

Activity 2- Publicity for the Park

Before you made the final decision on the site for the Playpark, you asked the people of Treeford what they thought.

The good news is that most Treeford residents agree with your recommendation. Your decision will make a lot of people very happy, but some people might have preferred another option.

So, be prepared for some questions, concerns or complaints landing on your desk. You will need to be able to answer them.

Now that the location is decided, your next task is to make sure that everyone in Treeford knows about the Park.

Edna has given you a budget of £4,000 for this purpose.

Think about ways you could publicise the event and make your choices. The table below will help you.

Publicity Methods & Costs

Publicity Method	Cost	Notes
3,000 A4 Double sided <u>colour</u> Leaflets	£2,000	This is enough for 1 per household and 400 extras to put in public places like libraries, council offices etc.
3,000 A4 Double sided <u>black & white</u> Leaflets	£1,000	This is enough for 1 per household and 400 extra to put in public places like libraries, council offices etc.
Grade 1 <u>Professional</u> Website	£1,000	Designed and maintained by professional designers and will allow people to leave suggestions, online blog drawings, live updates etc
Grade 2 <u>Standard</u> Website	£500	Designed and maintained by local resident. This will only allow you to provide basic updates to the community

4 full page, full <u>colour</u> adverts in Wexham Gazette	£500	The Wexham Gazette is the local, weekly paper for the Wexham area.
4 half page, <u>black & white</u> adverts in Wexham Gazette	£250	
20 peak time adverts on Radio Wexham FM	£1,000	Most local people listen to the station.
Large electronic, full colour information panel in Treeford town centre size 10m ²	£2,000	Most people would see this when they are shopping or enjoying the town centre. It could be linked to a website.
Are there any other ways to publicise the park. How much would they cost? If you are unsure, how could you find out?		

Edna wants you to list your priorities in order (most important first).

List your priorities below and make sure everything adds up to no more than £4,000.

Publicity Method

1

2

3

4

Total Cost