

THE APPRENTICE ENTERPRISE COMPETITION

www.manchesterairport.co.uk/education/the-apprentice



WIN

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

2019 winners, St Peter's Primary, Rossendale



DEAR YEAR 5/6 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 5 or 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 see their advertising campaign across all 3 terminals at Manchester Airport, record their advert at Global Radio and hear it live on air! 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 29 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**

WIN a whole school 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. 2nd and 3rd place will win a visit from an ice cream van.

HOW DOES IT ALL WORK?

Working in groups of 6, all children in your class will have the opportunity to complete the project and design a safety in the sun poster and radio advert.

Return the completed application form at the back of this brochure as soon as possible, but **no later than May 4th 2020**



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

The class teacher will shortlist one groups campaign to represent their school, in July's final at Manchester Airport. They will present their campaign to the Judges and tell them about their design journey and learning.

After presenting, children will have the opportunity to explore our Aerozone!

It is up to your school how you would like 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. You may start this project at any time during the school year.



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 5 or 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 5 or 6 class are encouraged to complete the project.
- 5.** The shortlisted groups must enter the following as part of their entry:
 - team name and logo
 - poster with slogan
 - draft radio advert
 - presentation of their journey - presented to the bosses at Manchester Airport in July.
- 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 entries are marked, using a scoring matrix for each page. Winners will also be chosen for runner up 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



4th May 2020	Register your school to secure a place in the competition before this date.
15th May 2020	Year 6 SATS exams finish.
1st July 2020	Boardroom presentations at Manchester Airport.
2nd July 2020	Winner announcement - school will be contacted via email/phone.
10th July 2020	The Grand Finale at the winning school. Circus Sensible performance for whole school and ice cream van visit for runners up.
w/c 13th July 2020	Visit to Global Radio to record advert professionally. A date will be arranged with winning 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.

You will be offered a personal advisor who will work with your class, to challenge and encourage them to succeed. They will give the class support and help the final group to prepare for their presentations at the airport. If you would like one, please specify this on the application form.

'Our advisor, has been superb from start to finish! He provided great support to further enhance the experience for the children. We can't wait to work with him again next year'

Headteacher, St Peter's Primary School

Support may include:

**PRESENTATION SKILLS
MARKETING
DESIGN
TEAMWORK**



FEEDBACK AND TIPS FROM LAST YEARS COMPETITION

"...fantastic project.
The whole school got
onboard and learnt
about sun safety"

'...what a valuable
and memorable
experience for our
pupils.'

"...engaging and thought
provoking competition with
amazing prizes! My pupils
have learnt so much."

"...fantastic resource
packs for teachers
and pupils."

In 2019

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

100% of Students enjoyed the experience and realised that sun safety was more important than they first thought!

"Creativity is intelligence having fun."
Albert Einstein



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 and attend all key dates.
- Students will have the support of a teacher in the school.
- Students will be taken to the final at Manchester Airport on the 1st July 2020.
- Students will be taken to the radio recording visit (if the competition is won by your school)
- Authorisation is given to Manchester Airport to provide a final prize ceremony show for the whole school. This will be run by Circus Sensible on the 10th July 2020.

Name of Head Teacher **Signed**

School address
.....

School telephone number

Name of teacher managing team

Teachers direct email

Teachers telephone number

How many students are in your class?

Would you like a business advisor to support your class?

Please return this form to:

joanna.jackson@manairport.co.uk

Joanna Jackson, Community Relations, Olympic
House, Manchester Airport, Manchester, M90 1QX

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