



Dear Parent/Carer

RE: BUSINESS TRIP TO CADBURY WORLD – THURSDAY 18 MARCH 2027

We are delighted to invite your son/daughter to join us on an exciting GCSE Business trip to Cadbury World, Birmingham, on **Thursday 18 March 2027**.

The visit will give students the opportunity to see business theory in practice and make links between their GCSE Business studies and the operation of a large, successful business. Students will explore marketing, advertising, production, business development and branding, as well as take part in chocolate-making activities.

The visit will include:

- A marketing talk delivered by Cadbury staff.
- The Cadbury factory experience and an insight into the manufacturing process.
- The history and development of the Cadbury business.
- An exploration of advertising and brand development.
- An insight into the chocolate-making process.
- Interactive chocolate-making experiences.
- Opportunities to apply GCSE Business topics to a real business environment.

We hope the trip will be both educational and enjoyable, providing students with valuable real-life context to support their GCSE Business studies.

Travel and arrangements

Students should arrive at the Academy at **5.50 am** for a prompt **6.00 am departure** by coach. We aim to return to the Academy by approximately **7.00 pm**, traffic permitting, when students will be dismissed. Please make alternative arrangements for your child's journey home from the Academy. We also hope to make a short stop at a motorway service station on the return journey.

Students must wear full school uniform and should remember that they are representing The Gateway Academy throughout the visit. They should bring a packed lunch and plenty of water and/or money for food and drinks. Students eligible for free school meals will be provided with a packed lunch.

Cost and payment

The Academy has generously subsidised a significant proportion of the trip. The contribution is £50.00, payable via ParentPay, which covers return coach travel and the visit to Cadbury World. Students who hold an annual Merlin Pass will only pay £40.00, which covers the marketing talk and travel costs. Please indicate this when completing the consent form.

Payment and consent deadline: Thursday 28 January 2027.

To confirm your child's participation, please complete the Google Form: [GCSE Business Trip Consent Form](#). You do not need a Google account to complete the form. If necessary, please copy and paste the link into Google Chrome.

Please ensure that the form is completed and submitted and payment made, by **Thursday 28 January 2027**. Students without completed consent and payment will be unable to participate.

If you have any questions or require further information, please contact me on **01375 489000** or at emma.hughes@theglc.org.uk.

Yours sincerely

Mrs E Hughes
HEAD OF BUSINESS