



Mapping Festivals

Lesson 6: Design your own Festival!

Key ideas:

- a) How to use maps to select the most suitable site for a festival.
- b) Use knowledge and skills from previous lessons to select a suitable site and design a festival.

Starter activity:

Choose the site

The starter resource presents students with a map of the Carlisle area. The scenario: Students are in charge of locating and organizing a new UK music festival in the Carlisle area. Their first task is to choose the most suitable site.

They are given a choice of four possible sites with the postcode and map for each. They must consider;

- Accessibility – ease of access via main roads. Also rail and air links.
- Relief – flatter land is better.
- Proximity to urban areas – need to be close to Carlisle and other towns but not too close as the noise will be disruptive.
- Land-use – rural farmland is most commonly used for festivals or the grounds of big country estates.
- Flood risk – postcodes have been provided so that students can check the flood risk at each site, using the Environment Agency Flood Map service at <http://maps.environment-agency.gov.uk/wiyby/> (Click on 'flood risk' and enter postcode. Map should be zoomed into 1:20,000 scale for detail of the site).

For information on the pros and cons of each site, see fact sheet. The students' thoughts and responses for each site can be discussed and they should be encouraged to justify their choice of site. If desired, a class consensus can be reached about which site is most appropriate.

Main activity:

Festival Planning

The class should be organized into groups and each group will spend the rest of the lesson using the 'planning your festival – main activity resource' to start planning their festival. On the main activity resource, they are given full instructions on how to:

1. Write 'getting here' travel directions and produce a simple sketch map.
2. Write a 'going green' plan for their festival.
3. Produce a 'local area' information guide 'Info-man' style.

Each group should divide these tasks amongst themselves. Their aim should be to complete these in draft form, by the end of the lesson.

If desired, this can then be extended into a 'project' over a few lessons where students also;

- Come up with a name for their festival.
- Design a logo.

- Write a 'motto' or 'mission statement' for it.
- Develop a line-up of acts.
- Design promotional flyers/posters and tickets for it.
- Develop a site map for the festival site, like the one for The Isle of Wight Festival here: <http://www.isleofwightfestival.com/FestivalMap2008.pdf> or for the Reading Festival here: <http://www.strictlyreading.co.uk/page/reading-festival-map>

This could culminate in producing a website for their festival or presenting their ideas using PowerPoint or Moviemaker. There isn't time to achieve all of this in one lesson so it can be developed further as much as you like!

Plenary:

Progress reports

Ask each group to write a short report of their progress so far, covering some of their main ideas for their festival. They should then read this to the class, enabling the teacher to highlight good ideas and share these with other groups.