

Exercise 1: Brainstorming: conceptualization of a problem

Work together as a group of 3 or 4 people.

You have been commissioned to study the impact on a provincial town of a proposed edge-of-town development of a super-cinema 'megaplex'.

This complex, costing €150 million, combines 30 screens and 2500m² of retail development. It is being developed by Warner Village Cinemas, a joint venture partnership between Warner Bros International and the Australian-based entertainment corporation, Village Roadshow International Limited.

The developer anticipates that its entertainment centre will win planning approval because of the inclusion of a large leisure element with retail in the scheme.

Tasks

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| Make a list of the factors which you think need to be examined in your impact study. | <i>7 minutes</i> |
| Highlight what you see as the key variables | <i>5 minutes</i> |
| Plan your presentation | <i>2 minutes</i> |

Deliverables

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| 1 | A list of factors or elements |
| 2 | Highlighted key factors or elements |
| 3 | 3 minute talk describing your group's deliberations and the reasoning behind your decisions |