

Shopkeeper activity 2 **Post Office presentation**

**Age
range:**
7-11

Duration:
Approx 90-120 minutes
depending upon
availability of computers

Aim

For pupils to find out how village shops are adapting to survive in the present age.

Learning objectives

Pupils should learn:

- About the ways in which shops and Post Offices are changing to meet the needs of communities
- About the services that small shops can offer
- How to create a good presentation for an idea using ICT.



Curriculum links

England

- National Curriculum Citizenship: 1a, 2e, 2j
- Geography: 3e, 4b
- ICT: 2a, 2b, 2c, 3a, 3b

Wales

- Geography: Skills – Understanding places 3, Investigating 1, 3, Communicating 1, 2, 3
- ICT: Skills – Find and analyse information 1, 2, 3

Materials and equipment

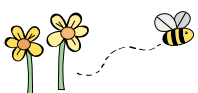
- Computers with PowerPoint or word-processing software
- Copies of Worksheet Sh2 (one per pupil if required – see below)

Preparation

This activity involves pupils creating a presentation to show the class. This can be made using PowerPoint or alternatively, by using a word processor such as Word. Pupils should be familiarised with adding text and images to these applications.

Key vocabulary

shopkeeper, rural, community, Post Office, presentation, slides, specialist



Running the activity

a) Introduction:

Assuming that pupils have carried out Shopkeeper activity 1, they will have an understanding of the importance of village shops and the fact that many are closing, mainly due to competition from large supermarkets. **Pupils are going to imagine that a struggling village shop/Post Office (in the hypothetical village of Stowfield) has been sold, and bought by the community with several people offering to run it.** The pupils are going to compete, in groups of three, to find out who will run the new shop.

b) Presentation:

The shop will need a new name. It will also need a new outlook if it is going to succeed. **Pupils, working in groups of three, devise a plan for the village shop/Post Office and then create a presentation to show how they will transform it.** These will be shown to the class and the best plan voted for.

c) Worksheet:

Worksheet Sh2 will help the pupils to think about the issues and come up with some ideas for their presentation. These worksheets should be given out at the beginning. The presentation itself should be:

- No more than eight slides
- Created using ICT
- Simple with minimum text and plenty of images to show ideas
- Presented by the group with a brief Q & A session at the end



d) Clarify:

Clarify that the ideas should be realistic and that if a lot of money is spent making changes and installing new equipment or other items, this money will have to be recouped by attracting a lot of customers to the shop and having a high turnover.

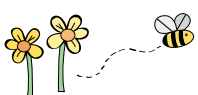
Pictures can be found using Google Images and existing villages shop websites can be looked at for ideas (note that Ascott-Under-Wychwood village shop is run by the community in this way – see www.ascott-under-wychwood.org.uk/shop.html).

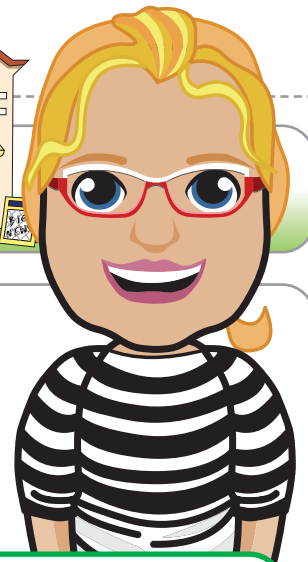
Extension activities

- 1 If time allows, pupils can create a shop front collage to show what their village shop/Post Office will look like.
- 2 The pupils can try running a school or class shop for a day to see what it involves.
- 3 Pupils can make a list of jobs involved with running a Post Office, such as handling forms, selling stamps, supplying cash and weighing parcels.

Background information for teachers

Visit the Shopkeeper links in the Teachers' area for more information about rural shops and Post Offices.





Sh2: Post Office presentation

The shop and Post Office in the imaginary village of Stowfield has been taken over by the community. Your group wants to run the shop, along with several other groups. There is a competition and the group with the best ideas will run the shop.

You need to make a presentation using ICT to present your ideas. This worksheet will help you to plan the presentation.

1. What will your shop be called?

2. How will it be better than an ordinary village shop?

3. What will prices be like?

4. How will you convince people to use your shop instead of driving to the nearest supermarket?

5. What services will you offer?

