

05 January 2024

Dear Parent/Carer,

Re: Trip to Cadbury World, Birmingham

On **Wednesday 13 March**, we, as the geography department, are offering students the opportunity to go to **Cadbury World in Birmingham**.

This is an amazing opportunity to visit a global company at their headquarters and listen to one of their engaging speakers about how the company can link to what we are doing in the classroom. There are some hugely beneficial cross curricular links.

We will leave COPA at 9am so students need to come in for 8.35am as normal, register with their form tutor, before heading down to the canteen.

Once arriving at Cadbury World, there will be the opportunity to have an educational talk, from the company that will hope to cover these aims:

- Discover the global legacy of the Cadbury brand and their reach as a transnational company.
- Discuss how Cadbury is part of a larger company and the effect this has on international business.
- Examine Cadbury's place within primary, secondary and tertiary industries.
- Understand Cadbury's key markets and how Cadbury is developing new products to reach and mint countries.
- Explore the providence of some of our ingredients and how Cadbury are supporting cocoa farmers as well as the Ghanaian rainforest through schemes such as Cocoa Life.
- Compare the functions of the various Cadbury factories found in the UK and discuss the importance of location when choosing a factory location.
- Recognise the importance of sustainability in industry and discover the methods in which Cadbury are improving their environmental footprint.

Students, following the talk, will have lunch. **This should be a packed lunch, however, if your child has free school meals, this will be provided by the school.** After this, a self-guided tour of the factory, led by the teachers, will take place before heading back to COPA.

The proposed Itinerary of the day is as follows:

Timing	Activity
8.35am	Students arrive at school, get registered with their form tutor and then head down to the canteen to be registered by staff going on the trip.
9am	Departure from COPA.
11.15am	Arrive at Cadbury. Take part in an educational talk from Cadbury.
12.20pm	Have lunch.
12.50pm	Go on self-guided tour led by teachers.
2pm	End tour to go via gift shop.
2.30pm	Leave Cadbury world.
4.45/5pm	Arrive back at COPA.

Students will be allowed to wear non-school uniform for the day and students may keep their phone on them during the day. The expectation is that phones may be used on the journey to and from the attraction only, mainly for communication around return times. Of course, the timings set out above are approximate timings and communication will be made if there are delays.

The cost of the trip is £30 per person which covers the transportation costs as well as the entry into Cadbury world. Signing up to the trip should be done through this MS form:

[KS3 Humanities trip to Cadbury world \(office.com\)](#)

Places on the trip are secured by making a payment through our online VeriCool system. The deadline for payment is **Wednesday 14 February**.

If you have any questions, please email Mr S Downie sdownie@cityofpeterboroughacademy.org

The Academy reserves the right to remove any pupil from the trip who cannot uphold our high standards of dress and behaviour prior to the event taking place.

Yours Faithfully,



Mr S Downie
Teacher of Geography

Please return the following to Mr Downie in A95 by WEDNESDAY 14 February 2024.

Pupil Name: _____ Form: _____

I give permission for my child to attend the KS3 Geography trip to Cadbury world on the **13 March 2024**

Parent/Carer signature: _____ Date: _____

PARENTAL CONSENT FORM FOR OFFSITE ACTIVITY - NON-RESIDENTIAL.

I confirm I have read the accompanying letter. I agree to them participating in the activities described. I acknowledge the need for them to behave responsibly throughout the visit and to follow any rules and instructions given.

Medical information about your son/daughter:

Date of birth: dd/mm/yyyy	
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Does your child suffer from any condition requiring regular treatment?

Yes No

If yes, please give details:

If you have answered yes do you give your permission for the staff to administer the medication should this, be necessary?

Yes No

If yes, please give details:

Is your son/daughter allergic to any medication? e.g. penicillin

Yes No

If yes, please give details:

Please outline any dietary needs or food allergies:

I will inform the Group Leader, Head of Year or Principal as soon as possible of any changes in the medical or other circumstances between now and the commencement of the visit.

Emergency Contact Details

I may be contacted by telephoning one of the following numbers:

Parent Contact Details	
Address:	

Alternative Emergency contact:

Name:	
Relationship	
Contact numbers	
Address:	

NB: This form should only be signed by a parent or an individual who holds legal responsibility for the child concerned.