



16 June 2022

Dear Parent/Carer,

National Careers Challenge Day Year 8 Friday 1st of July 2022

We are delighted to inform you that 'National Careers Challenge' company will be coming into school on Friday, 1st July to run an exciting workshop with our Year 8 students. All of Year 8 are invited to take part (up to 180 students). They will be supervised by their subject teachers and four members of staff from the company as well as 8 members of Rooks Heath staff. This is a wonderful opportunity for our students, and we are pleased to be able to provide this experience with no cost to the students.

What is 'The National Careers Challenge - Thorpe Park Challenge' KS3 (Year 8)?

During this challenge, students are invited to design a brand-new ride or attraction for Thorpe Park where the queue line is an integral part of the ride experience. Students can choose any theme for their new ride or attraction, but it must provide visitors with a 'Feel Good Fun' adventure that they have never experienced before! Students will be asked to identify a target customer for their attraction before creating a design concept and back story for their ride. Students will consider how they would brand their new ride and how they would market it to their target market, including the use of celebrity endorsements. Students will also develop an idea for a new, associated product which could be sold in the Thorpe Park gift shop before pitching their ideas to the judging panel. The aim of the program is to give students a day practising some of the skills needed to work in business (teamwork, problem solving skills, creativity, negotiating skills, analytical skills, and leadership skills).

The activities are due to take place on site. The students are required to come to school at the normal time of 8:45am where they will go to their tutor rooms to be registered. Students will then have break and lunch times at their usual times and will be dismissed from school at approximately 3:05pm.

Students will need to attend in full school uniform including school shoes and bring a water bottle with them. There will be no need for students to bring their schoolbooks on this day, but they will be required to bring a pencil case with equipment such as pens, a pencil and a ruler.

Yours Sincerely

Mrs E Wright
Catch-Up Coordinator