



English lesson 3 – Answer sheet

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Accept answers similar to those outlined below:

Question 1

Create a title of no more than 5 words to summarise each of the 6 sections within the proposal request. (In other words, pick 5 words to sum up what the paragraph is telling you.)

- 1 – The wonders of Gravenstoke Museum
- 2 – Decline seen here and nationally
- 3 – What the investment will deliver
- 4 – We need footfall to increase
- 5 – A reopening of huge importance
- 6 – Effective marketing agency needed

Question 2

Your line manager wants to know the answers to the following questions.

A – What is Gravenstoke's budget for the marketing work?

£100,000

B – Do they hint that this budget may be flexible. If so, what do they say?

Yes – 'Should additional funds become available, the budget may increase after the contract has been awarded.'

C – What is the main KPI (Key Performance Indicator) attached to this project?

'Our key objective is to improve yearly average footfall from 3,500 guests to 16,500.'

D – Provide a summary of how well the museum industry is fairing post-pandemic.

Footfall has declined significantly (by 23.4%) in museums and galleries sponsored by the Department for Culture, Media and Sport. January to March 2023 – 8.6million visits / January to March 2019 – 11.2 million visits.

E – How long have we got to submit a proposal?

4 weeks.

Question 3

Create a 4-sentence summary of Gravenstoke's proposal request to share with your line manager.

A local museum serving Gravenstoke, a town with a rich history, have received a £1.8 million council investment. Alongside their current artefacts, which include a WW1 collection, a wizards and witches' collection and an array of Anglo-Saxon artefacts, they will now be able to expand their collection, improve their buildings and provide visitors with a richer, more engaging experience. Their key objective is to improve yearly average footfall from 3,500 guests to 16,500, and to increase this again by another 50% in the following 12-month period. They are looking for an effective marketing agency to provide them with in-depth strategic planning, creative development (to include print and digital campaigns) and project management services, within their marketing budget of £100,000.

Extension question

Question 4

Provide feedback for your line manager to explain whether you feel this is an attractive prospect for the agency. Consider the pros and cons. (In other words, if the agency wins this project, how might it benefit them (pros), and could it affect them negatively in anyway (cons)?)

Pros	Cons
This project will provide exposure to stakeholders right across the community, which may in turn lead to future business opportunities. This might be beneficial if it aligns to the agency's business strategy.	The agency would need to consider whether the budget would cover the cost of the skills /resources required to achieve the desired outcome.
This project will give the agency and its colleagues the opportunity to work on a worthwhile, community-centred project which will enhance /improve many people's lives.	The agency would need to consider whether this project aligns with their aims.
This project could act as a case study for the good work the agency does within the community.	The agency would need to consider if it has expertise in this industry / what support they would need to utilise to be successful.
This project is a good way to showcase the agency's talent in numerous areas, including planning, strategy and print and digital campaigns. The KPI seems achievable if existing and new audiences are targeted effectively.	The agency would need to consider the wider context of the industry itself. Would the decline in footfall affect the desired outcomes?
	The agency would need to consider if the 4-week proposal deadline is achievable.

