

FUN Kids

DIGITAL RADIO AND ONLINE



Rees Jeffreys Road Fund

What a Great Road!

Bex and Dan find out about different kinds of roads, how they're made, and what makes a great road!

MORE FROM WHAT A GREAT ROAD!

Aim of Project:

- To help children explore the what, how, why and who behind the design of our roads, and what makes a great road.
- Engage children and introduce them to the design of roads, inspiring them to want to find out more and discuss what they have discovered with family and friends.

How delivered:

- 10 three minute audio programmes for broadcast
- Audio also available as podcasts to listen again on Fun Kids website indefinitely and for free download through podcast channels
- Programmes supported by additional information on dedicated pages on the Fun Kids website, with images and downloads - www.funkidslive.com/learn/what-a-great-road

Promoted:

- On air by presenters
- Online through dedicated pages on Fun Kids website and online banners
- Social media activity including newsletter and Facebook posts
- Week long competition

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Audio broadcasts

Series broadcast from 10th February 2020

Broadcast daily for six weeks

Audio podcasts

Audio available as podcasts to listen again on the Fun Kids website and for free download through Fun Kids Podcast Network and podcasts channels

Online pages

Additional information on the series within the Fun Kids 'Learn' section

www.funkidslive.com/learn/what-a-great-road

3,338 page views since launch

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MAKING ROADS EASIER TO UNDERSTAND

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What makes a great road?

Find out more and subscribe to the podcast series below!

Bex and Dan are on a road trip finding out what makes a great road. From old cobbly roads to busy modern streets, there's lots to think about! So what makes a great road? Roads are always changing - and that's because the way they're used is always changing. You don't need to be a whizz at history to understand - because the best roads do a bunch of BASIC things!

More to click...

- All about roads!
- Find out why roads are made!
- Find out all about feet!



They need to be useful, like being in the right place and going in the right direction! Market squares were originally built in the centre of the village - and was an easy walk for the villagers who lived nearby.

Another requirement for a great road is to make it a pleasant place to be - keeping everyone safe and being good to the environment.

Today it's more important than ever to think about pollution around roads, especially around where people live, work and play. A changing world means roads need to change too.

Roads should be easy to understand. When these cobbly roads were built, there wouldn't have been many other roads around, and the signs would have been very simple to read.

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Promotion in our newsletter and through social media including Facebook and Twitter

