



# **LUNAR THEME PARK**

**MATHS PROJECT**

The year is 2050.

Man is now colonising the moon and  
Lord Alan Sugar has decided to build  
the first **lunar theme park** in history!

He wants to commission (pay for) a company  
to:  
plan, develop and run the theme park of his  
dreams...



# Task 1

Create a name for your theme park and a logo.

When creating your park you will need to consider the following:

- What sort of rides are you going to have?
- Facilities your visitors might need like; toilets, cafes, shops, picnic areas, seating etc.
- Paths between rides and various facilities.
- Does your Theme Park have different 'themed' areas?

**Examples:** 











## Task 2: Design your theme park

1. Using squared paper provided, design and draw your Theme Park.

You **MUST** have the following items which are connected by paths:

Car park, toilets, cafes/restaurants, shops for your visitors and rides

**Your spending limit is £500,000**

You must **NOT** go over your spending limit!

2. Finalise the Park's inventory  
(what you have in your park?)

3. Check that you have not overspent (remember to leave money for advertising, running your park and hiring staff)

How much  
do the  
items cost?

|   | ITEM          | Number of Squares | COST               |
|---|---------------|-------------------|--------------------|
| ✓ | Major Ride    | 10                | £ 50 000           |
| ✓ | Minor Ride    | 6                 | £ 20 000           |
| ✓ | Cafe          | 4                 | £ 10 000           |
| ✓ | Shop          | 4                 | £ 7 000            |
| ✓ | Toilet        | 2                 | £ 1 000            |
| ✓ | Paths         |                   | £200 per 5cm       |
| ✓ | Car Park      |                   | £500 per sq.       |
|   | Lake          |                   | £ 5 000 per square |
|   | Picnic Area   |                   | £ 2 000 per square |
|   | Hot Dog Stand | 1                 | £500 per sq.       |
|   | Photo Booth   | 1                 | £500 per sq.       |

✓ Compulsory Items

## Task 3: To run your theme park

To run your Theme Park the following costs will apply to each item that you have, every day.

**Work out how much it will cost to run your Theme Park for one day?**

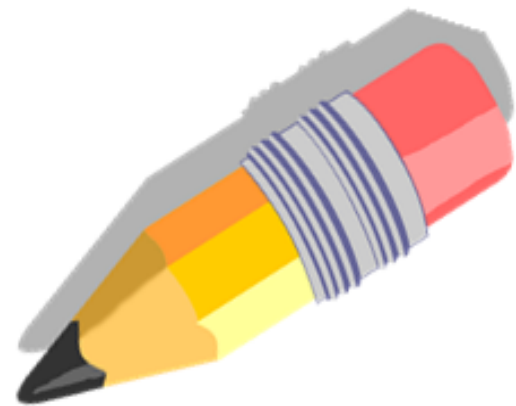
| ONGOING COSTS |             |  |                    |
|---------------|-------------|--|--------------------|
|               | Staff Costs | Electricity /<br>Maintenance / Repairs | Total Cost per day |
| Major Ride    | £500        | £600                                   | £1100              |
| Minor Ride    | £400        | £400                                   | £800               |
| Cafe          | £300        | £200                                   | £500               |
| Shop          | £200        | £200                                   | £400               |
| Toilet        | £50         | £50                                    | £100               |
| Hot Dog Stand | £50         | Free                                   | £50                |
| Photo Booth   | FREE        | £150                                   | £150               |



**Task 4:** Decide on a **price per person** to enter your Theme Park.

**REMEMBER:** *You must make it cheap enough to attract visitors but enough to make a profit.*

Record your price: \_\_\_\_\_



Then, work out your projected **income** (the money you will make) in a month using the figures provided.

Number of visitors **X** price of entry = income

## Task 5: Publisise your Theme Park

You will need to design/create different types of advertising to promote your theme park. The costs of the different types is given on the next page.

### Design your adverts.

*(All adverts will be judged on how well you have used the persuasive devices you have learnt about. Focus on your main theme park attractions.)*

**Radio advert:** Write a script for radio to include a jingle (short piece of music)

**Poster:** Design a poster to promote a main attraction or an event

**Leaflet:** Create a leaflet containing information about the different features of your theme park

**TV advert:** Create a storyboard to include pictures and customer feedback