

G729-Event Management  
2009

**Some examples-approaches**

Background

Team member looking at theme relating to Travel and Tourism in Action and took an adventure activity and other as part of a day trip. **This was not part of the Adventure Tourism Unit.**

Some examples

AO3

Feasibility study containing presentation.

Market research and outcome.

Contingency plan

Risk assessments one followed with Teacher and team due to constraints imposed by authority regulations. The second one done by Candidate alone.

AO1

Business plan.

Some of the marketing strategy.

AO1/2

Project planning techniques

- Flow chart
- Gantt Chart
- Critical path analysis in relation to team role
- Financial accounts
- Agenda and fully organised minutes
- Customer feedback data



## Feasibility Study

A03

My project was based on a adventure tourism activity to Nottingham.

### Proposed projects and events

Own Thoughts on  
Team proposals  
A03

Sadie Stockwell- The location of this proposal was in York and the idea was to look around the city centre, go to a museum and then visit a fudge museum where we would all make and consume our own fudge. I liked the idea of going to the museum however I did feel that the trip would have also been much more better if we could also eat at a restaurant after the activities as we would only have the fudge to eat on the whole trip.

Zenieb Jahangier – The location of this proposal was in Sheffield. The idea was for a race Karting trip to a outdoor area in Sheffield, do some shopping in the city centre and then go out for a meal as a group. I liked the programme for the day however a disadvantage was that the go- karting would cost £40 per person.

Sopie Ahmed- This proposal was to take place in Leeds, Roundhay park in a museum called tropical world. The trip would be from 10:30 am in the morning to 2:30 pm in the afternoon. This trip's target market was children in year 5 and also possibly year 7. This was a good idea for a trip for children in junior school which I feel would be very feasible.

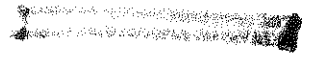
Saida Saloo- This proposal was to go to Birmingham. Firstly we would visit the sea life centre in Birmingham then students would be given the chance to shop at the large bullring shopping centre. Then students would be able to go out for a meal on lady pool road which is full of lots of restaurants and takeaways. I liked the idea of carrying out this activity as it feels very feasible however the timing of the transport would have to be taken in to consideration as Birmingham is located quite far away.

Sumayya Laher- This proposal was to take place in Liverpool where we would visit the Liverpool dock, have a ride on the "duckmarine", and go to the Beatles museum then at night have a shiver pool ghost tour. I found this a very interesting proposal however I felt that It appealed mainly to people who are 30+. This was because many younger teenagers (15+) would not have a keen interest in visiting docks or the Beatles museum.

Sumera Munir- The location of this proposal was in Manchester where people would be able to have a tour around the Manchester united stadium and take a look at the memorabilia. The students would then be able to visit Trafford centre and do whatever they wanted. This proposal was interesting however there were not a lot of wide variety of activities on offer. Many people may not have a interest in football / sport which would make the event bring for them.

Anisa Kazi- The proposal was to visit the Lowry which is a art museum then visit Trafford centre. However many alternatives were also given such as visiting Manchester city centre which I found very appealing.

Fatima Mamaniat- This proposal was for visiting Blackpool where the customers would have to make their own way to the train station and all the different customers would meet up. The idea was to sit on rides, visit the aquarium, attend a magic shop and go to the top of the Blackpool tower. There were also alternatives available such as going



shopping at Blackpool etc. I found this proposal very reasonable as it was achievable. However this would only be for a day trip which means that many of these activities may have to be rushed.

Shabana Kiani- This idea was to go to London and have a look around the city centre where we would be able to shop and go on the big wheel. However we would also be visiting Madame Tussauds where all the wax figurines of famous celebrities are. This idea was also very interesting however this was only a day trip and transport to London would take a long time which would mean that as a group we would have less time to look around and explore the city.

Azoo zunisa Sayed- The proposal was to visit a theme park called Drayton manor for the full day where we would be able to sit on the rides and enjoy the amusements that would be available. We would then visit a restaurant called the Indian palace as a group. This idea was very active and could actually be done however this depends on the seasonality.

Anisa Ukadia- This proposal was to take place in Nottingham where the target market would be able to visit any of the two shopping centres (the Victoria and broad marsh) then the students would go Karting. I liked the idea of this day trip however I also feel more activities such as looking around the sites of Nottingham or going to museum would have been more realistic as there would be more time to complete such activities.

Hawa Dokhrat- The location of this proposal was in Leicester where we would be able to visit the shopping centre and the Shires then we would also be able to visit the space centre in Leicester. I also liked this proposal because I felt it was realistic and feasible to do in one day.

Zubaida Lunat- MISSING

Safiya Lorgat- MISSING

### My proposal

#### WHAT

My proposal was to visit Nottingham where the customers would be carrying out adventure activities (Land based).

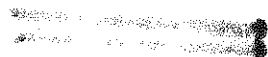
The main purpose was to have fun and attain a new experience

#### WHERE

The customers would be visiting the Langar Kart and quad centre where they would have the opportunity to choose from activities such as go Karting, Paintballing, driving quads and buggies, and many more.

#### WHY

I decided the target market of this trip would be mainly older teenager and young adults as the majority of these generally enjoy adventurous activities. However I also choose active older persons as a few people from this target market may also have a taste for adventure. The number of customers ranged between 8 and 20 because I did not want too



few customers but I did not want too many customers either as they would have to be together as a group. Therefore having too many customers would cause organisational problems. The seasonality would mainly be suitable for summer time as people would not enjoy carrying out activities such as paintball and quad biking in the cold damp winter. However as activities such as Go- Karting and laser tag could be carried out indoors it would not cause any problems for the customers.

Listed below are some of the main aspects affecting the trip followed by some brief explanation of the major points.

#### Strengths

- All customers will be indoors majority of the time which means the group will not be affected by the weather.
- There will be a variety of activities for the different customers to carry out which means they will not get bored.
- Easy transport such as train has been chosen (Other methods also available)  
Proposed transport train is fast (no traffic)
- It will be a Good experience of team-work and none of the potential customers who were presented with the proposal have carried out any of the activities.

#### Weakness

- There are many Chances of illnesses and injuries occurring as the activities will require a lot of physical activity and chances of major mechanical failures especially if the customers are not careful.
- Alternative Transport methods may be more time consuming than train although they will help to keep the group together.

I felt that the most suitable method of transport to get to Nottingham would be train as it would be faster than car (as it is only a day trip and cannot afford to spend a lot of time on travel) and would also be slightly more cheaper than coach. However there were also disadvantages associated with this as customers would have to make their own way to the train station which would cause problems for the group if we had to meet up at train station in Nottingham. This is because a customer may miss the train they need to catch which will shorten the time for the trip or a customer may catch a train to the wrong Nottingham station which may also cause problems for the whole group.

Therefore an alternative may be to book a coach although this may be more expensive it will help to avoid problems of the group members splitting up or getting lost. Travelling by coach may also mean that it will take a long time to the destination. This can be resolved if the coach sets off early from the departing point (Batley Girls High school, Windmill lane).

The Langer Kart and quad centre was chosen because it offered a range of different activities however it was also rated in one of the top 5 circuits in the United Kingdom. It was also 15 minutes away from the city centre which meant that If the customers did not want to carry out any of these activities they could look around the city centre which has a





[REDACTED]

range of activities the customers could be doing such as shopping, arcade games etc. However the Langar Kart and quad centre also offered alternative activities if the chosen one was cancelled which was also a advantage.

P3 There were many Health and safety issues that were involved with this trip which may mean that we may have some problems. This is because there are certain restrictions that are applied on the activities which all customers may not comply to eg on the restrictions says that off road buggy participants must be over 5 ft tall. However not all the potential customers that were presented with this proposal were over 5 ft tall which meant that this problem can not be resolved.

Medical information such as whether the customer had asthma or diabetes etc did not exclude any of the customers from participating in the activities which was a advantage.

A major disadvantage were the prices for the event this is because many of them were £100 for a day trip which many customers would find very expensive. Although the group packages may be used in order to lower the price they are still expensive. However many customers may not enjoy the trip or some customers may not enjoy the activities that the whole group has chosen to do which will further more be a major weakness.

There is also a possibility of finding a more cheaper adventure part in Nottingham such as adrenaline jungle, or finding a adventure park in another area of the UK. However with this the customers will have to take in to consideration that they may not receive the same experience or hospitality as they would if they went to a award winning and nationally recognised centre such as the LKQC.

There are also many other possibilities for this trip as we can choose from a range of different restaurants (Refer to appendix 1 for a large choice). Same

Another possibility will be to find other locations in Nottingham where you can carry out other activities such as indoor rock climbing or ice skating etc. (Refer to appendix 2) However we may also be able to change the whole base and structure of the trip and not do a adventure activity but explore the history and culture of Nottingham by visiting museums etc. This may allow us to visit the location when an event is on in Nottingham (Refer to appendix 3) Same

P3 Overall this trip may be feasible if the method of transport such as a coach is used and if the customers are able to finance the day trip.



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presentation to be made.

## ADVENTURE TOURISM ACTIVITIES (LAND BASED)

### Aims

- Have fun
- Build a Stronger relationship as a team
- Return Safely
- Achieve a new Experience

### Objectives

- Go to a adventurous place
- Have Enough activities for everyone to do
- Have activities to Interest all customers

### CUSTOMER TYPES

- Mainly Teenagers aged 16+
- Young adults in the age range 18-25
- Active older persons- may have interest in adventure.

### NUMBER OF CUSTOMERS

MINIMUM- 8  
MAXIMUM- 20

### LENGTH OF TRIP

One Day

### SEASONALITY

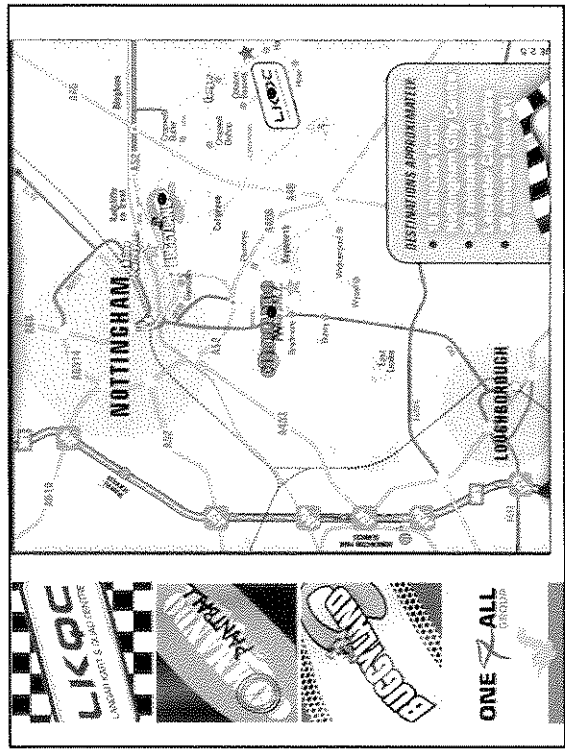
Most appropriate Time: Summer  
Mainly all year round (For indoor activities)



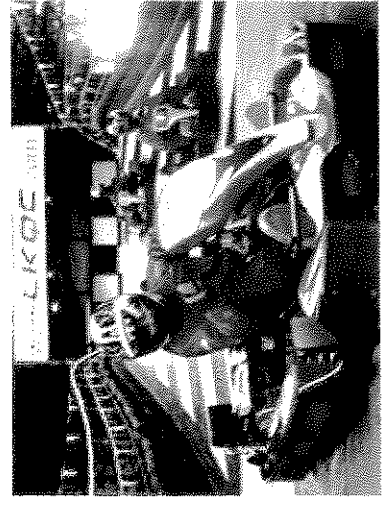




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## Indoor Championship Karting

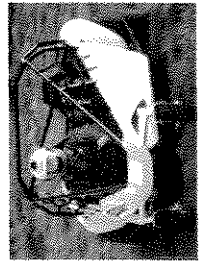
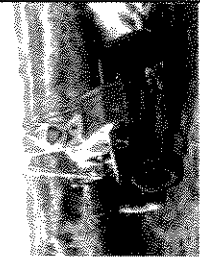
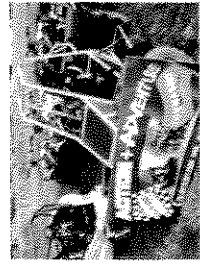


<http://www.one4allgroup.com/karting.html>

## Paintballing



## QUADS AND BUGGIES



The One4all Group have been operating Quad Bikes (ATV's) since 1977, when they were originally 3 wheel Moon Bikes as seen in James Bond Films.

Since then they have operated Off Road Buggies, Quad Bikes and Powerturn Buggies for literally hundreds of groups and Corporate Events at many locations.





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## Quad Bike

<http://www.one4allgroup.com/bugsaafari.html>

## Powerturn Racing

<http://www.one4allgroup.com/bugpowerturn.html>

# HEALTH AND SAFETY

## RESTRICTIONS

Certain age, height and weight restrictions apply to a number of activities. Those relevant to the proposed customers are listed below:

- Karting Racing, Off Road Buggies and Powerturns all participants must over 16 years old and less than 65 years old and have a chest size less than 48 inches.
- Quad Bike Trekking participants must be reasonably fit and over 14 years old and of a suitable size to safely participate.
- Off Road Buggy participants must be at least 5ft tall.

# HEALTH AND SAFETY

CONTINUED

The One4all Group is monitored on its health and safety performance by a number of outside agencies including the Health and Safety Executive.

These include the instructors right to refuse permission to participants taking part in an activity if they are thought to be under the influence of alcohol or illegal substances.

They may also restrict access to an activity if the participant is disruptive, or the activity may be unsuitable for them to participate in. An activity may be cancelled due to health and safety reasons including inappropriate weather conditions, mechanical failure. In such a situation the One4all Group will endeavor to offer an alternative activity.

The One4all Group does not force participation and offers wherever possible the opportunity for an individual to opt out of an activity.

All the safety equipment is inspected and replaced on a regular basis.

# HEALTH AND SAFETY

MEDICAL INFORMATION

All activities will require a certain amount of physical exertion.

As with all activities there are associated risks.

## Generic

- Anybody with any medical condition that they think may affect them whilst participating in any activity should consult their Doctor and the One4All group
- Conditions such as mild asthma, diabetes etc. may not exclude that person from participating, though the activity instructor must be informed of the situation. One4All group can usually accommodate people will disabilities if they are given prior notice.
- Conditions such as Heart Condition, Joint Injuries will usually stop that person participating in the activity.

## Land Based Activities

- A number of activities will require some walking over rough terrain, customers would have to be fit enough to participate.
- Motor Sports by their nature do require a certain amount of physical activity.
- There are minimum and maximum height and weight restrictions in place for a number of motor activities. Min height 5ft. Max height 6'5". Max weight 18 stone.



## CLOTHING REQUIREMENTS

### ITEMS THE GROUP MUST PROVIDE

#### Outdoor Activities

- Strong sensible footwear is advised, preferably with ankle support. Walking Boots and trainers are ideal.
- No open toed footwear or stilettoes.
- Tracksuit bottoms or leggings along with a long sleeved sweatshirt or jumper are strongly recommended. Persons will not be permitted to take part in Quad Biking without them.
- A Waterproof/Windproof jacket is advisable though a limited supply is available from the One4all Group.

## CLOTHING REQUIREMENTS CONTINUED

### Indoor Karting

- Strong sensible footwear is advised, preferably with ankle support. Walking Boots and trainers are ideal. No open toed footwear or stilettoes.
- Tracksuit bottoms or leggings along with a long sleeved sweatshirt.

BRING A COMPLETE SPARE CHANGE OF CLOTHES WITH YOU!

- Personal clothing may become wet and/or muddy.
- It is advised that no valuables are worn whilst participating in any activities. These may be a hazard or become lost or damaged.

## PRICES

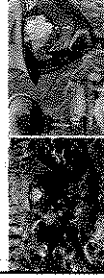
| Description of activity   | Price  |
|---|--------|
| Indoor Karting Endurance (5 min practice & 30 min Driving per person)     | £37.00 |
| Indoor Karting Sprint Race (5 min practice, 5 min qualifier, 20 min race) | £35.00 |
| Grand Prix Karting (Heats, Semi Finals and Finals)                        | £39.00 |
| Double Sprint Karting (5 min practice, 5 min qualifier, 2 x 20min races)  | £55.00 |
| Survivor Karting (5 min practice, 50 min Race)                            | £47.00 |
| Adult 1 x 15min Karting casual practice (Peak Session)                    | £18.00 |
| Adult 2 x 15min Karting casual practice (Peak Session)                    | £28.00 |
| Junior 1 x 15min Karting casual practice (Applies to Cadet Kart only)     | £16.00 |
| Junior 2 x 15min Karting casual practice (Applies to Cadet Kart only)     | £26.00 |
| Adult 2 x 15min Karting Off Peak casual practice....                      | £26.00 |
| Adult 1x 15min Karting Off Peak casual practice                           | £16.00 |

All karting includes DVD safety briefing, race suits, balaclavas and gloves.  
Drivers in race must be 16+. Min Age for practice is 10 years. Min leg length 26 inches.



## PRICES

| Description of activity                                      | Price  |
|--|--------|
| Quad Bike Safari (Single Safari) 20 mins                     | £17.50 |
| Quad Bike Safari (Extended Safari) 30 mins                   | £27.50 |
| Off Road Mud Buggies with Lasers or Archery or HTF           | £39.00 |
| Powerturns with Lasers or Archery or HTF                     | £39.00 |
| Extended Quad Bike Safari with with Lasers or Archery or HTF | £39.00 |
| Paintball including 100 paintballs 1/2 Day                   | £15.00 |
| Paintballing including 200 paintballs                        | £21.00 |
| Paintballing including 400 paintballs                        | £32.00 |
| Additional Paintballs per 100                                | £7.00  |
| Additional Paintballs per 500                                | £30.00 |
| Additional Paintballs per 1000                               | £55.00 |





# PRICES



| Description of activity  | Price  |
|--|--------|
| SPECIAL PACKAGE Paintballing inc. 100pb & Karting                        | £45.00 |
| Off Road Mud Buggies / with Lasers or Archery or HTF & Paintballing      | £49.00 |
| Extended Quad Bike Safari / with Lasers or Archery or HTF & Paintballing | £49.00 |
| Karting and Off Road Mud Buggies   | £59.00 |
| Karting and Single Quad Safari   | £48.00 |
| Off Road Mud Buggies & Single Quad Bike Safari                           | £45.00 |
| Ultimate Motorsport Quad/Mud and Karting                                 | £77.50 |
| Inflatable Human Table Football as addition to motorsport                | £12.00 |
| Laser Clay Pigeon Shooting as addition to motorsport                     | £12.00 |
| Archery as addition to motorsport  | £12.00 |
| Archery (as a standalone activity)                                       | £16.00 |
| Inflatable Human Table Football (as a standalone activity)               | £16.00 |
| Laser Clay Pigeon Shooting (as a standalone activity)                    | £16.00 |

# PACKAGES

## One Day Multi Activity Package at LKQC



Set within the beautiful Vale of Belvoir, LKQC offers the ideal venue for a multi activity day package.

A dedicated Event Manager will ensure everyone is kept entertained and has a great time.

Ideal for client hospitality.

### Included:

- 08.30am Arrival Tea/Coffee etc
- 10.00am Event Briefing
- 11.00am Commence Activities
- 13.00pm Buffet Lunch
- 13.30pm Recommence Activities
- Tea/Coffee Return to Private Room
- Team/Club Chats
- Depart

- Sample Activities include:
- Indoor Karting (Team Race)
- Off Road Mud Buggies
- Quad Bike Safari

Typical Cost: Based upon a minimum of 12 Guests, £99.00 per person excluding vat.

# PACKAGES

## TEAM BUILDING ACTIVITY DAY AT LKQC

An ideal package for a little 'bonding'. A series of fun team activities linked together to give a little competitive edge and allow team members to get to know each other better. Teams are awarded bank of Belvoir money for completing the first two challenges. This money converts seconds head start for the Ultimate Team Endurance Karting Event.



### Included:

- 08.30am Arrival Tea/Coffee
- 09.00am Conference & Express
- 11.30am Buffet Lunch
- 14.00pm Ultimate Team Endurance Karting Event
- 06.30pm Return to Private Room
- Tea/Coffee/Chats
- Depart

- Sample Activities include:
- Inflatable Human Table Football
- Team Powerlunge
- Laser Clay Pigeon Shooting
- Team Indoor Karting

Typical Cost: Based upon a minimum of 12 Guests, £198.00 per person excluding vat.

# PACKAGES

## Karting and Paintballing Package

- Indoor Championship Karting
- Half day Paintballing
- 100 FREE Paintballs



Min Group size 8. Min Age 16. Deposit and prepayment required. £45.00 per person

- Mid Week Corporate Action Event
- Tea/Coffee on Arrival
- Exclusive Indoor Championship Karting Event with Podium Presentation and Medals
- Jacket Potato Lunch served with various fillings and salads, tea/coffee
- Powerlunge Racing and Argo 8x8 Driving
- Tea/Coffee prior to departure



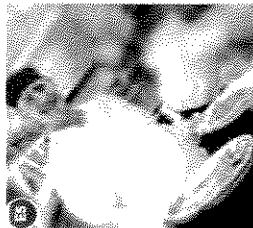
Min Group size 10. Min Age 16. Deposit and prepayment required. £68.00 per person excluding vat



## BREAK PLAN (End of activities)

### Strada

The Cornerhouse, Trinity Row, Nottingham NG1 4BP  
t: 0115 947 5009 f: 0115 947 3609  
e: info@cornerhouse-nottn.co.uk www.cornerhouse.tv



Strada is a contemporary styled restaurant dedicated to providing authentic Italian dishes that offer a true taste of Italy. Using only the finest and freshest ingredients imported from Italy we provide exactly the kind of rustic, traditional dishes one would expect to find travelling around its regions.

one theatrically spun by hand - is also an integral feature of Strada's menu. The wine list is a selection of regional Italian wines and each table receives complimentary bottled filtered water.

Located in The Cornerhouse, opposite Trinity Square, the restaurant is a short walk from the Royal Centre and is perfect for pre theatre or concert diners.

A range of traditional pizzas - each



### MemSaab

12-14, Maid Marian Way, Nottingham NG1 6HS  
t: 0115 957 0029 f: 0115 841 2724  
e: contact@mem-saab.co.uk www.mem-saab.co.uk

Recognised as Nottingham's finest Indian for the past three years at the Nottingham Restaurant Awards, MemSaab has also been

The stylish design fuses contemporary and traditional Indian craftsmanship into a harmonious balance. MemSaab comfortably seats 150 and its two refurbished private dining rooms offer a mix of luxury and seating flexibility for parties of six to 50.

Local man and owner Maj Aziz continues to focus on raising the experience of Indian fine dining whilst

## BREAK PLAN (End of activities)

### The Cornerhouse

Burton Street, Nottingham NG1 4DB  
t: 0115 950 5168  
e: info@cornerhouse-nottn.co.uk www.cornerhouse.tv



Nottingham's top leisure and entertainment complex The Cornerhouse has it all under one roof. Whether it's the movies, a beauty treatment, a meal, a relaxing drink or a visit to a nightclub. The Cornerhouse is the perfect leisure and entertainment venue for all ages. Anchored by a 14 screen Cineworld Cinema, The Cornerhouse is home to 20 fantastic outlets including Nandos, Pizza Hut, Subway, TGI Fridays, Icon Hair, Jumpin' Jacks, Wagamama, Bella Italia, Strada, Circus Casino plus award winning restaurant Salvatore.

There is really no need to leave the complex and located opposite the Royal Centre tram stop, it's snack bang in the centre of the city.

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# SWOT

## Strengths

- Indoors- majority of the time ✓
- Will be able to achieve aims ✓
- Variety ✓
- Easy transport (Other methods also available) Proposed transport train is fast (no traffic) ✓
- Good experience ✓

## Weakness

- Chances of illness/ injuries ✓
- Too much hassle ✓
- Expensive ✓
- Alternative Transport- may be very time consuming ✓
- Customers will have to make their own way to the station ✓

## Opportunities

- More alternatives available for activities ✓
- More alternatives also available for the Break ✓
- May have time to explore the city centre ✓

## Threats

- Injuries ✓
- Not enough customers ✓
- Not enough time ✓
- Weather may not be suitable for outdoor activities. ✓
- Activities may be cancelled due to unforeseen circumstances ✓
- May get spilt up at train station ✓

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OVER THE NEXT FEW PAGES I HAVE CHOSEN A RANGE OF DIFFERENT RESTAURANTS & PLACES WHICH INCLUDE RESTAURANTS IN THEIR B3

BUILD-  
ING.

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## Bars and restaurants

G3



### 4550 Miles from Delhi

Maid Marian Way, Nottingham NG1 6HE  
t: 0115 947 5111  
[www.milesfromdelhi.com](http://www.milesfromdelhi.com)

Beat the heat with the hottest dishes at 4550 Miles from Delhi, one of Nottingham's liveliest Indian restaurants. Classical Indian tradition is observed and only natural ingredients incorporating fresh herbs and spices are used in the preparation of our dishes. In this way you experience Indian food as it was meant to be, free from all artificial additives, preservatives and food

colouring. An open 'theatre' kitchen ensures that the aromas and sounds of spicy cooking are never far away. And clients waiting for meals can watch our own authentic chefs from Delhi as they work.

The name says it all about our location. However, the food, fresh and invigorating with spices that sparkle, is more like 4.5 miles from Delhi.

G3



### Chino Latino

41 Maid Marian Way, Nottingham NG1 6GD  
t: 0115 947 7444  
[www.chinolatino.co.uk](http://www.chinolatino.co.uk)

Cultured perfectionists, Chino Latino is a well established and constantly evolving award winning restaurant and bar. It is the place to go when you want a laid back drink or a meal in an upbeat, glamorous surrounding. Enjoy the delicate flavours of modern pan Asian cuisine with a Latin cocktail bar. The menu ranges from sushi, dim sum and tempura, to meat and seafood, and includes mouth watering dishes

such as jungle curry with lobster and scallops. Chino Latino has forged a reputation as one of the best restaurants in the city, winning the Best Oriental Restaurant title at the Nottingham Restaurant Awards for three consecutive years, the Original Sushi title at the Eat Japan Sushi Awards. Square Meal named it one of the top 10 Pan Asian restaurants in the UK in 2006 and 2007.

E5



### The Cornerhouse

Burton Street, Nottingham NG1 4DB  
t: 0115 950 5168  
e: [info@cornerhouse-nottm.co.uk](mailto:info@cornerhouse-nottm.co.uk) [www.cornerhouse.tv](http://www.cornerhouse.tv)

Nottingham's top leisure and entertainment complex The Cornerhouse has it all under one roof! Whether it's the movies, a beauty treatment, a meal, a relaxing drink or a visit to a nightclub, The Cornerhouse is the perfect leisure and entertainment venue for all ages.

Anchored by a 14 screen Cineworld Cinema, The Cornerhouse is home to

20 fantastic outlets including Nandos, Pizza Hut, Subway, TGI Fridays, Icon Hair, Jumpin Jaks', Wagamama, Bella Italia, Strada, Circus Casino plus award winning restaurant Saltwater. There is really no need to leave the complex and located opposite the Royal Centre tram stop, it's smack bang in the centre of the city.

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### The Cumin Restaurant

62 - 64 Maid Marian Way, Nottingham NG1 6BJ  
t: 0115 941 9941 f: 0115 924 2765  
e: [info@thecuminrestaurant.com](mailto:info@thecuminrestaurant.com) [www.thecuminrestaurant.com](http://www.thecuminrestaurant.com)

In 2004 while lead chef at Madhu's, working with Sanjay Anand (MBE), Shelley Anand and his team were awarded Best UK Restaurant by The Good Curry Club and also Best Outside Catering award by Cobra Good Curry Guide Awards. Now with his brother Sunny, Shelley has opened Nottingham's newest authentic Indian restaurant The Cumin. Based around the traditional Indian restaurant with a

touch of modern decor, to create a relaxed and comfortable environment. The creative menu caters for all tastes and our trained staff will be happy to advise you on some dishes you will not have seen before. With a background in East Africa they have incorporated some African tastes and ingredients. With dishes such as Jeera Mogo and Tilapia fish, which is found in Lake Victoria.

+44 (0) 8444 77 5678 7

Different  
Restaur-  
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are  
available  
such as  
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Restaurant,  
Chinese,  
Japanese  
Italian  
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END OF DAY THEIR  
PLAN. BREAK



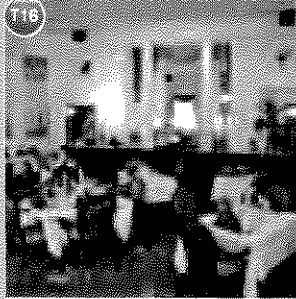
THIS MAY BE A GOOD CHOICE AND APPLICABLE  
IF CUSTOMERS WANT TO STAY OVER NIGHT

**Bars and restaurants**

**Georgetown Restaurant**  
Colwick Park, Racecourse Road, Nottingham NG2 4BH  
t: 0870 755 7756 f: 0115 924 3797  
e: reservations@colwickhallhotel.com www.colwickhallhotel.com

Georgetown Restaurant is located at the Colwick Hall Hotel, a magnificent Palladian style Georgian country house hotel. The mansion nestles in over 60 acres of parkland and was once part of the family estate of Lord Byron.

Georgetown Restaurant brings to you the exquisite and varied cuisines of the Malaysian Malays, Mandarin Chinese and Tamil Indian all under one roof. Georgetown and Colwick Hall Hotel play host to many corporate and private occasions for up to 500 guests in our outstanding restaurant, Lakeside Pavilion, 1776 Grand Ballroom and many other private rooms. Guests can also take advantage of our 17 luxuriously furnished bedrooms.



WILL  
MEAN  
THAT  
THE  
CUSTOM-  
ERS MAY  
BE ABLE



### Iberico World Tapas

The Shire Hall, High Pavement, Lace Market, Nottingham NG1 1HN  
t: 0115 941 0410  
www.ibericotapas.com

The team behind Nottingham's multi award winning World Service has also created this restaurant that combines tapas with modern global cooking. At Iberico World Tapas half the menu offers classic Spanish flavours (chorizo in red wine), while the other half goes global (black cod in spicy miso). Offering a relaxed style of dining the restaurant is located beneath the Grade II listed former

county gaol that now houses the NCCL Galleries of Justice, and combines the buildings original features with some traditional Moorish touches.

The carefully selected wine menu also means you'll find something to suit pocket and palette.

Iberico is the perfect excuse to take a break from a spot of retail therapy or to unwind at the end of the day.

TO  
EXPERIENCE  
NEW  
ACTIVITIES  
OR  
ADD  
EXTRA  
ADVENTU-  
ROUS  
ACTIVIT-  
IES THAT  
WERE  
PROPOSED



### Le Mistral

**C4** City centre - 2-3 Eldon Chambers, Wheeler Gate, Nottingham NG1 2NS t: 0115 941 0401  
e: nottingham@lemistral.co.uk www.lemistral.co.uk

**T16** Sherwood - 575 Mansfield Road, Sherwood, Nottingham NG5 2JN t: 0115 911 6116  
e: sherwood@lemistral.co.uk www.lemistral.co.uk

Le Mistral bring their ever popular French style café bar to Nottingham, offering a huge range of wines and bottled beers, simple home cooked food, and their famous charcuterie and cheese platters. Le Mistral serves innovative wholesome cuisine from moules et frites to garlic and tarragon chicken all day every day, complemented by daily specials, and there's always at least three vegetarian options. For those wanting a lighter bite or quick lunchtime graze, snacks, freshly baked baguettes, salads and soups are served from 11am to 6pm. Their wine choice is legendary (runner up in the Nottingham Restaurant Awards 2006), with 58 different labels and champagnes, most of which are available by the glass. They also offer an interesting selection of bottled beers and soft drinks. A relaxed sociable and unfussy environment where you can eat, drink, or both. An atmosphere to be savoured slowly with friends.

'Le Mistral provides a breath of fresh air to the region's café and bistro scene' David Sandhu, Metro.

Open daily, 11am - 11pm

8 www.visitnotts.com

OPEN TILL LATE  
TIMING IS ESSENTIAL AS THERE IS  
A CHANCE THAT THE ADVENTUROUS  
ACTIVITIES MAY FINISH LATE.

APPENDIX 1





## Bars and restaurants

F3



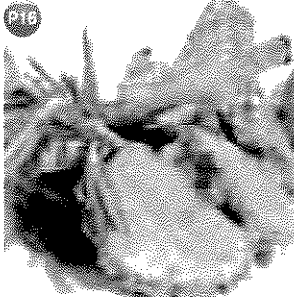
### Las Iguanas

4 Chapel Quarter, Chapel Bar, Nottingham NG1 6JS  
t: 0115 959 6390  
e: nottingham@iguanas.co.uk [www.iguanas.co.uk](http://www.iguanas.co.uk)

Renowned for its authentic South American food and for producing and importing its own brand of Brazil's national spirit cachaça, Las Iguanas brings a slice of Latin life to Nottingham. Vibrant and atmospheric with friendly service, sassy salsa sounds, striking decor, sunny terraces, sizzling fajitas and cool cachaça cocktails - that just about sums up the Las Iguanas experience.

Foodies tuck into a diverse menu inspired by authentic regional dishes. Las Iguanas serve up a tasty tapas selection, a light lunch/early evening express menu, great fiesta menus for friends to share and imaginative food for children; everything is cooked fresh to order. Wash it all down with a drink from the Cachaçaria (the spirit bar) for traditional Brazilian cocktails made with Las Iguanas Magnifica.

P16



### Lindrick Lodge Restaurant

The Green, Carlton in Lindrick, Notts S81 9AB  
t: 01909 731649  
e: info@lindricklodgehotel.co.uk [www.lindricklodgehotel.co.uk](http://www.lindricklodgehotel.co.uk)

We have a selection of menus available ranging from a three course table d'hôte dinner priced at £19.95 per person, which is available from Tuesday to Friday, an extensive a la carte menu available Tuesday to Saturday, a new lunch menu and of course a Sunday lunch menu which is a three course menu priced at £16.50 per person.

The restaurant has recently been upgraded, and Villeroy and Boch tableware (New Wave) has been introduced. This compliments the high quality of food produced, sourced largely from high quality local suppliers. A new quality international wine list has also been added, offering a wide variety including house wines and champagnes served by the glass and bottle.

16



### The Living Room

7 High Pavement, The Lace Market, Nottingham NG1 1HF  
t: 0115 986 6870 f: 0115 986 6871  
e: nottingham@thelivingroom.co.uk [www.thelivingroom.co.uk](http://www.thelivingroom.co.uk)

The Living Room, set in Nottingham's historic Lace Market, opened in 2002 and has been at the heart of its bustling social scene ever since. Our bar and restaurant offer consistently exceptional levels of service, high quality food and drink, and an atmosphere that Nottinghamshire's discerning diners just can't get enough of.

Our venue was designed to be flexible, which is why we can offer so much choice to our guests when planning functions. From the vibrancy of our bar, to the intimate and relaxed surroundings of the restaurant on the first floor, there are numerous possibilities to entertain family and friends, impress clients or enjoy a romantic dinner in one of our booths.

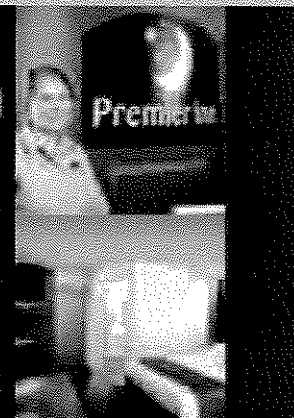
## Premier Inn Everything's Premier but the Price

9 hotels in the Nottingham area

East Midlands Airport 0870 850 6312  
Mansfield (Tibshelf) 08701 977 181  
Nottingham Castle Marina 08701 977 199  
Nottingham City Centre (Goldsmith Street) 0870 238 3314  
Nottingham City Centre (London Road) 0870 990 6574

Nottingham North (Daybrook) 0870 990 6328  
Nottingham NW (Hucknall) 0870 990 6518  
Nottingham South 0870 990 6422  
Nottingham West 08701 977 200  
**Book now at [premierinn.com](http://premierinn.com)**

£48



AOS

EXTEND IT TO 2 DAY FRIDAY & SATURDAY. AS CHEAP OVERNIGHT OPTION SUCH AS PREMIER INN (ABOVE) IS AVAILABLE. THIS MAY INCREASE THE EXPENSE.

APPENDIX 1

OPEN ALL WEEKDAY MONDAY TO FRIDAY AS WELL AS WEEKENDS. I MAY BE ABLE TO HOLD THE ADVENTURE TRIP ON A SATURDAY (1 day) OR

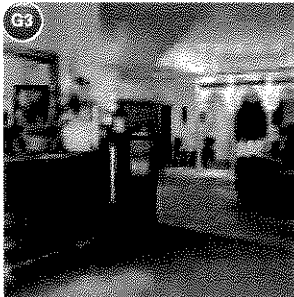




AWARDED RESTAURANTS MAY GIVE THE CUSTOMERS  
A MORE FINE & LAVISH EXPERIENCE.

#### Bars and restaurants

G3



#### MemSaab

12-14 Maid Marian Way, Nottingham NG1 6HS  
t: 0115 957 0009 f: 0115 941 2724  
e: contact@mem-saab.co.uk [www.mem-saab.co.uk](http://www.mem-saab.co.uk)

Recognised as Nottingham's finest Indian for the past three years at the Nottingham Restaurant Awards, MemSaab has also been acknowledged as one of the country's top five Indian restaurants by the Observer's Great Food Guide.

Local man and owner Naj Aziz continues to focus on raising the experience of Indian fine dining whilst

remaining accessible and affordable with the 2008 Harden's Restaurant Guide reconfirming this.

The stylish design fuses contemporary and traditional Indian craftsmanship into a harmonious balance. MemSaab comfortably seats 150 and its two refurbished private dining rooms offer a mix of luxury and seating flexibility for parties of six to 60.

T16



#### Perkins

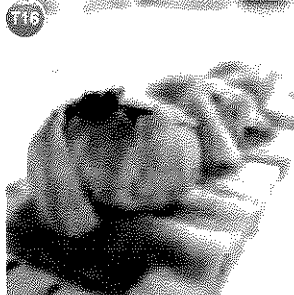
Station Road, Plumtree, Nottingham NG12 5NA  
t: 0115 937 3695 f: 0115 937 6405  
[www.perkinsrestaurant.co.uk](http://www.perkinsrestaurant.co.uk)

Perkins Restaurant has been at the forefront of Nottingham's restaurant scene for over 25 years. Housed in a former Victorian railway station in the rural village of Plumtree, it offers a high quality dining experience that has won many awards including the Which? Good Food Guide Midlands Restaurant of the Year 2007 and the Nottingham Restaurant Awards best out of town restaurant 2007.

All food is freshly prepared and cooked to order, with dishes ranging from old French bistro classics to modern British. Perkins believes in using and promoting local suppliers wherever possible - the beef, for example, is sourced from the farm adjacent to the restaurant.

You'll find us just 15 minutes south of the city in the village of Plumtree.

T16



#### Restaurant Sat Bains with Rooms

Lenton Lane, Nottingham NG7 2SA  
t: 0115 986 6566 f: 0115 986 0343  
e: reservations@restaurantsatbains.com [www.restaurantsatbains.com](http://www.restaurantsatbains.com)



Chef Sat Bains and his wife Amanda are the proprietors of Nottingham's only Michelin starred establishment, Restaurant Sat Bains with Rooms.

Sat has been recognised by fellow chefs and food writers from all over the world for his innovative style of cuisine. In 1999, as a young chef, he won the acclaimed Roux Scholarship - the ultimate award for any chef

embarking on a career in gastronomy. He spent the following few years honing his skills and practising his craft throughout Europe and the UK.

In 2002, he opened Restaurant Sat Bains with Rooms with his wife Amanda in their native Nottingham. They were awarded their first Michelin star the following year in 2003. The accolades continued.

E5



#### Strada

The Cornerhouse, Trinity Row, Nottingham NG1 4DP  
t: 0115 947 5009 f: 0115 947 3609  
[www.strada.co.uk](http://www.strada.co.uk)

Strada is a contemporary styled restaurant dedicated to providing authentic Italian dishes that offer a true taste of Italy. Using only the finest and freshest ingredients imported from Italy we provide exactly the kind of rustic, traditional dishes one would expect to find travelling around its regions.

A range of traditional pizzas - each

one theatrically spun by hand - is also an integral feature of Strada's menu. The wine list is a selection of regional Italian wines and each table receives complimentary bottled filtered water.

Located in The Cornerhouse, opposite Trinity Square, the restaurant is a short walk from the Royal Centre and is perfect for pre theatre or concert dinners.

+44 (0) 8444 77 5678 11



## Bars and restaurants

P3



### Tonic

6B Chapel Quarter, Chapel Bar, Nottingham NG1 6JS  
t: 0115 941 4770 f: 0115 985 9613  
e: nottingham@tonic-online.co.uk [www.tonic-online.co.uk](http://www.tonic-online.co.uk)

Located in the sophisticated Chapel Quarter area on the west side of the city centre, the award winning Tonic has been designed by one of Britain's top interior designers and is quite simply stunning. The restaurant is located on the first floor and is a beautiful harmony of funky furniture. Atmospheric lighting creating a cool, stylish feel, crowned with an impressive cinematic art installation.

There is a strong emphasis on comfort throughout. Menus are based on the best locally sourced produce, cooked to order with the emphasis on natural flavours and colours, and are updated seasonally. Service is attentive and friendly, and the restaurant benefits from an exclusive balcony bar.

A pre-theatre menu is now available from 6pm - 7pm Monday to Saturday, two courses £12.50.

D4



### Roof Top Garden Restaurant

Welbeck Hotel, Talbot Street, Nottingham NG1 5GS  
t: 0115 841 1000 f: 0115 941 1001  
e: info@welbeck-hotel.co.uk [www.welbeckrestaurant.co.uk](http://www.welbeckrestaurant.co.uk)

With its convenient and accessible location in the heart of Nottingham, the Welbeck Hotel provides the ideal choice to accommodate your requirements.

Our exclusive Roof Garden bar and restaurant on the fifth floor offers a Mediterranean atmosphere and is designed to help you unwind. All this, alongside service provided at the

highest level by people who are dedicated to making your stay with us comfortable and relaxing, in fact a Welbeck memorable experience.

The food served is relatively uncomplicated, yet retains a hint of the exotic, and the presentation outstanding. All main courses are accompanied by a plentiful serving of freshly cooked seasonal vegetables.

H3



### World Service

Newdigate House, Castle Gate, Nottingham NG1 6AF  
t: 0115 847 5587 f: 0115 847 5584  
e: enquires@worldservicerestaurant.com [www.worldservicerestaurant.com](http://www.worldservicerestaurant.com)

World Service is Nottingham's premier restaurant.

Boasting a 50 cover restaurant, two private dining rooms, a lounge bar and oriental garden with alfresco terrace, World Service is uniquely housed within the elegant surroundings of the listed 17th century Newdigate House.

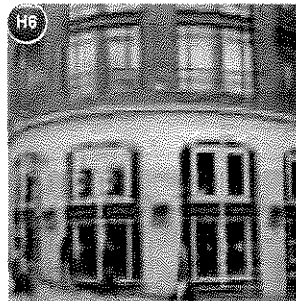
At the helm of this fantastic restaurant are Chris Elson and Preston Walker.

Both excel in creating gourmet cuisine with flair, sourcing fresh, local and seasonal ingredients to create dishes of an exceptional standard.

Voted Restaurant of the Year at the Nottingham Restaurant Awards for three consecutive years (2003 - 2005) and again in 2007.



H6



### YO! Sushi

1 Weekday Cross, Nottingham NG1 2GB  
t: 0115 872 0280  
e: yo.nottingham@yosushi.co.uk [www.yosushi.com](http://www.yosushi.com)

YO! Sushi, winner of Best Asian Restaurant 2007 (Metro newspaper). YO! Sushi's food is fresh, seasonal and prepared daily by trained chefs. You can choose from 91 dishes, including sashimi, makis and nori wrapped hand rolls through to hot staples such as chicken katsu curry.

The conveyor belts rotating with delicious offerings allow you to pick

and choose colour coded dishes ranging from £1.70 to £5.

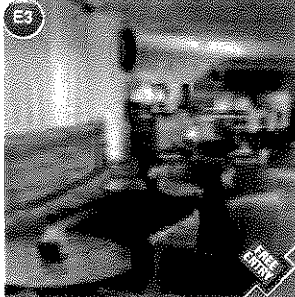
With water on tap and soy sauce, wasabi and ginger in front of you when you sit down, there is no faster way to enjoy nutritious, delicious food instantly.

OR TO SLIGHTLY BRING  
THE OVERALL COST OF  
THE EVENT.

A3

AFFORDABLE  
PRICES  
MAY HELP  
THE CUSTOMERS  
WHO ARE  
LOOKING  
FOR A  
CHEAPER  
BREAK  
PLAN  
DOWN  
THE  
EVENT.





### Alea

108 Upper Parliament Street, Nottingham NG1 6LF  
t: 0115 872 0601

e: [info@notts@aleacasinos.com](mailto:info@notts@aleacasinos.com) [www.aleacasinos.com](http://www.aleacasinos.com)

Whether you choose to dine in the elegant, award winning Tapestry, or sip cocktails and listen to live entertainment in the Hidden Bar Alea offers endless opportunities for excitement and glamour. Every detail of this stunning venue has been designed to impress, you'll be amazed the moment you step inside. The gaming floor boasts 24 gaming tables, including punto banco, black jack,

roulette, poker, 20 state-of-the-art electronic games and 60 electronic roulette machines. You can even book free Learn to Play sessions! Membership is complimentary and compulsory. All first time visitors will be required to show ID, either a valid passport or driving license. Know when to stop before you start [www.gambleaware.co.uk](http://www.gambleaware.co.uk) or contact Gamcare on 0845 6000 133.



### Circus Casino

The Cornerhouse, Burton Street, Nottingham NG1 4DB

t: 0115 950 6839 f: 0115 924 1533

e: [jhoward@stanleycasinos.co.uk](mailto:jhoward@stanleycasinos.co.uk) [www.nottinghamspremiercasino.com](http://www.nottinghamspremiercasino.com)

A one stop night out featuring a theatre kitchen serving our mezzanine level restaurant, bars upstairs and down, large screen TVs, live entertainment over weekends plus the latest in slots, electronic gaming and live gaming facilities - this new casino development in the famous Cornerhouse building really is the night out to remember.



## The 24th Annual Robin Hood Festival

Monday 28 July - Sunday 3 August

A week of medieval merriment in Sherwood Forest - legendary home of Nottinghamshire's world famous outlaw

**FUN FOR ALL THE FAMILY!**

Sherwood Forest Country Park & Visitor Centre (off the B6034, near the village of Edwinstowe)

For a copy of the Festival programme call 0844 980 3000 (available the end of May)

[www.robinhoodfestival.info](http://www.robinhoodfestival.info)



+44 (0) 844 77 5675 13

MANY  
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DINE COMFORTABLY IN THE RESTAURANT.



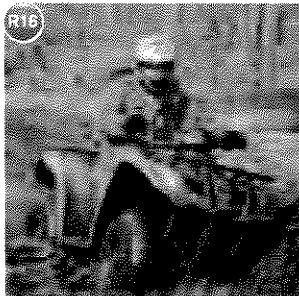
# DIFFERENT TYPES OF ADVENTURE ACTIVITIES ARE AVAILABLE.

HOWEVER THEY ARE ALL STILL VERY

EXPENSIVE.

THIS WILL CAUSE INCONVENIENCE TO THOSE ON A BUDGET

## Things to do - Activities, sports and outdoor pursuits



### Adrenalin Jungle

Sherwood Forest, Off Deardale Lane, Notts NG22 8SY  
t: 01623 883980 f: 01623 883833  
e: info@adrenalinjungle.com www.adrenalinjungle.com

Nottinghamshire's largest outdoor activity centre, based in 150 acres of Sherwood Forest, The Adrenalin Jungle caters for a wide range of clients with a large selection of activities all on the same site. Activities include paintball, quads, archery, assault course, 4x4 offroad, karting and more. So whether it's a stag do, office party, children's parties, team building or just a few

friends getting together then the Adrenalin Jungle has something to offer everyone.

Visit our website to see clips of all of our main activities and find out exactly what to expect. If you would like more information about any of our events or you would like to arrange a bespoke itinerary call 01623 883980 where a member of staff will be happy to help.



### CyberGolf

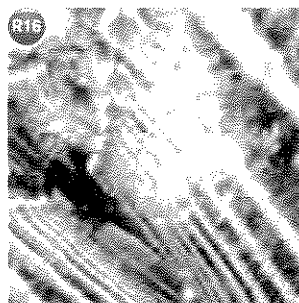
30 St James Street, Nottingham NG1 6FG  
t: 0871 784 0284  
e: contact@cyber-golf.com www.cyber-golf.com

CyberGolf is the perfect venue for a fun and unique event you're sure to remember, whether you're a beginner or a pro... or even if you've never played before.

Our state-of-the-art golf simulators, putting green, coaching facilities and licensed bar make CyberGolf the perfect venue for parties or days out with family and friends. It's the only

place in the city centre you can play golf with real clubs and balls. On top of that you can choose to play from 50 of the worlds greatest courses.

Open daily from 10am - 10pm.  
Get on course for a great time at CyberGolf.



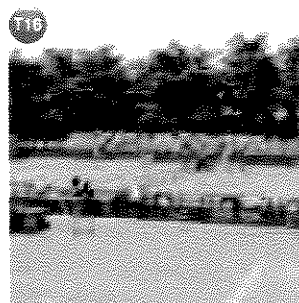
### Go Ape! High Wire Forest Adventure

Sherwood Pines Forest Park, Nr Edwinstowe, Notts NG21 9JL  
t: 0845 643 9264  
e: info@goape.co.uk www.goape.co.uk

Go Ape! and experience an exhilarating trek through the treetops via rope bridges, Tarzan swings and zip slides up to 35 feet above the forest floor. Ideal for friends, families and corporate groups, Go Ape! provides approximately three memorable hours of adrenalin-fuelled fun and a great sense of accomplishment.

Open February half term, daily March - October, weekends in November. Minimum age 10 years, minimum height 1 metre 40 cm, maximum weight 130kg. Under 18 year olds must be accompanied by a participating adult.

Booking essential - watch people Go Ape! and book at www.goape.co.uk or call 0845 643 9264.



### Nottingham Tennis Centre

University Boulevard, Nottingham NG7 2QH  
t: 0115 915 0006 f: 0115 915 0003  
www.nottinghamcity.gov.uk/leisurecentres

Our Tennis Centre is one of the largest in Europe and is home to the prestigious Nottingham Open, which as a forerunner to Wimbledon attracts international attention.

The Tennis Centre is not just for playing tennis, you can also work out in the gym, relax in the sauna or steam room or browse in the pro shop, Edge. There are many fitness

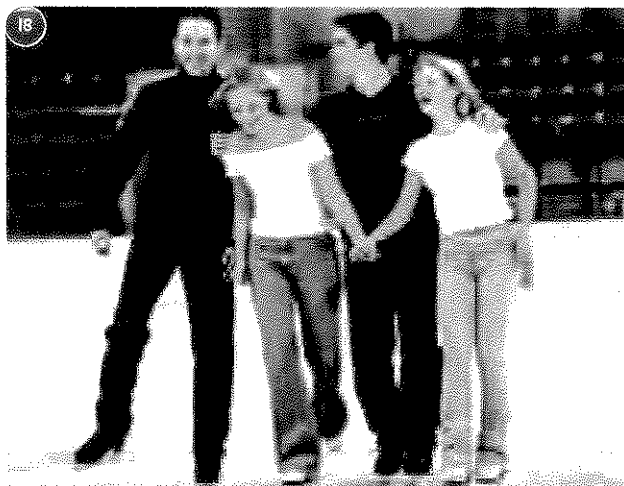
classes from aerobics to yoga and plenty of children's activities too. The Tennis Centre has something to offer everyone from those seeking gentle exercise to fitness fanatics!





# DIFFERENT TYPES OF ADVENTURE ACTIVITIES ARE AVAILIABLE.

## Things to do - Activities, sports and outdoor pursuits



### National Ice Centre and Nottingham Arena

Bolero Square, The Lace Market, Nottingham NG1 1LA  
t: 0115 853 3000  
[www.national-ice-centre.com](http://www.national-ice-centre.com) / [www.nottingham-arena.com](http://www.nottingham-arena.com)



The £43million National Ice Centre in Nottingham city centre is the UK's premier venue for ice sports, entertainment and conferencing.

With two Olympic sized ice rinks the centre is open daily for public ice skating and lessons.

One of the ice pads transforms the centre into the 10,000 capacity Nottingham Arena - the East Midlands' largest concert venue - where you can catch the biggest artists from Justin Timberlake and Diana Ross to bands like Foo Fighters and The Killers. You can also watch the Nottingham Panthers in home action.

It's a venue that has style and space for all your conferencing requirements. From small training sessions or product launches for 220 people, to AGMs for 10,000 people - the Nottingham Arena can meet all your needs.



### National Water Sports Centre

Holme Pierrepont, Adbolton Lane, Nottingham NG12 2LU  
t: 0115 982 1212 f: 0115 945 5213  
e: [hppsales@leisureconnection.co.uk](mailto:hppsales@leisureconnection.co.uk)  
[www.nationalwatersportsevents.co.uk](http://www.nationalwatersportsevents.co.uk)



The National Water Sports Centre is set in 270 acres of beautiful country park, the centre boasts a 700m slalom course where you can experience the thrills and spills of white water rafting, a 2000m regatta lake that is used for national and international events, sailing, kayaking and canoeing, and a water ski cableway ideal for learners all the way through to competition ready pros.

New for 2008 the National Water Sports Centre is pleased to introduce a brand new top of the range Harpers gym facility and adventure assault course (ideal for any type of event or day out). As well as all of this the centre also has five conference rooms, accommodation for up to 60 people and a fully licensed restaurant and bar area. Whether it's a family day out, stag/hen event, party or just a stroll around site there is literally something for everyone.



EVENTS OCCURRING IN THE  
YEAR 2008.

SIMILAR EVENTS WOULD ALSO OCCUR IN  
THE YEAR 2009 WITH A FEW DATE CHANGES

What's on

### 2008 events diary

- Robin Hood Up Close, Nottingham Castle until Easter 2008
- Strictly Come Dancing Live, Nottingham Arena 29 January-1 February
- Halls 150th Birthday Concert, Royal Concert Hall, Nottingham 31 January
- Lazy Town Live, Royal Concert Hall, Nottingham 16-17 February
- The X Factor Live, Nottingham Arena 27 February
- Clumber Triathlon, Clumber Park 8 March
- Inter Counties and World Cross Country Trials, Wollaton Park, Nottingham 15 March
- Elite League Play Off Finals, National Ice Centre, Nottingham 5-6 April
- Torvill and Dean's Dancing on Ice Live, Nottingham Arena 9-10 April
- WWE Raw, Nottingham Arena 13 April
- Southwell Triathlon 4 May
- FA Women's Cup Final, City Ground, Nottingham 5 May
- Here and Now Tour, Nottingham Arena 9 May
- Horrible Histories, Theatre Royal, Nottingham 6-10 May
- Newark and Nottinghamshire County Show, Newark Showground 10-11 May
- Newark Jazz Festival 16-18 May
- Girls Aloud, Nottingham Arena 20 May
- Dalai Lama, Nottingham Arena 24-28 May
- Liza Minnelli, Royal Concert Hall, Nottingham 30 May
- International Children's Festival, Lakeside Arts Centre, Nottingham 3-11 June
- England v New Zealand, npower Test Match, Trent Bridge, Nottingham 5-9 June
- Gate to Southwell Folk Festival 6-8 June
- Arnold Carnival, Arnold 14-15 June
- Mansfield Triathlon 15 June
- Nottingham Open, City of Nottingham Tennis Centre 16-21 June
- Maid Marian Mile, Forest Recreation Ground, Nottingham June
- Lowdham Book Festival 20-28 June
- Earth and Fire ceramics festival, Rufford Abbey Country Park 28-29 June
- International Byron Festival, Hucknall June-July
- Summer in the Streets, Mansfield June-August
- Dolly Parton, Nottingham Arena 1 July
- National Relay Triathlon Championships, Holme Pierrepont, Nottingham 9 July
- Nottingham Triathlon 10 July
- Robin Hood Festival, Sherwood Forest 28 July-3 August
- Riverside Festival, Victoria Embankment, Nottingham 1-3 August
- Ashfield Show, Kirkby-in-Ashfield August
- Party in the Park, Clumber Park August
- England v South Africa, NatWest Series One Day International, Trent Bridge, Nottingham 26 August
- Gedling Show, Nottingham 30-31 August
- DH Lawrence Festival, Eastwood August-September
- Newark Food and Drink Festival September
- Lee Evans, Nottingham Arena 3-6 September
- Experian Robin Hood Festival of Running, Victoria Embankment, Nottingham 13-14 September
- Last Minute Southwell Triathlon 21 September
- Goose Fair, Forest Recreation Ground, Nottingham 1-4 October
- Robin Hood Adventure Challenge, Sherwood Pines Forest Park 11 October
- nottdance08, Nottingham October
- Robin Hood Pageant, Nottingham Castle 25-26 October
- GameCity, Nottingham 30 October-1 November
- The Mighty Boosh, Nottingham Arena 7 November
- Lustre, Lakeside Arts Centre, Nottingham 7-9 November
- Newark Vintage Tractor and Heritage Show, Newark Showground November
- German Christmas Market, Old Market Square, Nottingham December

NB Information was correct at the time of printing. Some dates were still to be confirmed. Always check details before visiting an event.

For more information about forthcoming events call 08444 77 5678 or visit [www.nottsevents.com](http://www.nottsevents.com)

+44 (0) 8444 77 5678 31



## Bibliography- Travel and Tourism

Google – research Nottingham Railway stations

Google maps- Nottingham

Oneforallgroup.com

Nottingham guide

Videos of activities were shown which were from the following websites:

Karting

<http://www.one4allgroup.com/karting.html>

Quad Bike

<http://www.one4allgroup.com/bugsafari.html>

Powerturn Racing

<http://www.one4allgroup.com/bugpowerturn.html>



AB3



## Feasibility study

### TRAVEL AND TOURISM IN ACTION

The size of our group that will be organising the event will be 7 people who possess a number of different skills as they are from different academic and social abilities and the type of project that we are all interested in holding and will help to stimulate the group will be a adventure tourism activity. We will find out the preference of the customers by carrying out a questionnaire and see whether they will be interested in the event.

The two different destination that we have proposed for the adventure activity trip are Manchester (chill factor) and Bradford (ice rink). There are many different snow and ice activities that can be carried out at the chill factor in Manchester whereas the customers will only be able to ice skate when they visit the Bradford ice rink

The seasonality of the destination will be very important because we will need to find out whether the destination that we intend to visit will be open or not. However the ice rink and the chill factor will be open during December as this is the month that we intend to organise the trip in. We will also have to make a effective marketing campaign in order to make sure that the customers get a tangible product. Therefore it will be necessary that we get the correct products and services advertised for the trip that we will carry out because we will have to meet the customers expectations. Perish ability will be very important because if we book a number of places altogether for the adventurous activities that we will have to carry out and we do not attract enough customers for the trip then we will not be able to receive a refund as the activities for both of these trips will have been booked. This will also mean that we will lose a lot of revenue for the trip and will make a loss.

Good.  
D3  
D4

### SWOT

| CHILL FACTOR (MANCHESTER)  |  |
|--|--|
| STRENGTHS  | WEAKNESSES   |
| There are many different strengths that are associated with the visit of chill factor.   | Majority of the activities that are available are expensive and therefore a lot of the customers may not be able to afford them.   |
| Chill factor specialises in adventure ski, snowboard and snow activities and the customers will have a lot of different types to choose from. Refer to appendix 1 to view the different activities that are available. | There is a limited number of people that will be allowed to do specific activities which will mean that not all of the customers will be allowed to carry out the same activities. This may mean that many of the different friends may be separated and placed in another group to do the activities. |
| The services available at the chill factor are very good as it has won many awards in the past which prove that it has good standards.   | Customers who will be interviewed may want to carry out different activities to  |

D3.





|   |  |
|---|--|
| <p>The staff at the chill factor are all qualified in lot of different aspects which will be of use to the customers if any major incident is to occur to the customers.</p> <p>The chill factor will be a new experience to the customers as many of them have not been here before.</p>   | <p>many others which may mean there may be a clash in the interests.</p>   |
| <p><b>OPPORTUNITIES</b></p> <p>There will be many different opportunities for the customers as they have a range of activities to choose from. There will be a possibility of carrying out more than adventurous activity. This will widen the customers experience.</p> <p>Many different attractions are located nearby the chill factor. This will mean that they customers may have the opportunity to visit the different attractions that are situated nearby such as the Trafford centre which has a lot of different shops and a games arcade centre.</p> | <p><b>THREATS</b></p> <p>The activities have to be booked in advance This may mean if the business books the activities and there is not a lot of take up from customers then the business will be in a loss as the money is non refundable.</p> <p>The distance of travelling to the chill factor will also take a long time. This may draw back many customers as they may not be willing to travel such as long distance for a adventurous activity trip.</p> |

P23

| <b>ICE RINK (BRADFORD)</b>  |   |
|---|---|
| <p><b>STRENGTHS</b></p> <p>The activities at the ice rink will be cheap and therefore the customers will be able to afford these activities. This will help to make sure that customer are given the opportunity to have a good adventure trip at a affordable price.</p> <p>The location of the trip is near by to the point where we as the business will be picking up the customers. This will mean that it will not take along time to reach this destination.</p> <p>Qualified staff will be at hand to show the customers what they will be able to do if none of the customers have skated before. The customers will therefore be given the care and attention that they</p> | <p><b>WEAKNESSES</b></p> <p>The weakness as that there will only be one single activity that the customers will be able to carry out at Ice rink which is ice skating as this what the centre specialises in.</p> <p>The staff at the ice rink are not as qualified as the ones that are in chill factor – which means that if any major negative occurrence is to happen then they will not have all the facilities to treat it. Especially if the customers are negligent and do not follow all the rules there will be a chance of a mishap occurring.</p> <p>The ice skating may not be a new experience for many customers as they</p> |



## Travel and Tourism in Action

### Business Plan

#### Aims

- Complete the adventurous trip plans on time and also on budget
- Provide a good service to the customers
- Ensure that the customers have safe and enjoyable time on the trip
- Use the resources available effectively in order to benefit the customers
- To increase the group co-ordination of the customers
- To create a good impression of the group
- To financially break even as a business
- To provide customers with a new adventurous experience.
- To meet the needs of the customers

*achieve  
by*

#### Objectives

- To provide a adventurous trip to chill factor where customers will be able to carry out 2 adventurous activities.

This will mean that the customers will have a wider experience of adventure as they will be able to carry out two different tasks of adventure in one day. This will be measured by whether we will actually be able to get this task done or not. This objective is also achievable as a chill factor have many different activities to offer the customers that we will have to book in advance. The timings for the two different activities will also be sufficient as there are timings for the different activities available nearly every 15 minutes.

*101*

- To ensure that the adventurous day is fundable. This will be measured by whether our business will go over the budget for the trip or not. This will mean that the activities that we will choose for the trip to chill factor will have to be decently priced as there are a range of different activities to choose from many of which are expensive. This is achievable as there are a range of activities to suit every budget.

- To gain full knowledge of what the customers want prior to the trip. This will be done by the business carrying out a sufficient amount of market research to know the location of the place that the customers would like to visit. This market research would have to be in-depth for the customers needs to be met. As a business that will be recently starting up we will not have a major in depth idea for what the customers want. This information will be measured by the amount of data on the customers wants and needs from the adventurous trip that the business attains through the research that we carry out.

- To ensure transport is suitable. For this the business will have to research many different forms of transport methods that will be available. As the customers will be the ones that will be travelling we as the business will give them a choice of the transport methods that they will want so that this will be suited to their needs. This is achievable as there are many different forms of transport methods that are available



in order to get to the destinations of Manchester and Bradford such as trains, cars, coaches etc which are all realistic options and methods of transport that are available that are used widely. This will be measured by the amount of customers that choose a particular method of transport in order to visit and do that adventurous activity of their choice.

- To ensure expenditure does not exceed the income. This will be dependent on the budget of the customers as we mainly aim to breakeven as a business. Therefore we will have to research the prices carefully as well as control and keep our business expenditure to a minimum. This will be measured by the business carrying out market research and actually being able to see whether we find decent prices for the activities that are to be carried out as well as placing a maximum limit of expenditure on all the different departments in the business.

B1. - The development of the team working skills. This will be developed by all the different members of the team working together. However this will mainly be measured by whether the business employees will actually be able to work together to create a different adventurous experience for the customers successfully. This will mainly occur if the business members do not have fall outs and are able to interact well with each other. This will include the development of many skills such as; communication- as the Travel and tourism in action team will not be able to work without this. As well as the employees listening to each other, showing respect for other people's ideas and opinions and many more features. All this will be developed as part of the team work.

### Viability of chosen project idea

B3  
B1 We choose the idea to carry out a adventurous trip because it would be a whole new experience for many of the potential customers. Many of the people would also want something that is cheap and affordable- we also choose to do an adventure trip because there were many different choices as to where we could go as there were many different popular locations where no body had been before. However one of the main issues that surrounded the trip was that it had to be affordable. However another motive for the trip was that the customers had to develop their own learning as well as help with working as a group.

### Target Market

B1 There will be many different customers that will be interested in visiting such a destination but the main people will be interested in this will be active persons that like adventure. The main target market will be teenagers and young adults that will be aged between 17-19, However we also intend to take customers who are from a older target market as they may also be adventurous.. This will be because they will be prepared to pay a reasonable amount of money for a good day out. The minimum number of customers that we intend to take are 8 and the maximum is 20.

In order to find out what our target market actually wanted from a adventure trip we constructed a questionnaire. (See appendix 2 ).  
The results are as follows



## Market Research

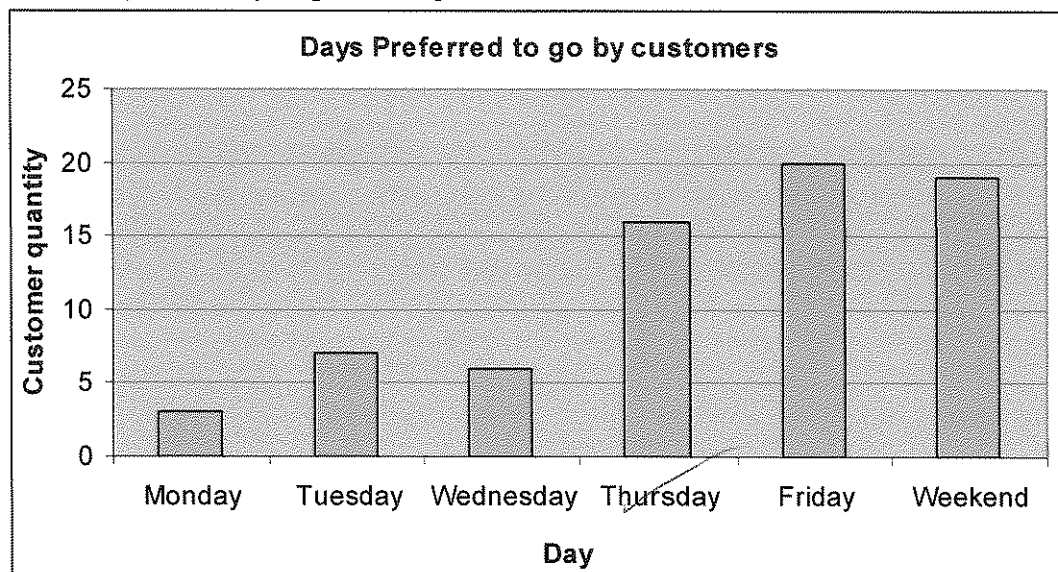
We completed the market research by handing out a questionnaire to 25 potential customers.

Customers were given the choice to tick as many options as possible

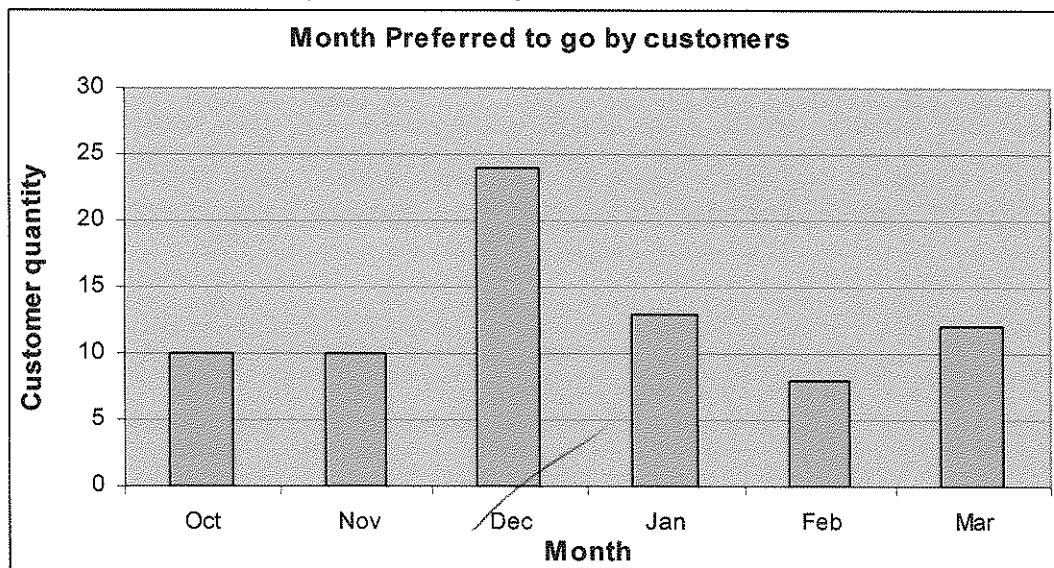
Which destination would you like to visit.

| Destination |    |
|-------------|----|
| Manchester  | 30 |
| Bradford    | 7  |

Which days would you prefer to go



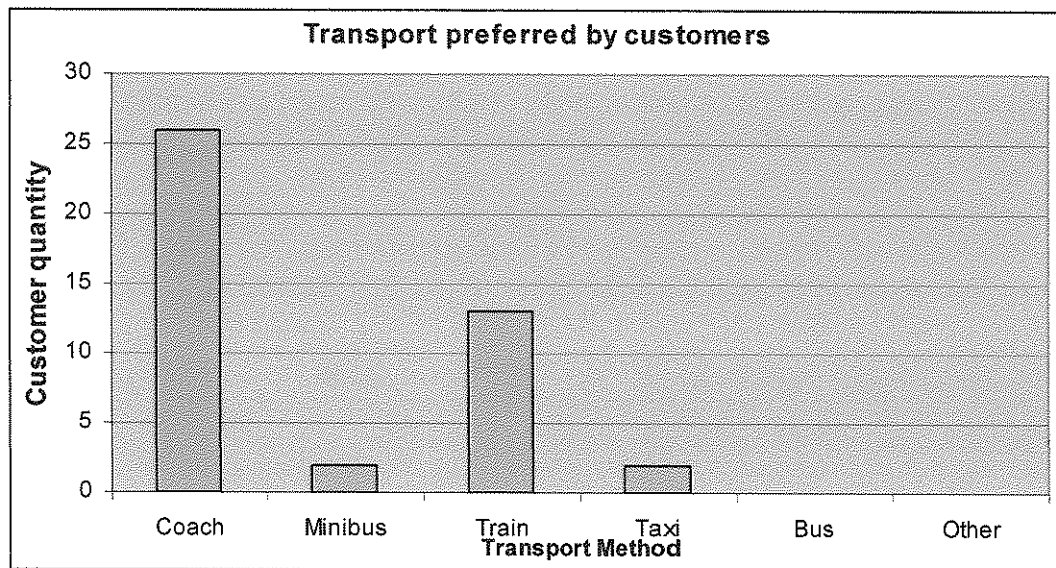
In which month would you like to visit your chosen destination.



Which type of transport would you prefer.







What will be the maximum amount you would be prepared to pay for your chosen destination (including activity).

There were many different results that were obtained from the customers which said the amount that they would be prepared to pay which ranged from £100 down to £10. However when the sums were calculated we found that on average the customer was prepared to pay £25.

Customers were asked which other activities they would be interested in doing besides the adventure activities

All 25 customers opted to choose yes to eat at a restaurant after the activity.

Therefore from this data I found out that the majority of the customers would prefer to go a destination such as Manchester in order to carry out a adventurous activity. This would like to carry out this trip in the month of December on a Friday, with the majority opting to choose coach as their main method of transport to reach the destination.

From the primary market research we have concluded that we will visit the destination of Manchester in order to carry out the adventurous trip and the place that we will visit in order to carry out these trip activities will be chill factor. Chill factor carries out various different snow activities to suit people of different abilities and ages and we have also researched the different prices for the activities. (see appendix 1 ).

### Human Resources

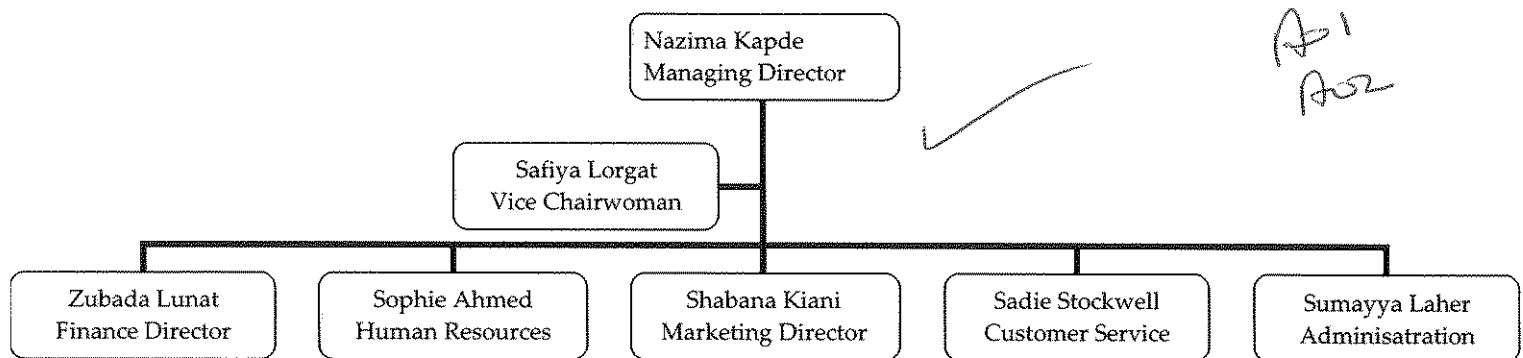
*A201.* We had many different members in our team of the travel and tourism group who would help in organising the trip and we would all have to be interdependent on each other-this is because we did not just want one person doing all the different tasks. In order to make this project work we will have to work as a team where we will have to adopt different roles.



The roles and the names of the people who were given the chance to carry out specific tasks is shown in the table below.

| Name            | Team Role                     |
|-----------------|-------------------------------|
| Nazima Kapde    | Managing Director/ Chairwoman |
| Safiya Lorgat   | Vice chairwoman               |
| Zubada Lunat    | Finance Director              |
| Sophie Ahmed    | Human Resources               |
| Shabana Kiani   | Marketing director            |
| Sadie Stockwell | Customer service manager      |
| Sumayya Laher   | Administration                |

Organisation chart



This business will have a flat hierarchical structure because this is because this will enable the businesses employees to have a wider span of control over what actions will be taking place within the business. This will also enable employees of Travel and Tourism in action to have greater independence in their team roles. It will also allow a greater flow of communication amongst many of the Managers as they will be able to communicate more effectively.

The roles of the team members are discussed below in more detail.

Nazima is the managing director of Travel and Tourism group which means that i will have the responsibility of the staff in Travel and Tourism group and therefore show leadership skills such as being able to motivate others and developing the team spirit. Nazima will also have to try and recognise the main issues at Travel and Tourism group and try and find alternatives or solution to problems. Nazima has some experience on leadership as she is the Head girl at Batley girls' high school and has also been accredited a pass in the introduction to leadership module course. In terms of Belbins Team roles Nazima she would be classed as the co-ordinator as she is good at decision making and handing out tasks but also because she is able to clarify goals in a effective manner.



The vice chair woman was Safiya Lorgat who would have had to stand in place of the managing director Nazima Kapde if she was absent.

Sumayya Laher is the company secretary which means that she will handle the majority of the administration such as the co-ordination and the communication of the issues that will relate to Travel and Tourism group. Sumayya will have to keep the company records up to date and summarise on any report findings. Sumayya has sufficient skills to carry out the roles that are required by Travel and Tourism group such as good organisational and communication skills. Sumayya is very dedicated to the tasks that she carries out and she also provides her knowledge and skills when they are needed. Therefore she would be classed as a specialist.

Finance Director is Zubada Lunat who will be responsible for the financial and resource management of the business therefore she will have to keep a track record of the money going in and out of the business. She will record all the different financial transactions and report on the financial status of the business to the appropriate employees. Zubada has a sufficient amount of mathematical skills and therefore will be able to carry out this role to a high standard. Zubada is good at seeing all the options that are available and also judges accurately. She is also very strategic and seems to think logically therefore would be classed as a Evaluator and therefore would make a good finance director as she is a logical thinker.

The Marketing director is Shabana Kiani. She will have to use her creative skills to advertise Travel and Tourism in action trip to the customers. She will also have to carry out market research and get any customer feedback as necessary so that the business will be able to maintain customer satisfaction which means that she will have to work along side the customer services director (Sadie Stockwell) much of the time. Shabana is creative and imaginative therefore would be classed as the plant according to Belbins team roles. She would make a good marketing director because of the explanation give above.

Sadie Stockwell will also need to use her communication and personal skills to develop an understanding of the customers that will be faced by Travel and Tourism group. Sadie will also need to work along side the finance director to decide on the prices of the trips that will be organised by Travel and Tourism group. Sadie is a very co-operative person and is good at interacting with people of different backgrounds therefore she will be able to fulfil this role to her utmost best. As Sadie is a extrovert and enthusiastic she a good resource investigator which means that she also has good communication skills which why she is able to communicate effectively with many of her colleagues.

The human resources director Sophie Ahmed will be responsible for looking after the employees of Travel and Tourism group. She will have to find out how to motivate the team members and also how to develop the skills of the team members that will work in Travel and Tourism group. Sophie Ahmed will also have to keep a record of the personnel and try to ensure that the working practices within Travel and Tourism group are appropriate and is in accordance with the law. Sophie is a team worker because she listens to others and tries to build others relations. She is good at



co-operating which means that she is able to get on easily with others and therefore makes a good Human resources director. ✓

## **Marketing Strategy**

### Product

The product that we will be selling to the customers will be the adventurous trip. We will have to book the adventurous trip to chill factor as well as reserve the table at the restaurant kebabish. The adventurous trip has been booked though the internet refer to appendix 7 to see the procedure of the booking. We were then sent an receipt of conformation to say the booking for the trip had been confirmed.

### Price

The price for the trip will have to be affordable that the target customers will be able to afford and as from the market research we had found that the customers were willing to pay 30 then we will have to make sure that we do not go over this amount and keep this amount as a maximum boundary line. As primary research we found adventurous activities that would cover this budget of the target customers and have asked the customers which activities that they would prefer to do via questionnaire. Refer to appendix 1 to view the affordable activity choices.

From the questionnaire we found that the customers are wanting to carry out the luge and tubing activities.

This is affordable as they both cost 12 each for 45 minutes and they clothing hire also costs 5 which adds up to a total of 29 which his under the 30 limit.

However as a business we do not aim to make a profit, we aim to breakeven which means that we will have to cover all the different costs of the business, travel and tourism in action.

### Promotion

Our businesses target customers will have to be aware of the trip that we will be selling and the only way will be through promotion. This will be the only method that will encourage the customer to come and have a look and even buy the trip depending on whether the advertisement is appealing or not

We have made some appealing posters (refer to appendix 8) these will be placed on various different locations around the school so that it captures the readers attention.

### Place

We will market the adventurous trip in school and have many different poster around various different locations within the school so that they will be noticed and taken in to consideration by many of the target customers. The customers will also be given an opportunity to enquire about the trip in more detail by being able to contact the members in our team. The channel of distribution will be direct as the customers will have to confirm that they are coming on the trip in person. They will then have to give their deposit or full payment and will then be issued with a receipt of payment in order to confirm that they have paid.

The adventurous trip will be held at chill factor where the customers will be able to carry out their adventurous activities of the luge and tubing. We will then be visiting





Wilmslow road where all the customers will have a group meal at kebabish and will therefore be able to visit the shops that will be on wilmslow road. The meeting point in the morning will be Batley Girls high school in the common room and this will also be the drop off point when the trip is over.

## Health and Safety

There will be many different aspects of health and safety that will have to be identified for this adventurous trip. Some of the aspects that will be involved will be explained further below in detail.

### Risk assessment

| Hazard/ Possible problem         | Risk Rating | Changes to be made/ Action to be taken   |
|----------------------------------|-------------|--|
| Customer does not turn up        | C3          | Depart with out them   |
| Customer goes missing            | C3          | a) Try to contact the customer<br>b) If they do not answer- ask where they were seen last and make announcements.<br>c) Report to reception desk<br><br>If there is a severe case then the police may need to be called. |
| Injury eg slips, trips and falls | A2          | Accident staff will need to be called  |
| Late                             | C3          | Negotiate with the staff at Chill factore  |
| Transport did not turn up        | C3          | Ensure that the method of transport is in good condition before we set off. Check the petrol/ servicing on the vehicle.  |
| Accident                         | A3          | There will be chance that a accidents may occur in this case an ambulance will need to be called.  |

To view a more detailed (contingency plan refer to appendix 9.)

There are many different problems that could arise on the adventurous trip that we will be carrying out. Therefore the group have taken precautions on many of the issues that may arise.

-In order to make sure that the customers do not lose contact with the team that are organising the event, they will be a given the contact details (mobile number) of the managing director of the group, who will also have the numbers of the rest of the customers, as well as the staff that will be attending this chill factor trip.

- We will make sure that the driver that we choose to drive the transport is fully qualified

-Specific instructions will be given to the customers regarding the meeting points of the day- however we will also make sure that the group of customers always have a member of the team present that has contributed to organising this event.

- The customers will be advised to use the buddy system, where 2 customers will always have to be present and be together on the trip day. This is so that none of the customers are left alone- which will decrease the chance of any tragedy occurring.



- A first Aid box will be carried by the team organising the trip so that any injuries may be dealt with in the most appropriate manner.
- We will make sure that when we organise the trip that there will also always be a qualified member of staff present on the site.

The business will have to deal with many legal issues such as disability discrimination and data protection. This is because many of the customers may not be able to attend this trip because it is an adventure trip where they will be required to carry out a lot of physical activity. This may mean that it will cast aside the potential customers who are disabled and will not be able to carry out the tasks that will be required.

The data protection will be an issue as customers will give out personal data which will be used by the business in order to contact them regarding any issues that may arise. This data will have to be secure and put on a network which will only be accessible by the directors who will need this information.

### Contingency Plan

If a problem does occur on the day that we intend to visit our destination then we have devised a contingency that will be taken in to consideration as an alternative to the plans that we have already made. The main part of the trip will be to carry out an adventurous trip to Chill Factor and therefore it will be necessary that we reach this destination. Therefore we have devised and considered a different transport option if the needs arise. Refer to appendix 9 page 3 & 4.

Another major issue is the lunch and as we intend to go and eat at a place called Wilmslow Road in restaurant called Kebabish however if we are not able to do this then we shall eat in the Chill Factor building. This is because there are many options that are available for the customers to choose from. Refer appendix 9 page 1,2,3.

However apart from there being mishaps occurring to the whole schedule of the day there are also many problems that can occur which I have placed in a grid below, which includes emergency as well as a few non-emergency scenarios that may occur on the day.

| Possible Problems, Hazard or changes  | Changes to be made   |
|---|--|
| Customer does not turn up (arrive at the given point at the beginning of the trip the trip day, before the journey commences) | Depart without the customer  |
| Customer missing  | Steps to be taken: <ul style="list-style-type: none"> <li>- Try to contact the customer (all mobile numbers will have been noted down by staff in the group)</li> <li>- If they do not answer then try to ask where they were seen last.</li> <li>- Report to reception desk</li> <li>- Make announcements at the location Chill Factor/ Kebabish.</li> <li>- Severe case then call police.</li> </ul> |



|                            |  |
|----------------------------|--|
|                            | <p>In order to prevent this we will already have everyone's contact details whether they are the customer or the employee in the business.</p> <p>Buddy system will be in place all customers and employees will have to be in and walk around as a pair or a group of more people.</p>  |
| Injury                     | <p>If an injury takes place then if it is a minor injury then the first aid box will be used.</p> <p>If a injury occurs in the chill factor then the accident staff at the chill factor accident staff will be called in order to assess the injuries.</p> <p>If any major injuries are to occur then the ambulance will be called and the customers will be sent to hospital.</p> |
| Late to the chill factor   | <p>If the customers happen to arrive late at the chill factor then the employees will negotiate with the chill factor staff so that they are still able to carry out their adventurous activity.</p>   |
| Transport does not turn up | <p>The transport that we will choose will have to be checked whether it is up to the condition and is functioning properly the day before. Check that the petrol and the services are up to standard.</p>  |

## Financing of the event

### Budget

The initial sources of finance will be from a loan that we will be able to obtain from the bursar at Batley Girls High School. This will be used as the first from of finance in order to purchase the activities. The total loan that will be needed will be £312 for the booking of the luge and tubing activities.

The main items of expenditure that will be used will include any costs of the advertising as well as the primary market research of for the adventurous trip.

The main form of expenditure will be in the customer service as well as the marketing departments of the business and therefore these two divisions will be handling the costs as well as the finance director in control and working alongside these two employees.

The fund will be the £60 that we will receive as a grant for our business which will be used as well as sufficient to cover any costs that we will have.

In order to view the businesses accounts please refer to appendix 10.

### Occasion Management

As business we have made the final decision as to what will occur in the business.

Many of the steps taken can be seen below as well as the appendix's enclosed which show the steps and activities that were undertaken before the event.

Before the event our business has actually booked the places for the activity at the chill factor but unfortunately it was not possible to book the places for all the



potential customers at the same time. Appendix 7 shows the booking procedure for the trip to chill factor. A few days later we received an email on the finance directors email address for the conformation of the trip to chill factor (see appendix 11 ).

- The letters for the trip have also been produced so that the customers are able to fill these in and return them to the appropriate team members of the travel and tourism in action group. Appendix 12.

-We have a precise and projected itinerary for the day (refer to appendix 13 ) as the lists of the team members that will be in each team for the different activities that are to be carried out. This will also be handed out to the customer prior to the event and also on the day of the trip

-We also have a transport guide (The map with the directions for the destination of Manchester ) and an accompanying letter for the driver to make sure they know where they going. Refer to appendix 14 and 15 to view this.

- The customers will be issued with a receipt by the finance director after they have paid for the trip and returned their letter with the trip money.

- View appendix 17 to see all the minutes and agendas of the team meetings that occurred during the planning and organising of the adventure activity trip.





First of all we will need to market the business. We have to undertake market research to make sure that this adventurous trip is feasible. Therefore we will give out questionnaires to the target customers who will be interested in the trip as well as what type of features that they would be interested in (refer to appendix 2 to see primary market research questionnaire).

### **Physical resources Needs**

Our business has many different physical resources needs

The venue for this event will be at the chill factor as we are holding an adventurous trip, and therefore chill factor will be an ideal location that has already been chosen.

We have also carried out an investigation in the different prices for the different activities that could be undertaken at Chill Factor. (Refer to appendix 1 )

### **Materials**

There were many materials that will be needed for the project (adventurous activity trip). Resources that are needed are listed below:

Paper

Large poster

### **Financial aspects of the project**

This is an important aspect of the business as it is a voluntary business and therefore we will need to aim to break even as business as no wages will need to be paid. The main costs of the business will only for the booking and conformation of the activities that will be carried out. Therefore as a business we have decided that we will have to take out a loan. The loan will be acquired from the Bursar who we will then payback using the money we receive from the payments of the customers

### **Administrative systems**

Our business will have a formalised administrative system, where we will be able to monitor the progress of the business and store records of the customers details, and any results that we will obtain from market research. Many of the minutes for meetings and the agenda will be paper based as well as having a copy stored on a secure network on the computer.

Electronic information and administrative system will also be used. This will be where we will use email to communicate with another company such as Chill Factor.

In order to safeguard the data of people such as their names addresses and telephone numbers it will be stored on the computer, on a secure network which will require a pass word in order to access it. This password will only be known to the finance director, Zubada Lunat and the company secretary Safiya Lorgat. This will reduce the chance of any mishaps occurring with such important data.

### **Project timescales**

As our project consists of many components and parts to it then as well as having lot of different aspects to it we have devised a Gantt chart to show the time that we have for the



project. On this Gantt chart we have determined timings for the planning and the preparations for the activities that we will have to carry out. Refer to appendix 3 to view Gantt chart and appendix 4 to view travel and tourism in action flow chart.

### **Legal aspects**

✓ There are many different legal aspects that will need to be taken in to consideration however the main aspect is the Health and safety of the employees as well as the customers. Therefore we will undertake a risk assessment in order to make sure that we minimise any problems that may occur and how these might be solved. See appendix 5, 6.



**+ Itinerary**  
**Manchester – 12<sup>th</sup> December 2008**

| <b><u>Time</u></b>                  | <b><u>What will be done</u></b>   |
|-------------------------------------|---|
| 8.45am                              | Register in the sixth form common room  |
| 9.00am                              | Depart from Batley Girls High School<br>Through front entrance<br>Departure in the minibus  |
| 10.30am                             | Arrive at the Chill factor<br>Allow time for parking<br>Get changed into suitable clothing in changing room<br>(warm clothing, gloves, socks and a warm hat)<br>States that 45 minutes should be allowed for checking in and changing   |
| 11.30am – 1.00pm<br>(approximately) | Split into two groups of 6 and 7 people<br>Carry out the two activities consecutively<br>Activities – <b>Tubing</b> and <b>The Luge</b><br>Each activity lasts 45 minutes<br>(when one activity is being done by one group the other activity will be done at the same time but by the other group and then the two groups will swap) |
| 1.00pm – 1.15pm                     | Change back into normal clothes in the changing room  |
| 1.15pm – 2.00pm                     | Eat together in the restaurant in the Chill Factor – The Alpine   |
| 2.00pm – 2.30pm                     | Departure for City Centre in the minibus  |
| 4.00pm – 4.15pm                     | Departure to Wilmslow Road in the minibus   |
| 4.15pm - 6.00pm                     | Meal at Wilmslow Road   |
| 6.00pm - 7.30pm                     | Departure from Manchester to Batley Girls High School<br>Arrival at the school<br>(timing may change due to traffic)  |

**Although this itinerary does give estimated timings be aware that there may be changes which are dependant on any unexpected problems encountered on the day for example traffic**



### **Additional Information**

- The £29 that has been given to us by each individual includes the price of the activities at £12 each. The additional £5 that was paid will provide each person with a jacket and trousers that will be hired from Chill Factor which will be waterproof. Also each individual should bring their own hats, gloves and socks (please note that gloves are compulsory) so that there will be no additional costs for them at Chill Factor. However the person can also buy these if they wish from the Chill Factor for two prices:
- They can buy the essentials kit at a cost of £7 which includes:  
Socks, gloves and a warm hat supplied in a drawstring kit bag for handy storage.
- Alternatively socks can be purchased for £4 or gloves and hats can be purchased at £3 each.
- It is advised that each person either wears suitable footwear or brings some with them (trainers or boots) as they will be on the ice.
- Full length trousers and long sleeve tops must be worn by everyone that is taking part in a snow activity (jeans may be worn.)
- Also you will have to bring money to pay for the meal at Kebabish as this has not been included in the price of the trip. The amount of money that is needed will vary per individual but we do recommend that you bring around £10 as this should be sufficient.
- £1 will also be needed for the use of the lockers at the Chill Factor which is where you will be storing your clothes whilst you are in the hired trousers and waterproof jacket. Note that a charge of £5 will have to be paid if the locker key is lost.
- You may wish to bring additional spending money as you will have two hours of free time.





## **Groups on Arrival at the Chill Factor**

Whilst one group is carrying out one activity (e.g. The Luge) the other group will carry out the other activity (Tubing.)

### **Group of 6**

This group will first be doing the Tubing activity and then The Luge

- Sophia Ahmed
- Shabana Kiani
- Sumera Munir
- Sadie Stockwell
- Zenib Jehangir (replaced by either Nabeela or Jamila)
- Ms Roberts

### **Group of 7**

This group will first be doing The Luge and then the Tubing

- Safiya Lorgat
- Hawa Dokrat
- Zubada Lunat
- Anisa Ukadia
- Anisa Kazi
- Nazima Kapde
- Sumayya Laher

### **Tubing**

Tubing allows you to slide down a special track in a huge rubber ring.



### **The Luge**

- 60m long Luge is a thrilling ice slide inspired by the Cresta Run, St. Moritz, Switzerland; where you will experience the buzz of an extreme toboggan run on specially designed mats.

