Citizenship – Transport and the Population

Keystage 3

Aims: this lesson introduces user groups

- Talk about the different user groups and their needs
- Use the 'Build A Bus' game to look at the effect of types of buses on different environments.
- Pupils design a poster for TfGM promoting public transport
- Pupils write a slogan for TfGM (extension task)
- Pupils write a press release to accompany their poster (extension task)

Overview:

User Groups

Discuss the different groups of people who use public transport. How can they be categorised?

Build A Bus

Each pupil/group uses the game to try out different configurations of bus. Print out the best options for 3 different scenarios and discuss the results.

Write a Slogan

Pupils write a slogan for the TfGM.

Design a Poster

Pupils design a poster for the TfGM promoting public transport. Specify target audience.

Group Discussion

Pupils analyse, as groups or classes, the impact of their slogans and posters.

Links: Geography, English, IT

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Citizenship – User Groups

Keystage 3

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Worksheet
Teachers' Notes

User Groups

Who uses public transport? Pupils have a class discussion on the different types of people who use public transport.

List answers and then try to categorise them. By sex, age, geographically... Use the map of the Greater Manchester region from lesson 2.

What would each group of users want from public transport? As a class/group draw up a table of groups and needs.

TfGM provides concessionary fares – which user groups would benefit from these the most?
TfGM provided £35.7 million worth of concessionary support in 2002.

Example:

User Group	Needs
Parents with young children	Easy access for prams, storage facilities on board
Families	Cheap fares, frequent services
People in cities	Quick, frequent services
People in rural communities	Reliable services, cheap fares because of the distances involved

Do any of these groups overlap. Would it be possible to identify general needs?

In preparation for the 'Build A Bus' game draw up a list of requirements for the following groups:

1) All users who live in an urban environment in the rush hour
2) All users who live in an urban environment during the day
3) All users who live in an rural environment during the day

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Citizenship – Build a Bus, Write a slogan, Design a Poster

Keystage 3

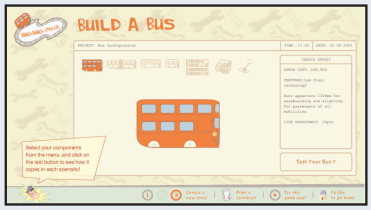
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Worksheet Teachers' Notes

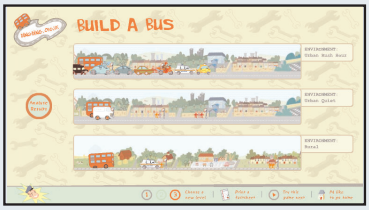
Build a Bus

Basic instructions on how to use the game.

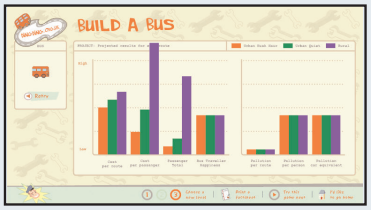
Through the game pupils can build and test various bus configurations in the three scenarios. They can then view the results of their vehicles and adapt their selections as necessary before printing their optimised results.



Build your bus



Test your bus



Analyse and Print

Link: http://dingding.org.uk/games/manchester/buildabus/ks3.html

Write a Slogan

Pupils compose a slogan for the TfGM promoting public transport.

- Trains
- Buses
- Trams
- Taxis

Design a Poster

Pupils, either individually or as small teams, design a poster for the TfGM promoting public transport. Pupils choose one of the user groups as their target market and design appropriately.

- Think about the potential location of the posters, they need to be simple but eye-catching.
- What needs have been identified for the group?
- Does your slogan work as a headline for your poster?
- Does your headline need to be more targeted to the needs of your user group?

Pupils display their posters and analyse the effectiveness of their approaches in a class discussion.

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