

Principal: Mark Woodhouse

Brandon Road
Swaffham
Norfolk
PE37 7DZ
T: 01760 721480
F: 01760 721269
E: office@tnha.org.uk <http://tnha.org.uk/>



12th October 2018

Dear Parents/Carers

EDUCATIONAL VISIT TO BANHAM ZOO

We have the opportunity to take our Year 10 Business Studies students to investigate how marketing and media are used to attract visitors at Banham Zoo. The trip is planned for Wednesday 31st October leaving the Academy at 9am and returning at 3pm.

Students will be expected to wear non-school uniform on the day however a waterproof coat is advised in case of inclement weather. Students should bring a packed lunch. There will be an opportunity for students to visit the shop/snack bar and they may bring along some funds for this should they wish.

As part of the visit, students will receive a one-hour workshop about Marketing & Customer Service at the Zoo's Education Centre.

To secure a place, please complete and return the attached consent form. The cost of the trip is £12 (payable by SchoolMoney) and should be made by Friday 19th October 2018, this will cover the cost of transport, entrance fees and a presentation by the zoo's educational team which will address specific issues related to the Business coursework tasks

We look forward to an enjoyable and educational day out.

Yours faithfully

Dan Morton-Smith
Head of Business

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'the best that we can be'