



Public Services

Activity 3

Public Services Challenge

After the success of the pigs and elephants' trails across Ipswich, what comes next?

You will need to work in teams to decide upon a series of events that will encourage people to visit the town. This is a team challenge with a key focus on event management. You will be asked to present your ideas to a panel of judges.

If you decide upon a third animal trail you will need to decide on the type of animal and what the connection is to Ipswich or Suffolk.

Resources required:

- Access to IT – icanbea, Publisher
- Stationery
- Map of Ipswich
- Bus routes
- Panel of judges

The Activity

Step 1 – Once you are in your teams you will need to:

- Agree a team name and create a logo
- Identify the events that you would like to recommend
- Consider which public services will need to be involved
- Produce (mock-up) marketing material

Step 2 – In teams you will need to consider the following points as part of meeting the brief:

- How you are going to promote your event/trial and to which groups i.e. primary schools, families, businesses, foreign visitors
- Recommend the siting of the animals or events
- Consider transport to get to the trial/events – cycling, walking, bus
- What resources will be required for a launch event, end of season auction and other events
- Consider the support of public services in carrying out your identified events i.e. installation of animals, trail maps, road closures etc.
- How are you going to present your ideas?