 25 May – 8 acts to be scheduled throughout the day with a Firework Finale commencing at around   
  9.30 pm

1. Site must be fully cleared and made good by 9.00 am on Tuesday 27 May
2. An Environmental Health Officer will be in attendance over the weekend to check noise, air and light levels to ensure they comply with existing legislation. Fines will be imposed if levels are exceeded and these costs will be the responsibility of the promoter

**Essential Criteria**

1. Proposed location for the event is close to a Site of Special Scientific Interest (SSSI) – the event organisers will need to include provisions to ensure no long term damage to the ancient woodland
2. Provision for security guards/stewards regarding crowd control
3. Provision of power, water and wastewater services including portable toilets
4. Provision of catering services
5. Provision of waste management services
6. Provision of traffic management services
7. Provision of serviced camping facilities for 10,000 people
8. RAC/AA signage for the event
9. Notification to emergency services
10. Adherence to strict health and safety guidelines (including insurance)
11. Attention is drawn to the Council’s commitment to the environment