



An Ice-cream Van

Learning values

- Investigating vehicle designs
- Building for a purpose
- Exploring purchase behaviour

Recommended materials

9333 Vehicles Set

Vocabulary

Encourage the use of these words during the activity:

- Ice-cream
- Stand
- Ice-cream van
- Flexible
- Catchy
- Recognisable
- Driver
- Open facility
- Customers
- Sales

Connect

Eileen is the owner of an ice-cream stand, and in the summer she sells her famous 'Eileen's Ice-cream' in the park. She has a good business, but she knows that she could triple her sales if she could sell to people in other places, such as at sports event, fairs or on sunny days by the sea.

Her ice-cream stand is very makeshift and not built to last, so she thinks about how she can travel around the countryside with her ice-cream. She will need something that is on wheels, that is easy to start and really attractive to look at. She has plenty of ideas, but how can they be brought to life?



Construct

- Design and make an ice-cream van that is easily recognisable and has room for a driver and facilities for selling ice-cream.



Suggested model solution

Contemplate

- In what way can people easily spot that this is an ice-cream van? Encourage the children to add sounds and 'home-made' jingles that make people aware of an ice-cream van in their area.
- Ask the children to think about how well their stand is shaded from the sun. Remember that Eileen sells more ice-cream on sunny days, and that she can do with something that provides a bit of shade.
- Have the children name the type of ice-creams on offer, and list the top three favourites.

Continue

- On Sundays, Eileen takes the ice-cream van to the park, which is always packed at the weekend. She would like to attract more people to her van. Design and make something that will quickly help Eileen draw in more customers, such as a sign or...?
- She often finds that customers buying ice-cream from her van stay close to it while they are eating. Some customers have been asking for somewhere to sit down and enjoy their treat. Eileen would like to meet this need, but since she is on the move all the time, she needs a specially designed bench that can be folded away in her ice-cream van. Design and make one for her!

