

February 2011

Dear Colleague

**FREE, award winning Enterprise and Work Related Learning PDP Events 2011**

Please find attached some information about the *Liquids Means Life Enterprise Challenge*, an enterprise teaching resource from the British Soft Drinks Association (BSDA) available free to secondary schools across the UK.

To support this resource and encourage its use in schools BSDA member company Britvic Soft Drinks would like to invite you to attend one of a series of Professional Development Days for teachers to be held in the Britvic Learning Zone at its factory in **Bramley, Leeds**. The events are designed to introduce the range of support available to schools in the region from Britvic and BSDA and will be of interest to **Key Stage 3/4** teachers involved with **Food Technology, Business Studies, Enterprise, and Work Related Learning**, Teaching Assistants are also welcome to attend alongside a teacher colleague.

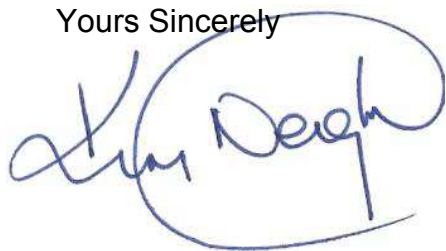
Delegates attending the event will have a chance to:

- Discover [www.britviclearningzone.com](http://www.britviclearningzone.com) an online resource for KS3/4 pupils
- Tour the factory and see some of the nation's favourite soft drinks in production
- Experience the *Liquids Means Life Enterprise Challenge* and receive a copy of the resource pack to take away
- Meet representatives from the soft drinks industry to discuss opportunities for teachers and pupils in their local areas.

In October this PDP programme was awarded the **IEBE Award for Enterprise and Innovation** reflecting the excellent feedback received from the 70+ teachers who attended events in London in 2010.

If you would like to attend an event please complete the attached form and return it as indicated. Places are limited and will be allocated on a 'first-come-first-served' basis. We look forward to welcoming you to a BSDA/Britvic PDP day.

Yours Sincerely



Kim Neighbour, Project Manager

Tel: 01353 741222

Fax: 01353 741288

Email: [enquiries@magentaonline.co.uk](mailto:enquiries@magentaonline.co.uk)



## Britvic/BSDA Enterprise and Work Related Learning PDP Days

**Location:** Britvic Soft Drinks Ltd  
Swinnow Lane Industrial Estate  
Bramley  
Leeds  
LS13 4HT

**Time:** 9.00 for 9.15am (finish 3.30pm)

**Cost:** There is no charge for attending these events, however we reserve the right to charge a cancellation fee of £50 for any delegate who fails to attend without providing 5 working days notice.

**Date:** Please indicate your preferred date

1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	Date
		Thursday 26th May 2011
		Thursday 23rd June 2011
		Tuesday 12th July 2011
		Wednesday 13th July 2011

Please reserve a place at the Britvic PDP event indicated above for the following delegate(s), I have read and understood the note above re cancellation fees:

Name (1): .....Title: .....

Name (2): .....Title: .....

School: .....

Address: .....

.....

.....Postcode: .....

Email: .....Tel: .....

Signed..... Position: .....

Special dietary requirements: .....

Please return this form by: fax to: 01353 741288;  
Post to: Magenta, 6 The Pond, Haddenham, Cambs, CB6 3XG;  
Or email enquiries@magentaonline.co.uk  
Further information will be circulated to delegates prior to the event.

# Liquids Mean Life: Enterprise Challenge



A fantastic new FREE resource for  
Key Stages 3 and 4 Enterprise Education

This new and exciting free resource will allow you to deliver a day of activities for Enterprise Education.

During the day students will learn about the processes involved in producing a soft drink, appreciate the need for teamwork and compromise and discover some of the careers available in the food and drinks sector.

The students will be given roles that exist within the soft drinks industry (e.g. suppliers of the raw materials, buyers, technologists, production, sales and marketing), in order to complete the activities.

The challenge will allow pupils to discuss and explore issues such as:

- Corporate Social Responsibility (CSR)
- Sustainability
- The environment
- Safety and quality
- Health and wellbeing
- Choice and convenience

Extension activities are provided so that the pack can form the basis of a work-related learning scheme of work.

The pack contains all the information you will need to run a successful activity, presented on an easy to use CD-ROM:

- Comprehensive teachers' notes
- Background resources
- Role cards
- PowerPoint presentations to support the activities



Affix  
stamp

EDS  
Education House  
Castle Road  
Sittingbourne  
Kent  
ME10 3RL



Please fill out this form to receive your FREE  
Liquids Mean Life Enterprise Challenge pack.

Name: .....

Title/Position: .....

School name: .....

Address: .....

.....

.....

..... Postcode: .....

Tel: .....

Fax: .....

Email (optional): .....

# Hurry! Place your order for a FREE copy TODAY, while stocks last

The British Soft Drinks Association represents the UK's manufacturers of soft drinks, including carbonated drinks, still and dilutable drinks, fruit juices and bottled waters. Its education programme is intended to promote the understanding of the importance of a balanced diet, an active lifestyle and adequate fluid intake in maintaining good health, and to promote the soft drinks industry as a manufacturing industry. The programme has no commercial function and mentions no companies and no brands.

