

THE APPRENTICE ENTERPRISE COMPETITION



WIN

Enter now and your school could see their **winning campaign** advertised across Manchester Airport and on the radio!

 **manchester**
airport

PART OF M.A.G

DEAR YEAR 6 TEACHERS...

We appreciate that both you and your year 6 class will work extremely hard this year towards the SATS examinations.

In the summer term, after the hard work is over, why not **challenge your year 6 pupils to develop their creative and entrepreneurial skills, by designing their own advertising campaign for Manchester Airport?**

Encourage your students to spread the message of the importance of;
'Safety in the Sun'.



Your schools
campaign
could be here!

WIN

The winning group will be transported to Manchester Airport, to see their advertising campaign across the airport, hear their radio advert on the radio, as well as taking the winner's trophy back to school!



Why is it important to teach children about Sun Safety?

Fresh air, sunshine, and exercise are essential to the healthy development of young children. We should encourage children to be outside, moving, and being safe!

Every year we see over 22 million passengers, young and old, travel through Manchester Airport to go on holiday. A lot of these passengers are off away to enjoy the sunshine. However we need to remember, too much sun exposure may not be good for us, especially young children. Too much unprotected exposure to the sun's UV radiation can lead to sunburn, eye damage, wrinkles, and skin cancer. With research indicating that serious childhood sunburn could trigger skin cancer in later years.

By teaching sun safety at an early age, we are encouraging children to gain lifelong habits that can prevent sun damage. By having control over their own learning, we hope that children will communicate this message on to their peers and families.



Be the Champion of your school and win a visit from Circus Sensible and their big top tent!



Other Awards

We recognise the effort and skills developed by all the participating pupils in the competition. Certificates and medals will be presented to all pupils that have entered. There are also lots of other winning opportunities associated with sub categories, including cinema experiences and vouchers.

HOW DOES IT ALL WORK?

All children will have the opportunity to complete the project, which meets the KS2 National Curriculum requirements in Maths, Science, Computing, Literacy and Design and Technology.

Return the completed application form at the back of this brochure as soon as possible, but **no later than March 30th 2017**

It is up to your school how you want to coordinate this project. However we will provide you with a **teacher lesson pack**, which will include lesson plans, supportive videos from business professionals, group portfolios, and a mentor from our businesses.

The class teachers will shortlist one campaign from the class, who will represent their school. They will present their advertising campaign at Manchester Airport and submit their group's portfolio to the ACN Bosses.

SPECIAL OFFER

Return your application before the **January 30th** and you will receive a business starter pack for your class. The pack will be fully stocked with resources to give your class the best start to the competition.

Once you have shortlisted the group that will be representing your school, you will receive an invitation to come and present your campaign at Manchester Airport.

The overall winner will be the team demonstrating various key skills, after each section of the portfolio is marked by our bosses, using a marking grid which will be provided.

Places are limited and allocated on a first come first served basis, so get your application form in quickly!



THE RULES



1. Pupils must be studying in **Year 6**.
2. Teams **MUST NOT** exceed six in total.
3. The marketing campaign must fit the theme '**Safety in the Sun**'.
4. All pupils in the Year 6 class are encouraged to complete the project.
5. The shortlisted groups must complete a portfolio of their work and enter the following as part of their entry:
 - market research and questionnaire
 - team name and logo
 - poster with slogan
 - radio advert
 - presentation of their journey
6. Only one marketing campaign per school may be entered into the final competition. This must be shortlisted by the class teacher or other adult.
7. The overall winning team will be selected by our bosses. This will take place after all entrants portfolios are marked, using a scoring matrix for each page. Winners will also be chosen for sub category prizes.
8. The school/class must be available on the key dates specified below. If in doubt, please contact us at **community.relations@manchesterairport.co.uk**

KEY DATES



- | | |
|-----------------------------|--|
| 30th March 2017 | Register your school to secure a place in the competition before this date. |
| 13th May 2017 | Year 6 SATS exams finish. |
| 29th – 4th June 2017 | School holidays (for most schools). |
| 7th July 2017 | Boardroom presentations at Manchester Airport. |
| 10th July 2017 | Winner announcement - school will be contacted via phone. |
| 14th July 2017 | The Grand Finale at the winning school. Circus Sensible performance for whole school. |

THE ADVISORS



The Advisors are made up of a panel of Senior Managers from across Manchester Airport and its service partners, who have knowledge and experience in the marketing business.

Your **personal advisor** will work with your class to challenge pupils and encourage them to succeed. They will give the class support and help the final group to prepare for their presentations at the airport.

Support may include:

**PRESENTATION SKILLS
MARKETING
DESIGN
TEAMWORK**



FEEDBACK FROM OUR SISTER COMPETITION 'DRAGONS DEN'

"...my communication skills are so much better now."

"...this was professional and fun!! Thank You."

"...this has taught me how to be professional, how to handle money and increased my confidence."

"...the business mentors shared their invaluable experience."

Every year the Airport Community Network offer high school students the chance to enter our Dragons Den Enterprise Competition.

100% of Teaching Staff found this experience a positive one and felt the students had all come away having learned a lot about business in a uniquely fun and interactive way.

97% of Students enjoyed the experience and realised that business was harder than they thought!

"The entrepreneurial instinct is in you. You can't learn it, you can't buy it, you can't put it in a bottle. It's just there and it comes out."

Alan Sugar



THE AIRPORT COMMUNITY NETWORK

The Airport Community Network is made up of Airport employers. Together they aim to inspire students to be excited for their future careers and to learn crucial key skills.

The ACN members have used their knowledge and experience to design this Apprentice programme to promote skills that business leader's value and to prepare young pupils for their transition into High School:

TEAM BUILDING, CREATIVE SKILLS, COMMUNICATION SKILLS, PRESENTATION SKILLS, PROBLEM SOLVING.

The competition covers many areas within the current National Curriculum, including:

**ENGLISH
MATHS
COMPUTING
DESIGN AND TECHNOLOGY
PHSCE**



THE APPRENTICE ENTRY FORM

One team entry per school

Name of School

Head Teacher Agreement

I confirm that:

- Our team will comply with all the rules of the competition
- Students will have the support of a teacher in the school
- Students will be taken to the Boardroom meeting at Manchester Airport.
- Students will be taken to the Advertising Opportunity (if the competition is won by your school)
- Authorisation is given to Manchester Airport to provide a final prize ceremony show at the school, including a Circus Sensible Show. This will take place on 14th July 2017.
- Permission is granted to film or photograph students during the meeting at the Airport.

Name of Head Teacher **Signed**

School address

.....

School telephone number

Name of teacher managing team

Teachers email

Teachers telephone number

How many students are in your class?

Would you like a business mentor to support your class?

Please return this form to:

Joanna Jackson - Boardroom Manager
Community Relations, 1st Floor Olympic House,
Manchester Airport, Manchester, M90 1QX

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