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Albion in the  
**Community**

THE ALBION

THEME PARK

PROJECT

## THE ALBION THEME PARK PROJECT

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You work for a professional design company and have been tasked with the role of planning, designing and producing a football theme park for Brighton & Hove Albion FC. You will be given a piece of land and a budget to work with in order to produce your theme park.

The piece of land you have been given is in Sussex. Before it was assigned to the theme park project, the land was considered wasteland with no current use. The facility has all the amenities needed for a theme park such as gas, water and electricity, but currently has no buildings, pathways or roads located on the site.

Throughout the following pages, you have been set a series of challenges. To solve these, you will need to use a number of key skills including problem solving, creativity, initiative and planning. The challenges incorporate a range of curriculum areas including numeracy, literacy, art and design.

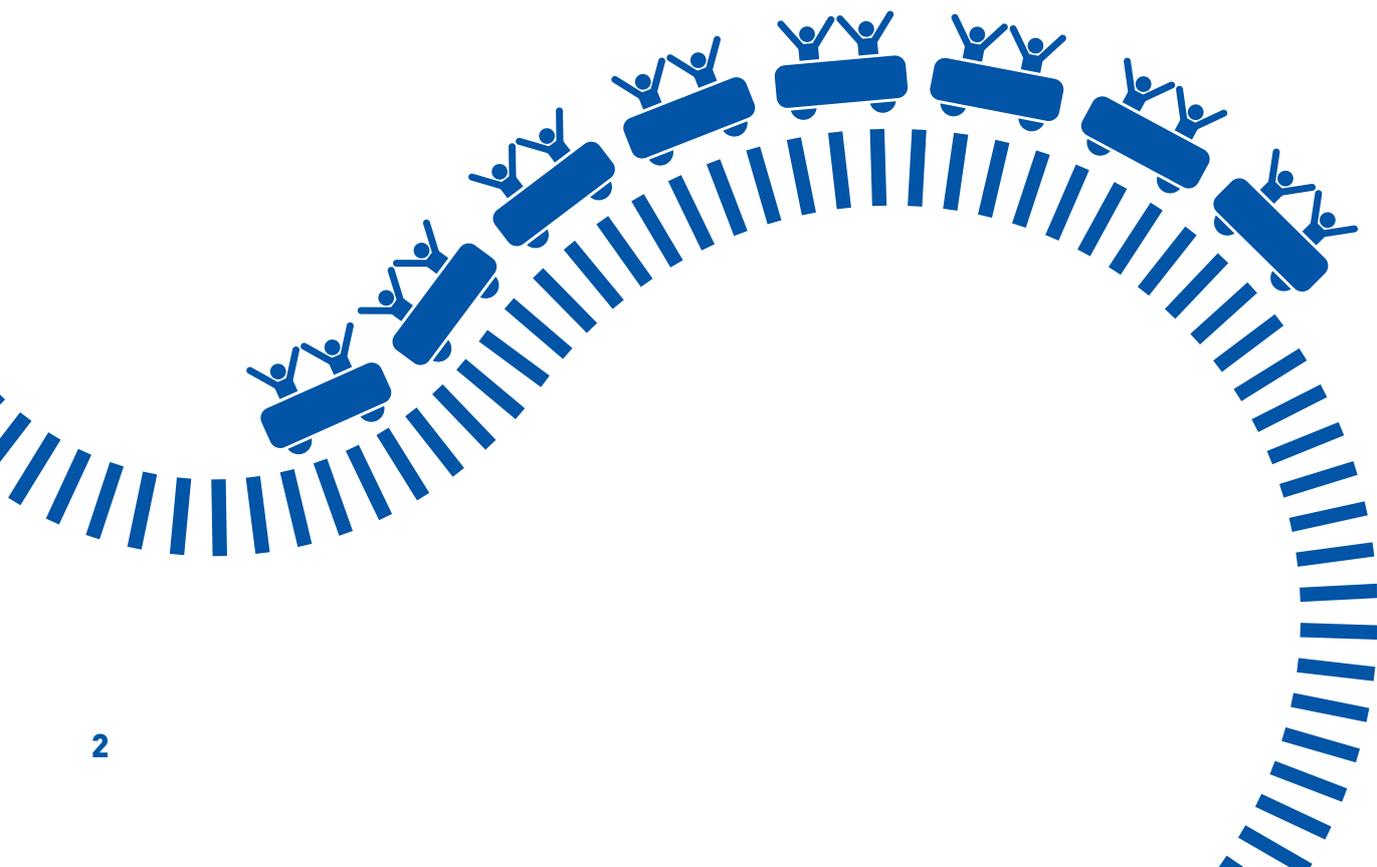
The Albion Theme Park Project is split into four main challenges:

- **Mascot Design Challenge.**
- **Park Planning Challenge.**
- **Rollercoaster Design Challenge.**
- **Programme Advert Challenge.**

You can tackle these challenges in any order, but will need to complete all four tasks in order to finish the project.

For each of the challenges, you will be provided with instructions, along with some information or pictures, which will support you in completing the challenge.

We hope you enjoy taking part in the Albion Theme Park Project and wish you good luck in completing all of the challenges!





## MASCOT CHALLENGE

### First of all you will design a theme park mascot!

The Brighton & Hove Albion marketing team has asked you to design a theme park mascot, who will be featured across the theme park including on all the kiosks, merchandise and tickets. The team has given you some design rules which you must follow, but it is up to you to make the mascot as creative and eye-catching as possible!

- **Rule 1:** The mascot design must link to the world of football.
- **Rule 2:** The mascot must appeal to children and young families.
- **Rule 3:** The mascot must be recognisable as a Brighton & Hove Albion Football Club brand.

**Task 1:** In the boxes below, draw and decorate three different mascot examples. Once you have drawn these examples, either pick your favourite to be the new mascot or ask your family or friends to vote for which one they prefer.

Design 1:



Design 2:



Design 3:



# MASCOT CHALLENGE

**Task 2:** Now that you have decided what your mascot will look like, you need to give them a name. One name you cannot use is Gully, as that is the name of the club mascot! In the boxes below, come up with some possible names for your theme park mascot. After you have thought up six different names, once again pick your favourite or ask your family and friends to vote for which one suits your mascot the best!

TOP MASCOT NAMES

**Task 3:** Excitingly, a life-size statue of your mascot will be unveiled at the entrance during the grand opening of the Albion Theme Park! In order for the sculptors to get the statue just right, they have asked you to write a character description of your mascot to go along with your design.

You should describe your mascot's looks and personality in as much detail as you can by using adverbs and adjectives. You should also include details about why you chose certain features of your design e.g. 'I decided to give my mascot frizzy blue and white hair to match the famous Albion colours'.

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## PARK PLANNING CHALLENGE

### Task 1: Selecting your features

Your first task will be to select different theme park features to include in the Albion Theme Park layout.

The Brighton & Hove Albion projects team has said that you must include the following features in your theme park layout as a minimum requirement:

- **Six football-themed attractions.**
- **Three food and drink stalls.**
- **Two retail outlets.**

Alongside the above features, you must also include the following key criteria in order for your theme park to be operational:

- **Each of your football-themed park attractions must have a kiosk attached to it for visitors to pay.**
- **Each food and drink stall must have its own toilet block attached to it.**
- **A pathway must access each football-themed park attraction, retail outlet, food and drink stall, kiosk and toilet block.**
- **You must include a clear eight-block pathway entrance.**

The land for the park has been provided by the football club. However, you will have to work within a budget of £700,000 to build your football theme park. This is a strict budget and you must not spend more money than you have been given!

Before you design your floor layout for your theme park, you must choose which theme park attractions, food and drink stalls and retail outlets you want to go in your park. When deciding, consider the following factors before making your choices:

- **How much it costs to buy.**
- **How much income (money) it will make.**

- **How much it will cost to run (staffing costs).**
- **How much profit each venue will make per day (income – costs = profit).**
- **How big the attraction is and where it might go on your floor plan.**

### Park Planning Challenge - key tasks:

- Choose which football-themed park attractions, food and drink stalls and retail outlets you are going to have in your theme park.
- Design and plan your theme park on the green outline grid provided, making sure the design meets the criteria set before. An example has been included to help you understand the task.
- Check you have added all pathways, toilet blocks and kiosks to the plan in line with the challenge criteria.
- Work out the total cost for producing your theme park, including all theme park attractions, food and beverage venues, retail venues, kiosks, toilets and pathways, making sure the total cost comes under the £700,000 budget set by the club.
- Work out the daily income for each attraction and venue. Use the following equation to work this out:  $\text{Number of expected customers} \times \text{average spend per person/ticket price} = \text{daily income}$ .
- Work out the staffing costs, this is how much it will cost to pay for staff to work at the park each day.
- Work out how much overall daily profit the park will make each day. Use the following equation to work this out:  $\text{Daily income} - \text{daily staffing costs} = \text{overall daily profit}$ .

Over the following pages, tick the boxes of the attractions, stalls and outlets that you want to include in your theme park layout.

## PARK PLANNING CHALLENGE

Theme park attractions - You must choose three of these attractions to add to your Brighton & Hove Albion FC theme park.

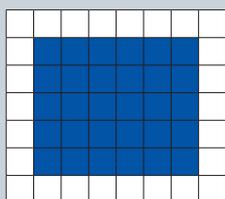
### 1. Bumper Car Football (Motor Ball)

Cost: £40,000

No. of expected customers: 270

Ticket price per person: £8.00

No. of required staff: 2



Tick to select this

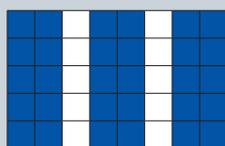
### 2. 4G Five-a-side Pitches (3 pitches)

Cost: £80,000

No. of expected customers: 575

Ticket price per person: £3.00

No. of required staff: 3



Tick to select this

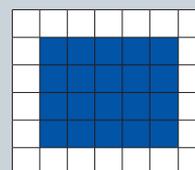
### 3. Beach Soccer Pitch

Cost: £20,000

No. of expected customers: 120

Ticket price per person: £5.00

No. of required staff: 2



Tick to select this

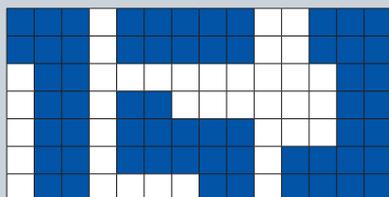
### 4. Football Golf (4-Hole Course)

Cost: £15,000

No. of expected customers: 480

Ticket price per person: £3.00

No. of required staff: 2



Tick to select this

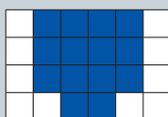
### 5. Football 4DX Cinema Experience

Cost: £90,000

No. of expected customers: 630

Ticket price per person: £7.00

No. of required staff: 5



Tick to select this

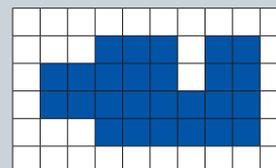
### 6. Football Soft Play Centre

Cost: £55,000

No. of expected customers: 700

Ticket price per person: £3.00

No. of required staff: 5



Tick to select this

## PARK PLANNING CHALLENGE

Theme park attractions - You must choose three more attractions to add to your Brighton & Hove Albion FC theme park.

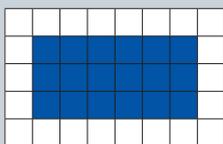
### 7. Human Table Football

Cost: £15,000

No. of expected customers: 475

Ticket price per person: £4.00

No. of required staff: 3



Tick to select this

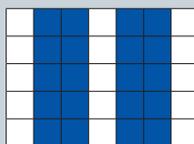
### 8. Zorb Football

Cost: £20,000

No. of expected customers: 390

Ticket price per person: £5.00

No. of required staff: 3



Tick to select this

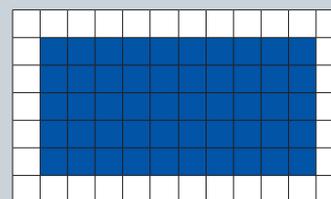
### 9. Indoor Football Dome

Cost: £200,000

No. of expected customers: 750

Ticket price per person: £5.00

No. of required staff: 5



Tick to select this

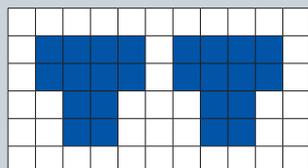
### 10. Football Simulator Games

Cost: £35,000

No. of expected customers: 300

Ticket price per person: £4.00

No. of required staff: 2



Tick to select this

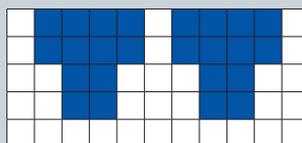
### 11. Inflatable Football Target Game

Cost: £5,000

No. of expected customers: 400

Ticket price per person: £2.00

No. of required staff: 2



Tick to select this

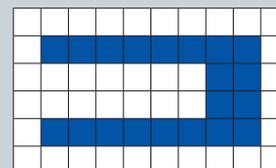
### 12. Giant Inflatable Assault Course

Cost: £15,000

No. of expected customers: 450

Ticket price per person: £4.00

No. of required staff: 3



Tick to select this

## PARK PLANNING CHALLENGE

Theme park food and drinks stalls - You must choose three of these stalls to add to your Brighton & Hove Albion FC theme park.

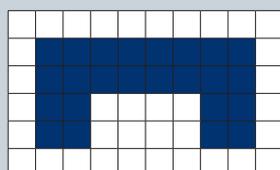
### 1. Football-themed Hot Dog Bar

Cost: £75,000

No. of expected customers: 870

Avg. spend per person: £8.50

No. of required staff: 9



Tick to select this

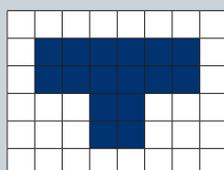
### 2. Ice Cream Parlour

Cost: £30,000

No. of expected customers: 425

Avg. spend per person: £3.75

No. of required staff: 3



Tick to select this

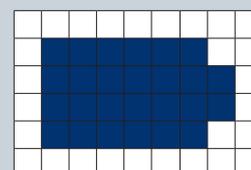
### 3. Pasta Bar

Cost: £60,000

No. of expected customers: 650

Avg. spend per person: £6.80

No. of required staff: 6



Tick to select this

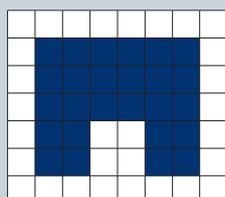
### 4. Juice Bar

Cost: £40,000

No. of expected customers: 560

Avg. spend per person: £4.00

No. of required staff: 5



Tick to select this

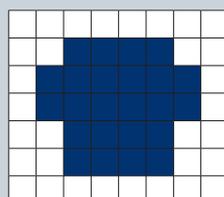
### 5. Salad Bar

Cost: £25,000

No. of expected customers: 390

Avg. spend per person: £5.50

No. of required staff: 2



Tick to select this

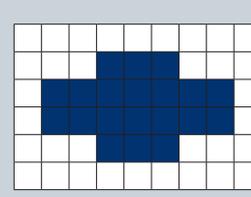
### 6. Sandwich Bar

Cost: £55,000

No. of expected customers: 740

Avg. spend per person: £6.00

No. of required staff: 4



Tick to select this

## PARK PLANNING CHALLENGE

Theme park retail outlets - You must choose two of these outlets to add to your Brighton & Hove Albion FC theme park.

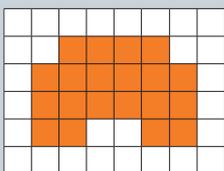
### 1. The Boot Room – Retail Shop

Cost: £22,000

No. of expected customers: 290

Avg. spend per person: £42.50

No. of required staff: 6



Tick to select this

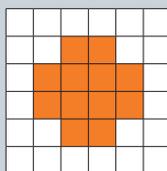
### 2. Heads Up – Retail Shop

Cost: £30,000

No. of expected customers: 410

Avg. spend per person: £15.50

No. of required staff: 4



Tick to select this

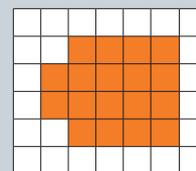
### 3. The Hanger – Retail Shop

Cost: £30,000

No. of expected customers: 450

Avg. spend per person: £25.00

No. of required staff: 6



Tick to select this

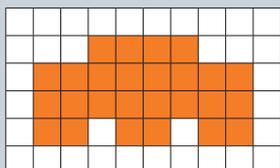
### 4. Football Mega Store – Retail Shop

Cost: £55,000

No. of expected customers: 700

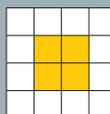
Avg. spend per person: £11.80

No. of required staff: 8



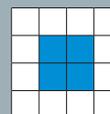
Tick to select this

Each of your theme park attractions must have a kiosk attached to it where visitors pay the entrance fee.



Cost per kiosk: £2,000

Each food and drink stall must have its own toilet block for visitors to use.



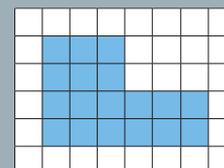
Cost per toilet block: £3,000

Each football-themed attraction, food and drink stall, kiosk and toilet block must be accessed by a pathway.



Cost per square pathway block: £150

Your theme park must include a lake of this shape and size.



Cost of lake: £47,000

## PARK PLANNING CHALLENGE

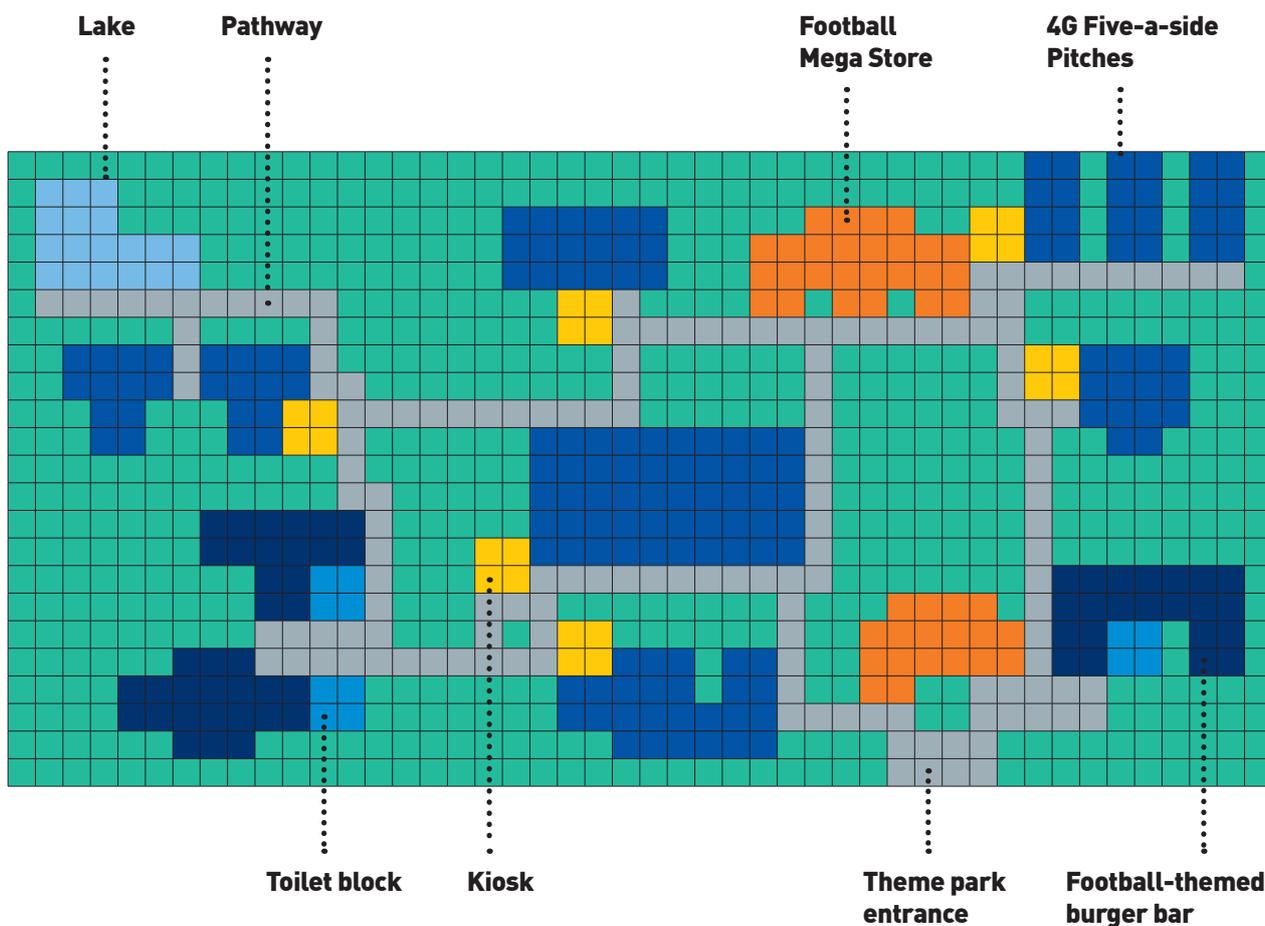
### Task 2: Designing your theme park layout

Now that you have selected which features you will include in your Albion Theme Park, your next task is to design your theme park layout by drawing your features onto a floor plan.

Floor plans are used by the architects in the Brighton & Hove Albion projects team to show builders exactly how they want developments to look. Even the American Express Community Stadium started out as just a floor plan!

There is an example floor plan below to help you, but make sure your floor plan looks different - this is your chance to get really creative with your design!

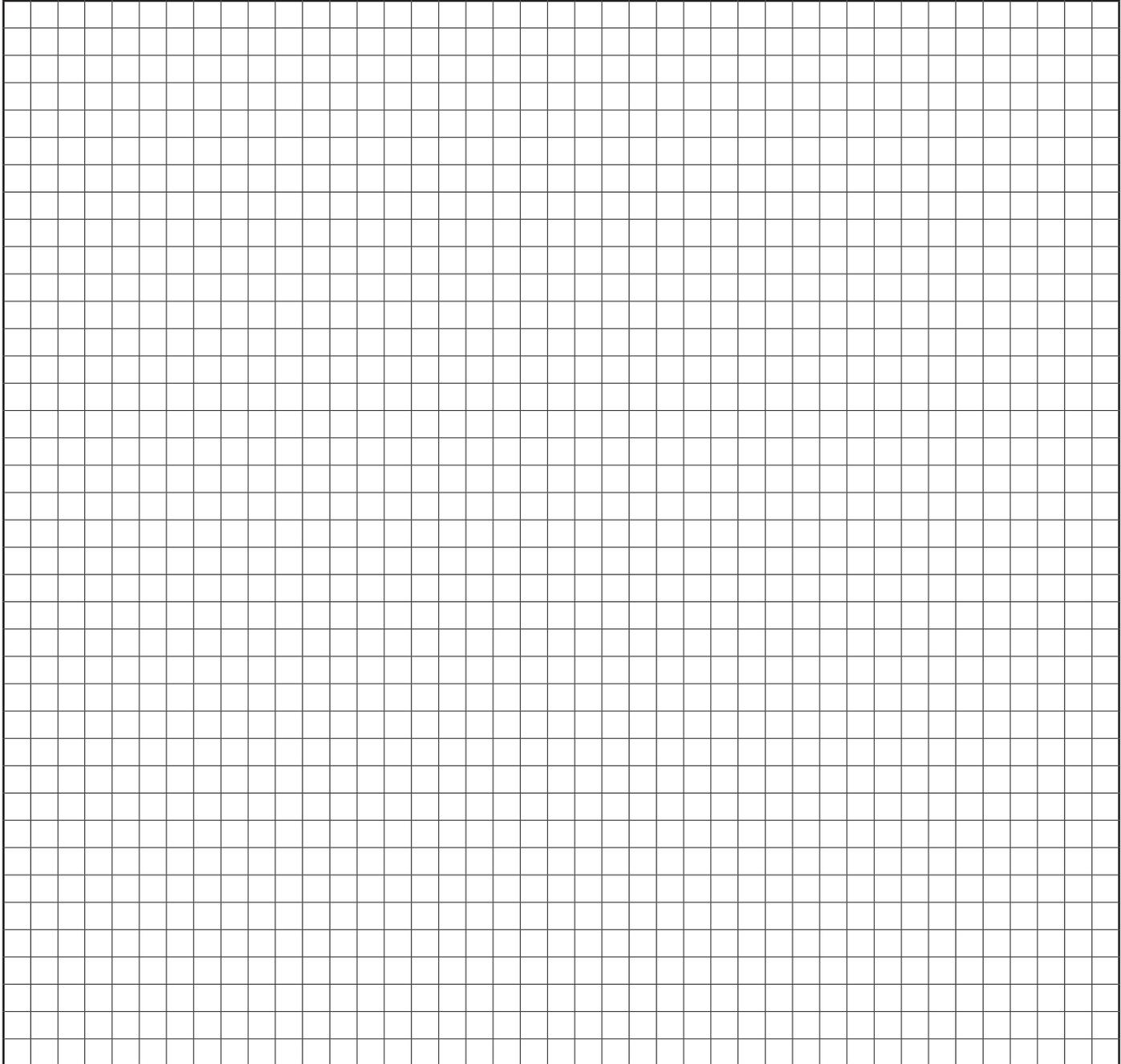
### Example theme park floor plan:



# PARK PLANNING CHALLENGE

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Use the template below to design your theme park floor plan:

A large grid template for designing a theme park floor plan. The grid is composed of 30 columns and 30 rows of small squares, providing a space for students to draw and plan their theme park layout.

## PARK PLANNING CHALLENGE

### Task 3: Pricing up your theme park

Now that you have designed your theme park, you need to work out how much it has cost you to build, how much it will cost you to run and how much income you predict to make each day that it is open for business!

The formulas in this page will help you to work out your finances - you can come back and look at these if you get stuck.

To work out the feature income of each attraction, outlet or stall:

Find the ticket price per person / average spend per person and multiply (x) it by the number of expected customers.

Example:

Ticket price per person	x	No of expected customers	= (Feature income)
£3.00	x	700	= £2,100

To work out the staffing costs of each attraction, outlet or stall:

Find the number of staff required to run the attraction or venue and multiply (x) it by 63.

(Each staff member works 7 hours a day and is paid £9 per hour, so: 7 hours worked x £9 per hour = £63 per day).

Example:

Cost of staff per day = £63	x	No of staff	= (Staffing costs)
£63	x	5	= £315

To work out the total profit of each attraction, outlet or stall: work out your feature income and take away (-) the staffing costs.

Example:

Feature income	-	Feature staffing costs	= Total profit
£2,100	-	£315	= £1,785

## PARK PLANNING CHALLENGE

Complete the form below to help you work out your finances (you can use a calculator if you need to):

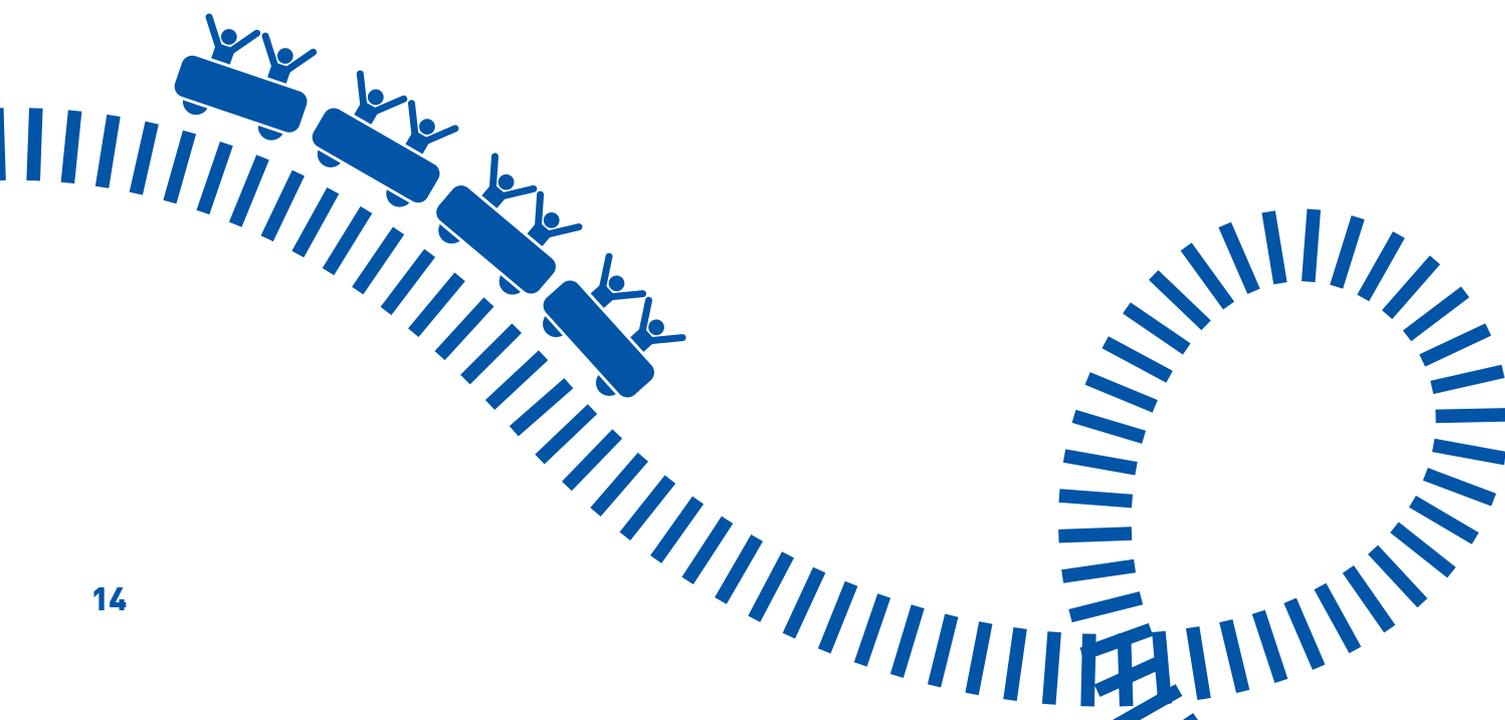
(A) Theme park attractions	Cost of attraction	Income from sales (per day)	Staffing costs (per day)	Profit per day (income minus cost)
Example: Football Golf (4-Hole Course)				
<b>Totals</b>	<b>AB =</b>	<b>AI =</b>	<b>AS =</b>	<b>AP =</b>

(R) Retail outlets	Cost of outlet	Income from sales (per day)	Staffing costs (per day)	Profit per day (income minus cost)
<b>Totals</b>	<b>RB =</b>	<b>RI =</b>	<b>RS =</b>	<b>RP =</b>

## PARK PLANNING CHALLENGE

(F) Food and drink stalls	Cost of stall	Income from sales (per day)	Staffing costs (per day)	Profit per day (income minus cost)
<b>Totals</b>	<b>FB =</b>	<b>FI =</b>	<b>FS =</b>	<b>FP =</b>

(O) Others costs	Quantity	Individual cost	Total cost of construction (quantity x individual cost)
Lake		£47,000	£47,000
Kiosks		£2,000	
Toilet blocks		£3,000	
Pathway blocks (per square)		£150	
		<b>Total:</b>	<b>OC =</b>



## PARK PLANNING CHALLENGE

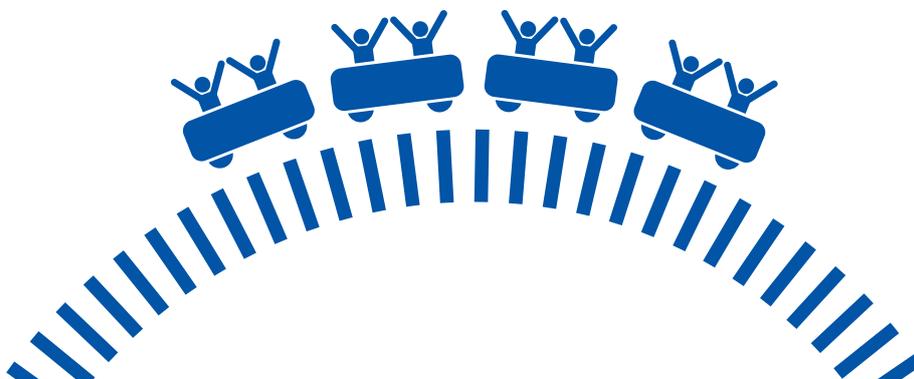
### Task 4: Overall profit

Now that you have worked out the different costs and income for each of your features in Task 3, you need to put these together to work out how much you will spend and make overall each day!

Each total from the form in Task 3 had a two-letter code e.g. AB. Use these codes to help you with these calculations.

Use the table below to work out your total building costs, total staffing costs, total income and total profit per day.

<b>Total building costs (B)</b>	<p><b>To calculate this, work out:</b></p> <p>Total cost of theme park attraction buildings (AB) + Total cost of retail outlet buildings (RB) + Total cost of food and drink stall buildings (FB) + Total of other costs (OC)</p>	<b>Your answer:</b>
<b>Total staffing costs (S)</b>	<p><b>To calculate this, work out:</b></p> <p>Total cost of theme park attraction staff (AS) + Total cost of retail outlet staff (RS) + Total cost of food and drink stall staff (FS)</p>	<b>Your answer:</b>
<b>Total income (I)</b>	<p><b>To calculate this, work out:</b></p> <p>Total income of theme park attractions (AI) + Total income of retail outlet (RI) + Total income of food and drink stalls (FI)</p>	<b>Your answer:</b>
<b>Total profit per day (PPD)</b>	<p><b>To calculate this, work out:</b></p> <p>Total income (I) - Total building and staffing costs (BS)</p>	<b>Your answer:</b>



## ROLLERCOASTER DESIGN CHALLENGE

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After looking over your plans, the Brighton & Hove Albion projects team has asked you to design a new rollercoaster for your theme park. This rollercoaster will be the star attraction and help to encourage visitors to your theme park - everyone will want to experience it!

Use the box below to sketch your rollercoaster. To make it exciting for visitors, it will need to include a range of different ride features (try to include the features from the top of the sketch box alongside your own creations) and should be really colourful and eye-catching!



**Sharp  
inclines**



**Huge  
drops**



**Loops**



**Tunnels**



**Chicanes**



**Supporting  
structures**





[albioninthecommunity.org.uk](http://albioninthecommunity.org.uk)

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