

# Ideas for Today's Resources

Planning permission has been granted for the new Tees Valley Snowdome and the company behind it is in the process of gathering investors. Lockdown probably isn't helping that too much! But once the centre is built it will be far more than a ski run. Other centres of its type often have a range of facilities for a wide range of audiences to enjoy a day out there. Cinemas, trampoline parks, indoor golf, gyms, restaurants, shops.....the list is endless and varied and one of the tasks today could be to focus on one facility and design how it will look and function. As always with these types of tasks, audience focus and hitting or surpassing their expectations is the key element on which all ideas can be based. Pupils often find it hard to look at an issue from a different audience perspective and this is a great opportunity to challenge them. While they are busy snowboarding what will their Mum do? What about a grandparent. Some children may like to focus on an overview of the centre with a list of different activities all aligned to different potential audiences. As always the task can simply be a creative one or can include a range of literacy or numeracy spin offs that fit the context. Price of a pair of skis? How many times must you hire them at £X to make them pay a profit? Super milk shakes in the cafe? What do the ingredients cost and how will you make a profit?

## Using the task

The video tells you what to do!

### Discussion points:

- Which audience will we focus on?
- How can we cater for multiple audiences who might be there? (parents waiting for children?)
- How can we make facilities better than anywhere else in the world?

## Community

Creating a sense of community around this work will improve authenticity and motivation for the children. I have provided a google folder at the bottom of the webpage for images of work to be uploaded to. Please don't put full names on, first name is fine and possibly the town where you are. Experience shows that this really develops self confidence and improved outcomes for further work. Equally you can email work to me.

## Tasks and outcomes

Audience! If you design something you must justify why for a specific audience. The design planners help you to identify the potential things that will attract specific audiences. From there, USPs and actual designs can be focussed on.

### Task suggestions include:

- Design a great facility that an identified audience would pay to come and use
- Create a simple business plan that shows how the cost of an item/materials will be paid off through people paying (e.g., milkshake in cafe)
- Create a poster/magazine ad that showcases the amazing facility you have created
- Create an overview plan of the centre identifying different facilities for different audiences

