

Business Park Activities

The following activities should be delivered using the resources of the Business Park page of the website.

Title	Sainsbury's Supermarket
Topic	Location of industry
Level and Subject/s	KS3/4 Geography, KS4 Business and Economics
Duration	1 hour
Background	In 1992, a large supermarket chain expressed an interest in locating a distribution centre on the Greenham Common business park.
Aims	<ol style="list-style-type: none"> 1. To develop an understanding of the issues relating to the location of industry, including sustainability 2. To evaluate Greenham Common Business Park as a suitable location for a supermarket distribution centre
Enterprise outcomes	<p>Students will develop the following enterprise capabilities;</p> <ul style="list-style-type: none"> ✳ Gathering and analysing information ✳ Communicating ideas and information ✳ Demonstrating fairness and taking responsibility
Activity outline	This activity aims to engage students in evaluating Greenham Common Business Park as a location for a retail distribution centre. Students should consider the suitability of the site from the point of view of the business, and the economic and environmental impact that the location decision may have.
Tasks	<ol style="list-style-type: none"> 1. Teacher introduces the activity and explains aims (5 mins) 2. Class listen to video of Andrew Barber which provides background context, why Sainsbury's wanted to locate at Greenham Common, the facilities on the business park and highlights some of the issues which the proposed distribution centre raised (5 mins) 3. Students form teams and take the role of the management team for the supermarket. Each team studies map of Berkshire area and discuss the advantages and disadvantages of the site location (5 mins) 4. Teams feed back and teacher summarises key points (5 mins) 5. Students work in their teams and list the benefits and drawbacks of locating the distribution centre at the site to; <ul style="list-style-type: none"> ✳ the supermarket ✳ the local economy ✳ the environment <p>Teams research can look at the Business Park Map and press cuttings.</p> <p>Teams decide whether the supermarket should locate on the business park (20 mins)</p> <ol style="list-style-type: none"> 6. Each team summarises their conclusions to the class (10 mins) 7. Class listen to video of Andrew Barber which outlines the outcome and reasons for the supermarket choosing not to locate at the site (5 mins) 8. Teacher revisits activity objectives and summarises what has been learnt (5 mins)