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## GROUND LOGO



- AIM:** To combine a wide variety of tasks into a clear objective that will develop and strengthen the team and individuals within it.
- BACKGROUND:** In just two hours the group have the task of recreating their company's logo or team symbol on a piece of waste ground. The image must be clearly visible by overhead air traffic at an altitude in excess of 500 feet. Planning permission has been given for a limited period, after which time the ground must be returned to its original condition.
- They have at their disposal a selection of gardening equipment, a mechanical digger, paints, 2 way radios, ladders, a cash budget and access to local hire centres.
- ACTIVITIES:** Design a paper based plan  
Size calculation  
Source and acquire materials  
Location of a suitable area of ground (supplied by Fresh Tracks)  
Mark out design  
Ground work  
Final aerial team photograph with logo
- FORMAT:** A Team Leader is elected by the group. He/she can then assign participants to various roles with a view to completing the task before the deadline. At this point there is an option to see their creation from the air during a surprise helicopter or hot air balloon flight.
- TIMINGS:** Either morning or afternoon
- DRESS:** Outdoor clothing appropriate for the season
- LOCATION:** Selected sites throughout the UK
- COSTINGS:** £2,500 per 12 participants  
£ 175 per additional participant  
Prices exclude VAT and travel
- NOTES:** The Ground Logo is ideally suited to being incorporated into assessment/review training (e.g. M.B.T.I or SDI). Facilitation if required is charged at between £1050 and £1900 + VAT.