'Wild West Theme Park' is a cross-curricular project aimed at Upper Key Stage 2 children.

All teaching and learning resources can be downloaded, free of charge, from [http://www.independentschoolsportal.org/wild-west-theme-park-entrepreneur-project](http://www.independentschoolsportal.org/wild-west-theme-park-entrepreneur-project). You can also download the App by scanning the QR code opposite.

**CREDITS**

This resource has been written on behalf of Blue Cow Education and the Independent Schools Portal by David Winfield. His time was paid for by Premier Recruitment who are based in the North West of England. If you are a school in this area looking for long or short-term supply teachers, please try them—they're progressive, professional and they really care about the needs of schools.

This resource may be freely copied, amended, updated and otherwise improved to suit the needs of your pupils. In fact, it is a #goppen resource. If you haven't heard about #goppen, please visit www.goppen.uk or turn to the back page.

**ABOUT THE AUTHOR**

David believes that education should always be inspiring. Once, he was a Deputy Headteacher; nowadays, when he isn't creating high-quality teaching resources to give away for free, he is works as part of two very talented teams who are developing the 'Flowing Tales' writing interventions (www.floatingtales.com) and the Independent Schools Portal (www.independentschoolsportal.org). He is also a regional IT subject advisor for the Independent Association of Preparatory Schools and he consults widely to ensure that IT and Computing provision in schools is awesome!
# Teaching Sequence

**Lesson 1:** (Mathematics) Introduce the brief to the children • First draft plan: Costs • Reflection on what has been learned

**Lesson 2 (Geography):** Establishing a Key for the theme park • Map creation and the importance of scale • How amenities are located within the park

**Lesson 3 & 4 (English):** Creating a marketing brochure for the Theme Park.

**Lesson 5:** (Mathematics) All: Using the spreadsheet to plan a budget for setup costs, marketing and on-going running expenses based on the rides and amenities chosen.

## Resources

- Theme park App • Introductory presentation • First plan budget and costs video • Children's work booklet •

- Theme park App • Teacher's presentation • Alton Towers and Thorpe Park Maps • 'Building a 2D Map' video • 'Understanding scale' video • Children's booklet

- Theme park App • Teacher's presentation • Children's work booklet • Creating a brochure video • Access to 'Canva' and printing facilities (optional) • Actual theme park brochures •

- Theme park App • Teacher's presentation • Marketing budget and costs spreadsheet • Children's work booklet • Using the spreadsheet video
Teaching Sequence
Lesson 6: (Mathematics / Geography): Building the theme park for real!

Lesson 7: Inputting the game calculations and completing the self-evaluation sheet

Optional Extension Activity: (Technology / English) Create TV advertisement for the Theme Park

Resources
- Theme park App • Teacher presentation • Children’s work booklet • Lesson support videos • Coloured pencils

- Theme park App • Teacher presentation • Children’s work booklet • Lesson support videos • Self-evaluation sheet (in the children's booklet)

- Theme park App • Either: iPads / phones with iMovie or an Android (or other recording device) and free video editing software such as Loopster (http://www.loopster.com/) or Magisto (https://www.magisto.com/) • Example theme park video advertisements • Features of a TV advertisement resource

Further useful links:
All resources necessary to teach this topic are available from the Independent Schools Portal: http://www.independentschoolsportal.org/wild-west-theme-park-entrepreneur-project.html

Follow the Independent Schools Portal on Twitter: @IndepSchPortal as we constantly adding new resources and improving existing ones.
Resources
- Theme park App
- Introductory presentation
- Wild West Theme park app*
- Budget planner spreadsheet*
- Completing the budget planner video*
- Calculator*
- Children’s work booklet

* Optional

Lesson Objectives
- To understand the project brief
- To familiarise themselves with the resources
- To strengthen their creative and collaborative skills
- To understand how to plan spending and track costs
- To practice long addition / subtraction
- To use technology to in a practical, 'real life' context

Teaching Sequence

Introduction
Project brief: You have brought 20,000 m² of land and have been granted planning permission to build a 'Wild West' theme park. It is hoped that the theme park will create income and jobs for local people. As you have planning permission, the bank has loaned you £1 million to build your park, advertise it and provide enough money to run it until you are generating profits.
Main objective: To pay back the bank their £1 million after 3 years
Secondary objective: To make as much profit as possible. Anyone who achieves the main objective will earn a theme park entrepreneur certificate!

Main Teaching
Talk through the introduction slides, emphasising that there legally must be certain amenities (such as toilets and fences) and some that are necessary, but not very exciting (such as parking!). Talk through the meaning and importance of setting a budget and that the children will need to save some money for advertising the theme park and for the initial running costs until visitor numbers begin to build up. Saving at least £250,000 – £300,000 is recommended.

Independent
The Children work independently to build a first draft cost budget in their workbook, although they should be encouraged to collaborate. Low ability or younger children can also work as a group with support. Some children may need to use a calculator; the budget cost spreadsheet can also be used to demonstrate how this task should be completed (as well as used by younger / lower ability children).

Plenary
The children should reflect on their decision making and consider: • The park name? • Target market? • Do they know how much they have spent and why this is important? • Have they spent enough on amenities to such as toilet blocks, fences, benches etc.
WILD WEST THEME PARK KEY STAGE 2 CROSS-CURRICULAR PROJECT
LESSON 2: A 2D MAP OF THE PARK

Resources
- Wild west theme park App
- 2D map teacher’s presentation
- Alton Towers and Thorpe Park Maps
- How to create a map video
- Understanding scale video
- Children’s work booklet
- Coloured pencils

Lesson Objectives
- To create a 2D map, based on the amenities and rides purchased in lesson 1 using a key
- To understand scale
- To understand that a 2D map is an overhead representation of a place
- To comprehend the follow the ‘creating a map guidance’ in the pupil workbook

Teaching Sequence

Introduction
Project brief: We are creating a 2D map of our theme park using the rides and amenities that were purchased in lesson 1. Show some actual examples of theme park maps (available on the Wild West Theme Park Portal page and on the app). What do the the children notice about these maps?

Main Teaching
- Recap what a 2D map is (overhead representation of a real place) • Discuss what scale is and visualise how big 50m² is (1 square on the map) • Talk through the key for the rides and amenities and how this translates to the map • Quickly talk through top tips, with some focus on how *some* multiple symbols can be used in the same square • Remind children that they have access to support materials.

Independent
Children complete the 2D map following the guidance and using the support materials

- Children can work independently or collaboratively, although less able children may benefit from working in teams with adult support • All children can be given access to the support materials on the Portal website and on the app

Plenary
In the first instance, children should self-evaluate their 2D map against the guidance using the tick-boxes in the pupil booklets • Children can then show and tell what they have done; they could be encouraged to constructively feed back to each other what they have each done well and how their work could be improved.
Lesson Objectives
- To create a 4 page brochure for the theme park
- To include persuasive features
- To follow the 'top-tips and guidance' information in the children's work booklet

Teaching Sequence

Introduction
Introduce the brochure learning objectives • Discuss the purpose of a brochure • Explore the key features of a brochure • How should a brochure be written, illustrated? Describe the layout.

Allow the children some time to look through existing brochures. Get the children to talk about what they notice and what they would like to include in their own work.

Main Teaching
Using the creating a brochure teacher slides, discuss with the children in detail: • The front cover: what persuasive features are included? How does it grab your attention? • Are there 'themed' areas within the park? Is this something you could include in your theme park? • What do the children notice about the names of the rides? Will they name their rides? Do the children want to introduce a ratings system for their rides so that their suitability for different people is clear? • How should food outlets be described? Where in the park are they thinking about placing their food outlets and why?

Independent
2 x Lessons. The children should begin to create their 4 page brochure using the blank pages in the children's booklet. It is recommended that the children are allowed to work in teams. Particular focus should be on using persuasive features and vocabulary.

Plenary
Children self-evaluate using the success criteria on whether they have successfully created a brochure that is fit for purpose. They also share each other's brochures and the teacher highlights examples of good work.
WILD WEST THEME PARK KEY STAGE 2 CROSS-CURRICULAR PROJECT

LESSON 5: A MARKETING CAMPAIGN

& RUNNING COSTS

Resources

- Wild west theme park App
- Marketing campaign and running costs teachers presentation
- Marketing and running costs video
- Marketing and running costs spreadsheet
- Children’s work booklet
- Access to computers and printers

Lesson Objectives

- To finalise the theme park rides and amenities
- To create a marketing plan
- To consolidate their understanding of budgets
- To use technology to in a practical, ‘real life’ contexts

Teaching Sequence

Introduction

Discuss how the purpose of marketing is to give information to potential customers to encourage them to spend money. Undertaking marketing can help you sell many more tickets, but it can be very expensive! Also, running a theme park can also be very expensive as you have lots of bills and wages of staff to pay (depending on what rides and amenities that you have constructed!)

Main Teaching

Demonstrate the Lesson 5 Theme Park Spreadsheet • Inputting the rides and amenities from lesson 1 • How to input the marketing activities • Discuss how the running costs figures showing how much is left in the bank are automatically calculated • Important to ensure that there is money in the bank after the park has been built, the marketing events have been planned and the first months running costs have been taken out • Some terminology like utility bills and insurance may need to be explained • Encourage the children to alter the rides / marketing mix until they are happy: The decisions that are made today will be final! This is what they are purchasing for their park!

Independent

The children experiment with the spreadsheet until they are happy with the rides / amenities / marketing mix... and that they have a little money left in the bank after 1 months running costs have been taken into account • The three spreadsheet pages should be printed out and stuck in the work books on the pages provided.

Plenary

Discuss the concepts covered today to ensure understanding • Ask the children to show each other’s work to ensure that everyone has a little bit of money left in the bank after all of the building work, marketing and running costs are taken into account!

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WILD WEST THEME PARK KEY STAGE 2 CROSS-CURRICULAR PROJECT
LESSON 6: BUILDING THE ACTUAL

THEME PARK

Resources
- Wild west theme park App
- 2D map presentation
- How to create a map video
- Children’s work booklet
- Coloured pencils

Lesson Objectives
- To create a 2D map, based on the amenities and rides purchased in lesson 1 using a key
- To understand scale
- To understand that a 2D map is an overhead representation of a place
- To comprehend the follow the ‘creating a map guidance’ in the pupil workbook

Teaching Sequence

Introduction
Explain that today the children are building our theme park for real, based upon the rides and amenities that they purchased in the last lesson!

Main Teaching
Recap the key features of a 2D map. Remind the children to refer to the key and guidelines from lesson 2 and to include all of the new rides and amenities that they finally decided upon yesterday

Independent
Complete the final version of the 2D map of the Wild West Theme Park.

Plenary
Children’s peer review their own work against the learning objectives
WILD WEST THEME PARK KEY STAGE 2 CROSS-CURRICULAR PROJECT

LESSON 7: LAUNCHING THE THEME

PARK
Resources
• Wild west theme park App
• Theme Park Game Spreadsheet
• 'Understanding the game mathematics' video
• Children’s work booklet
• Access to computers and printers

Lesson Objectives
• To understand the impact that the decisions they have made have had on the success of the project
• To evaluate how their theme park could have been even more successful

Teaching Sequence

Introduction
Explain that the children will be typing in the rides and amenities and marketing budgets into the game spreadsheet. So today we will be finding out how well we have done!

Main Teaching
Recap the main and secondary objectives of this project and the aim of today is to see how successful they have been. They will also be evaluating what they have learned and what skills they need to keep working on. You can remind the children that whoever achieves the primary objective will receive and Wild West Theme Park Entrepreneur certificate!

Independent
Children type in their finalised amenities, rides and marketing budgets into the final game spreadsheet and they see how they have done!

Plenary
Evaluate as a group why some children have been more successful than others (You could play the 'mathematics of the game video to the children to illustrate this). Children also need to complete the self-evaluation page of their booklet.

Don't forget to print the children's certificates!
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