

Activity



Dragons' Den



Dragons' Den is a classic reality TV show and also an excellent context in which to develop children's speaking and listening skills, and their use of persuasive language, both through speaking and writing.

How could the street be improved?

Look for derelict or damaged land and buildings or an empty shop on Brook Street.

Explain to the children that there is an opportunity, to make Brook Street an even better place, by opening a new shop, café, restaurant or business ... but they need money to help set this up.

1 Individual, pair and class

Think, Pair (Talk Partners), Share.

Ask the children what they think the empty shop or piece of land should be used for and why. The children should consider:

- What is missing from Brook Street?
- What would improve the shopping and eating experiences in Brook Street?
- What would help attract more people to spend money in Brook Street?
- What would make Brook Street a more attractive place?
- What would make Brook Street more environmentally friendly? Other ideas?

Take some ideas from the class about a new shop or business. Ask other children to contribute and ask questions.

2 Warming up

Prepare children to address an audience... Just as with any sport, it isn't wise to go into the Dragons' Den arena without warming up.

Warm up activity: *'Just a Minute'* based on the radio show in which contestants must **speak on a given subject for 60 seconds with no hesitation, repetition or deviation**. A slightly shorter version, called *'Half a Mo'*, lasts for 30 seconds and is probably more achievable for KS2. Give individual children a topic e.g. Chester, school, railway station, canal etc. to talk about

3 Plan the elevator pitch

The essence of Dragons' Den is the dramatic element of 'The Pitch' – trying to persuade a potentially skeptical audience of the value of your ideas. Remind pupils that their elevator pitch should explain: what the idea is; the gap it will fill; the people who will benefit; what the long-term impact will be. It is designed to sell their idea and the reason they need money to set the shop / restaurant / business up. It should be short and to the point but also creative and memorable.

Discuss with the children the five key aspects to the classic pitch, some of which are interrelated.

- **AUDIENCE:** At this point, the audience for the pitch is primarily the Dragons: what are they looking for? But you also need to bear in mind the audience for the product i.e. people who use the shops, restaurants & businesses in Brook Street.
- **PURPOSE:** What is the pitch trying to achieve? The main purpose is to persuade the Dragons that your shop / restaurant / business will be worth investing in, to explain the gap the shop / restaurant / business will fill, to explain who will use the shop / restaurant / business etc.
- **STYLE OF PRESENTATION:** This is very much connected to the audience. Do you go for a straightforward explanation about the shop / business, what it would sell and why you need the money from the 'Dragons', or do you jazz it up a bit? Which approach is likely to be most successful?
- **FORM:** There isn't much time, so you need to cover at least the main points of the shop / restaurant / business. Do you need some visual aids to prompt you and help to get my message across?
- **UNIQUE SELLING POINT (USP):** What is the shop's / restaurant's / business' UPS? What is ultimately going to make the difference and persuade the Dragons that your shop / restaurant / business is worth investing in?

PAIR WORK: Ask everyone to find a partner. Pairs should start by sharing some of their ideas about what type of shop, restaurant or business it would be appropriate to have in Brook Street. One pupil will start being the 'pitcher' while the other should pretend to be one of the judges. The pitcher has just 1 minute to convince the judge that their idea should be the winning one. Pupils then swap roles.

WHOLE CLASS: Ask some volunteers to perform their elevator pitches for the rest of the class. Discuss which ones are the most convincing and why.

4

Preparing information for the sale pitch

In teams of 4 to 5, decide on an innovative business, shop or restaurant to be located in Brook Street.

Preparation for your sales pitch:

Discuss with the children the difference between **products and services**.

- **Products** are goods such as cars, food items, and clothes.
- **Services** are like carpet cleaning, restaurant service, shops, cleaning cars, hotels and automobile repair.

Ask the children in their 'teams' to consider: What does your shop / restaurant / business have to offer its customers? Why do you think there is a gap in the market on Brook Street for this shop / restaurant / business. How does your shop / restaurant / business stand out from those of your competitors? What will the shop / restaurant / business sell? E.g. If a restaurant, which cuisine focused on; what will be on the menu? How do you persuade the Dragons that people will want your shop / restaurant / business

Ask the children, in their teams to:

- **Summarise** in one clear sentence the type of business / restaurant / shop / service and the niche at fills - why Brook Street needs this business / restaurant / shop / service now!
- **Write, in one paragraph, their rationale for choosing this shop / restaurant or service.** Be prepared to discuss your choice with the entire class.
- **Design a catchy company name** for shop / restaurant / business (e.g. name of shop, restaurant or business, name of service and logo.)
- **Design a slogan** that summarises what the shop / restaurant / business sells and identifies the target audience.
- **Design the shop / restaurant / business frontage:** How does the frontage & design set it apart from similar outlets on Brook Street? Is it colourful, attention-getting, motivational, and practical?
- **Produce either a drawing / plan of the shop / restaurant / business**

Tweets: Social media has become an increasingly popular way of sharing information. Ask the children to compose a tweet about their proposed new shop / restaurant / business for Brook Street. Remember, it must be informative, catchy and only 140 characters - not words - long. Share these tweets as a class and discuss which ones are most effective and why.

Persuasive Letter: Working in groups, pupils are going to write an open letter to the rest of the class persuading them to back their idea for their new shop / business in Brook Street.

Start by writing the word 'persuade' on the board. Ask the children to explain what it means. Remind the children that persuasion is a way of helping other people see things from their point of view, so the letter should be clear & confident. Include in the letter:

- the catchy name for the business, restaurant or shop and / or the slogan for the business that summarises the idea.
- 3 positive adjectives to describe the shop / business
- 3 positive emotions that people will feel thanks to development of the new shop / business
- a clear sentence why Brook Street needs this business / restaurant / shop now!

Group: Write the letter.

Structuring the pitch: Help pupils to organise their thoughts...

Whole class: Brain storm. Ask the children to help you identify what to do and what not to do in structuring the pitch, and be able to produce a simple bullet point structure e.g.

- Introduce yourself.
- Introduce the shop / business – name for business, restaurant or shop and / or a slogan for the business that summarises the idea.
- USP (Unique Selling Point)
- Include basic marketing materials or other information, such as a list of testimonials, customer statements, or quotes from users etc.
- Produce either a drawing / plan of the shop / restaurant / business.
- Why does Brook Street need this business / restaurant / shop now!
- What are your plans?
- What do you need from the Dragons?

Think about:

- use of prompts
- use of IT
- use of artefacts, adverts, photographs, drawings, maps etc.
- making eye contact
- sticking to time
- speaking clearly and slowly

In your teams: Prepare your pitch!

Give the children the freedom to let their imaginations run wild & to take risks with their ideas. Encourage the children to use a mixture of creative writing, drama and multi-media techniques to help the children to produce an imaginative pitch for their new shop / restaurant / business.

**In your teams enter the Dragon's Den
and deliver your pitch!**

ENTER THE DRAGONS' DEN

GULP!!!!

Who are the Dragons?
Who are you trying to persuade
your idea is best?



Get a panel of Dragons

Possibly ask:

Head Teacher

a Governor

Class Teacher

other pupils

to form the panel of Dragons.

Activity



How might an estate agent sell a property in Brook Street?

Estate Agents have to make their properties stand out from others by descriptions alone. They must first entice a future purchaser to the property and they commonly do this by use of linguistic devices such as exaggeration (hyperbole) and understatement (euphemism), showing the good points of the property to best advantage and trying to make the bad points into good ones.

Estate Agents tend to go for overkill, proclaiming every possible feature as if it is a virtue. Estate Agents' prose is therefore colourful, and features 'a wealth of adjectives.'



1 Ask the children to look at a range of Estate Agents' details and then write the details for the sale of a business property on Brook Street.

En

Activities



3a

Write a haiku about the environment in Brook Street

Remember, a haiku takes the form 5-7-5 syllables. Example:

Narrow grey pavements

Shoppers rushing to the train

Happy on way home

3b

Write and perform a rap about Brook Street

3c

Tweet

Imagine that Brook Street is on Twitter. What message (of no longer than 140 characters not words) might you Tweet about Brook Street?

3c

Postcard

Imagine staying with friends in Brook Street area.

Draw an image that represents Brook Street on one side of a piece of paper.

On the other side write the **postcard home** describing Brook Street and how you have passed your time.

En4

Activity



Wordscapes

- 1 Produce a wordscape of this Brook Street.
- 2 Use a piece of paper and add words that describe Brook Street – think carefully about where you place the words, how you write them, the colours you use, their size etc.
- 3 Your page must contain only words but must look like the place around you.

En5

Activity



Write the opening of a mystery novel

- 1 For example a ghostly encounter set in Brook Street.
- 2 Make sure it includes plenty of descriptive language to help the reader to locate themselves in the story.

En6

Activity



Writing a description as a geographer

- 1 Ask the children in pairs, to create a description, in no more than 140 words, about the location and main features of Brook Street, using maps, atlases, Digimap & Google maps.
- 2 Explain that they have 10 minutes to complete the task and must try to write the description as a 'geographer.'
- 3 They should use terms such as north, south, east and west, not left or right, say in which City it is located and its relative position i.e. within the North West of England, in the County of Cheshire, in the city of Chester etc., transport links, rivers and canals it is near etc.