

September 2019

Dear Parent/Carer

Y11 Business – Cadbury World Visit – Tuesday 8th October 2019

To assist with the completion of component 2 and prepare for the component 3 examination, in addition to gaining some understanding of manufacturing, there will be a visit for Y11 Business Students to Cadbury World, Birmingham on Tuesday 8th October 2019.

Students will be attending a talk presented by the Cadbury World Education Team. In this talk students will look at a variety of Cadbury’s products, their competitors and their advertising campaigns, including the increasing importance of social media marketing and the power of social media as a marketing tool. Students will gain an understanding of marketing planning tools such as primary and secondary along with qualitative and quantitative market research, and also be shown examples of how SWOT and PESTLE analyses are utilised by Cadbury with this curriculum-linked talk. They will also have a tour learning about the history and ethics behind Cadbury, seeing part of the manufacturing facility whilst also watching the chocolatiers work their magic and revealing the making of chocolate.

Students should meet at the coach turning circle at **7.30am**. On arrival students will take the tour, have lunch and then attend the marketing talk. Students may bring a packed lunch but are able to purchase food from the Cadbury Cafe. We are hoping to arrive back at school by approximately **6.45pm**.

We are asking for a voluntary contribution of **£25.00** to cover the cost of the trip. If you would like your child to take part in this essential visit our preferred method of payment, using a credit/debit card over the Internet, is via SCOPAY (Tucasi Online Payments). Please contact the Finance Office if you have not managed to create your SCOPAY account. Alternatively, please return payment (cheques made payable to The Blue School with your child’s name, tutor group and trip/event on the reverse) to the Finance Office at break only, 11.10-11.30am, by **Tuesday 17th September**. The contribution is waived for any student in receipt of Pupil Premium, but they must return the slip below by the above deadline.

Students are advised to wear suitable clothing and footwear. Should you have any queries or require any further information, please do not hesitate to contact me.

Yours sincerely



Mrs Anderson
Teacher – Business

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To: The Finance Office- open daily at break only (11.10-11.30am) by Tuesday 17th September 2019.

Mrs Anderson: Y11 Business Trip, Cadbury World, Birmingham – Tuesday 8th October 2019

Name of Student **Tutor Group**

- I enclose **£25.00** (cheques payable to The Blue School)

As a parent/carer of the above student I have read, fully understood and am satisfied with details supplied about the above mentioned activities and agree to my daughter/son taking part in it. I know of no medical reason why s/he should not participate.

- The school has Activities Insurance for students for all trips and activities on and off the school site. Details of the key benefits are available from the Finance Office.
- Parents/Carers should consider taking out additional insurance cover for their child if they require benefits above those provided by the school.
- The School only provides cover at the School against proven or agreed negligence by its employees.

Signature of Parent/Carer **Date**