

SECONDARY TEACHING RESOURCES

KS3 ACTIVITY PACK

**THE
PADDINGTON
BEAR™
EXPERIENCE**
COUNTY HALL, SOUTH BANK, LONDON





Secondary Teaching Resources

KS3 ACTIVITY PACK

Dear Educators,

Thank you for your interest in The Paddington Bear™ Experience.

We hope they enjoyed the opportunity to leave the real world behind and join Paddington on his adventures for a day. The appeal of an experience like this for any audience is the chance to escape reality and exercise their imagination, where anything is possible, even if just for an hour.

This pack contains activities to utilise with your KS3 students following or prior to a trip to The Paddington Bear™ Experience. These activities will activate a collaborative energy in your students in which they will rely on each other, and their creativity, to achieve their goal.

We hope to inspire lots of classrooms to engage in the magic of creativity and experience creation - where there truly is something for everyone!

The activity contained in this pack involves students working together towards the goal of creating a pitch for an immersive experience of their own, much like The Paddington Bear™ Experience. These activities could be used as part of lessons across several subjects, by one classroom teacher, as a form time activity across a week, a drop-down day, or a cross-curricular activity off-timetable. The time allocated is intentionally vague so that you can adapt the task to suit your school and your students.

As a summation of the activity, you could have a panel of staff hear each pitch and award the winning group somehow. It's also possible to include elements of Media Studies and have the students submit their pitch in a digital format, this is flexible according to what works for your school.

Thanks for joining us to celebrate Marmalade Day!

The Paddington Bear™ Experience Schools Team



KS3 ACTIVITY PACK INTRODUCTION

Key Skills:

Project management, Leadership, Collaboration, Creative Thinking

Curriculum Alignment:

Applied Mathematics, Business Studies & Enterprise, Drama, Literature

Group size:

Minimum 4 Students, maximum 12 Students per group, as many groups as you like!

Task:

Pitch your idea for producing a Live Event or Immersive Experience for families with young children based on a nursery rhyme or popular children's story

How

Separate into four equal-sized groups and assign the group names below:

Creative Team

(page 7-11)

Marketing Team

(page 12-16)

Financial Team

(page 17-20)

Producing Team

(page 21-24)

GOAL:

The success of your pitch will be measured by your:

- Creativity (how original is your idea?)
- Collaboration (how well have you worked together with each sub-team?)
- Financial management (is your revenue higher than your costs in order to make a profit?)
- Public appeal (have you considered your target audience and appealed to their interests effectively?)



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Initial Planning Meeting (Whole Team)

Firstly, you need to establish an understanding of what an immersive experience is.

Imagine a traditional theatre visit; you enter through the foyer, make your way past the program and merchandise stalls and the bar and take your place in your seat. The show begins and aside from a break at the interval, you generally stay in your seat until the end, when the cast comes out on stage for a curtain call. In an immersive experience, however, you don't just watch the story, you get to go inside it.

The key roles in creating a theatre show are still involved in developing an immersive experience but they have slightly different responsibilities:

The Playwright - Writes a script which includes 'direct address' where the actors will speak directly to members of the audience, asking them to participate in tasks and challenges to help move the story forward.

The Director - Has to direct the scenes and actors, but without one of the most crucial parts of the equation, the audience! So they have to help the actors be prepared for any event or response the audience might have.

The Actors - Need to prepare for anything! They are acting with each other, but also with members of the audience, so they balance learning lines of script with highly skilled improvisation so that they are reacting in the moment to each audience interaction they have.

The Designers - Unlike in a traditional theatre show, where they are designing one space, the set, costume, lighting, sound and prop designers are designing across multiple spaces, as the set is stretched out over a much larger floor plan. Some immersive projects involve one large space that the audience roams freely throughout, and others, like The Paddington Bear™ Experience, stretch across several rooms as the audience journeys from one place to another.

You can see on the following page some images of The Paddington Bear™ Experience.



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Initial Planning Meeting (Whole Team)





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Initial Planning Meeting (Whole Team)

As a team, you need to discuss and answer the questions below together before you can go your separate ways to work on your own priorities in your sub-teams. Agreeing to these priorities will mean that you can be sure your contributions will align when you meet back together to construct your pitch.

1. Who will be your target audience? Are there more than one group or demographic featured in your audience (e.g. parents and their children)
2. What interests does your audience have that you will use to appeal to them to purchase tickets? (e.g. humour for adults/recognisable characters for their children).
3. What is your goal budget per sub-team?
4. What story or idea are you going to adapt and why?
5. What do you want the audience to feel during the experience?
6. What do you want the audience to think about when they leave the experience?
7. How interactive do you envisage the experience being?
8. How many spaces or rooms will you use in your experience?
9. How long will the experience last?
10. Why are you choosing your stimulus?

Task:

Complete your mindmap using the template on the next page.



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Initial Planning Meeting: Mind Map



KS3 ACTIVITY PACK Creative Team

Your team is responsible for the audience's experience of the storyline. Complete the tasks below, using the templates on the next pages, to help you to develop the story, the design and the ways in which the audience will interact with the cast.

STORYBOARD your plot into six clearly defined sections. You can split the sections by location, plot point or character perspective, depending on what works for your initial stimulus. Think of each square as 3-5 minutes' worth of time within the experience. Print more copies of this page if you need them.

MOODBOARD the colours, shapes and textures that you want the audience to see in your experience. Think about the set, the costumes, the props and the technical design; all of these factors influence the mood and atmosphere of your experience. You can collage your ideas below.

AUDIENCE TASKS are what separates experiences from more traditional forms of theatre. People love to get involved in the action! The audience gets involved and collaborates to help solve problems with the characters. An example of this in The Paddington Bear™ Experience is the shortage of oranges. The audience is introduced to the idea early, by Mrs Brown after arriving in Windsor Gardens and then again in the kitchen with Mrs Bird. This means that when they find themselves in Peru, they know what they need to do to help Paddington out. Another example is when Mrs Brown asks for the audience's help reassembling the art pieces in the living room, after Paddington has made a mess. Think of some ideas for your experience to involve the audience in helping the characters solve their problems...

CHARACTER PROFILES help the audience understand the details of each character and get to know them. Think about how Mrs. Brown, Paddington, Mrs. Bird and Eddy, the adventurer and their assistant in Peru, are all clearly defined and look the part. Consider your four main characters and create profiles for them here...



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Creative Team: Storyboard



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Creative Team: Moodboard



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Creative Team: Audience Tasks

Problem	How the audience helps solve it



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Creative Team: Character Profiles

Character 1	Character 2
Character 3	Character 4



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Marketing Team

Your team is responsible for making sure the audience knows about the show and wants to come to it. This involves ensuring you know who your main target audience is, that the show is in line with their interests and priorities, and that the advertising appeals to them and ensures they buy tickets.

Complete the tasks below, using the templates on the next pages, to help you to develop your audience, market research and advertising.

TARGET AUDIENCE PROFILES To get this process started, knowing that your task is to appeal to families with young children, create four main target audience members and mind map the sort of things that might encourage them to come along. Consider both the adults and the children who you might be advertising to.

MARKET RESEARCH is an important part of marketing. Think about two other experiences that are available right now in your area for young families and research the following aspects so you can appeal to similar audiences. Some examples you'll have seen throughout The Paddington Bear TM Experience include the VIP ticket packages, marmalade sandwiches available for sale, merchandise in the store and photograph opportunities with Paddington himself.

VIDEO ADVERTISING on social media is a very important way of attracting audiences to buy tickets to your experience. As the marketing team, plan a storyboard for a video shoot for a reel to go on Instagram to advertise your experience to parents with young children.

PRINT ADVERTISEMENTS on the London Underground often help boost sales as potential audience members see them on their journeys to and from work. Draft your design below for a large-sized print ad to go up around the public transport stations in your area...



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Marketing Team: Target Audience Profiles

Target Audience Member 1	Target Audience Member 2
Target Audience Member 3	Target Audience Member 4



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Marketing Team: Market Research

Competitor Brand 1	
Ticket cost	
Opportunities to up-sell	
Brand partnerships	
Food & Beverage	
Competitor Brand 2	
Ticket cost	
Ticket cost	
Brand partnerships	
Food & Beverage	



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Marketing Team: Video Advertising

Scene 1	Scene 2	Scene 3
Scene 4	Scene 5	Scene 6



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Marketing Team: Print Advertising



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Financial Team

Your team is responsible for ensuring that the project doesn't lose money. In fact, ideally, you want your team to make money if you can.

Complete the tasks below, using the templates on the next pages, to help you to communicate with the other sub-teams to ensure that what they are spending is covered by your revenue streams.

PRICE POINT RESEARCH is a starting point, so you know where to pitch the cost of your tickets. Research competitor experiences that are available for young families in your area and what ticket pricing model they use. Then, underneath, make your recommendations to the team regarding reasonable ticket prices for your experience.

OPPORTUNITIES FOR ADDITIONAL REVENUE & BRAND PARTNERSHIPS are a way for you to supplement ticket sales as a means of boosting your financial bottom line. These can include

- 'Stunt casting' where you cast someone famous in order to attract more audiences;
- Merchandise and product sales, where you have t-shirts, stationery or trinkets made that your audience wants to buy as a memento from being at your experience or;
- Food and beverage sales, where the company can make a profit off themed food and drinks for sale to the audience.

Have a think of some of your own ideas for these types of revenue that suit your storyline and themes...

PROFIT AND LOSS PROJECTION is a tricky part of financial management, as it changes from day to day. Send a member of your team around to the other sub-teams and ask them for any anticipated costs associated with the ideas they are having, as well as any anticipated revenue that might be generated from their ideas. Include your ticket revenue projections and any anticipated profit from your brand partnerships, food and beverage, merchandise and casting ideas.



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Financial Team: Price Point Research

Competitor Brand 1	
Ticket prices	
Competitor Brand 2	
Ticket cost	
Competitor Brand 3	
Ticket cost	
Competitor Brand 4	
Ticket cost	
Recommendations to the team	



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Financial Team: Additional Revenue & Brand Partnerships

Merchandise and product sales
Casting
Food & Beverage



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Financial Team: Profit & Loss Projection

Anticipated Profit (revenue)	Anticipated Loss (costs)



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Producing Team

Your team's mission is to oversee the whole project, which is sometimes harder than it sounds. Your task, using the templates on the next pages, is to communicate with each sub-team, ensure their timelines are reasonable, they have clear targets to work towards, that they have support to solve any foreseeable problems and that all of the ideas are cohesive and work well together.

CREATE A MASTER TIMELINE where you can oversee the delivery of each sub-team's goals and align them together onto one master schedule. As a team, agree on the targets for each sub-team to meet and then send someone from your group to each sub-team to ask what they believe is a reasonable timeline to deliver their targets within. Come back together and align all these into one easily visible timeline to share with everyone so they understand how their contribution affects the whole project.

VENUE is a crucial part of how successful a show is, as the location and environment, as well as how convenient it is to get to, all influence how likely people are to buy tickets. As a producing team, research some appropriate venues in your local area to include in your pitch...

LINE MANAGEMENT OF OTHER SUB-TEAMS is a huge part of a Producer's responsibility. After the teams have all been working away on the individual targets for a while, take a visit to them and check in with how they are getting on with their tasks. Come back to your subteam and consider how you might help them to solve some of the challenges they are facing...



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Producing Team: Master Timeline

NOW

PITCH PRESENTATION



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Producing Team: Venue

Venue 1	Venue 2
Venue 3	Venue 4



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Producing Team: Venue

Creative Team	
Challenges they are facing	Possible solutions

Marketing Team	
Challenges they are facing	Possible solutions

Finance Team	
Challenges they are facing	Possible solutions



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Structuring Your Pitch (Whole Team)

Pitch Presentation planning

After each subteam has completed their tasks, join back together as a whole team and start planning your pitch presentation using the planner on the next page.

Remember to rehearse who will speak and when, and what imagery you want to show at which stages of your pitch.

GOOD LUCK!



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Structuring Your Pitch (Whole Team)
