



The Swayne Park School
Sir Walter Raleigh Drive, Rayleigh, Essex SS6 9BZ
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April 2024

During this trip pupils will experience a 60-minute workshop into Business, Tourism and Marketing. They will be split into two groups with a specific time slot and supervised by staff members. Pupils will learn about creative techniques implemented into Chessington's strategy to target their market and how they meet their needs precisely. Additionally, pupils will understand the benefits and risks of expansion into new markets, large businesses and discover reasoning behind changes made to the park as well as understand the impact on the environment. Following the presentation, pupils will then be split into smaller groups with the opportunity to visit the park at their leisure, accompanied by one member of staff per group for the rest of the day.

I hope all business pupils join this exciting opportunity where their efforts can be celebrated and the knowledge developed in an environment which will provide lasting memories and enjoyment.

If your child would like to attend this trip, please complete the Consent Form attached to this letter, along with making the deposit payment of £20.00 on Scopay, no later than Friday 12th April 2024.

12th April 2024. The

balance of £32.00 will be required by Friday 24th May 2024.

Details of the trip are as follows:-

Date:	Friday 21st June 2024
Venue:	Chessington World of Adventures, Chessington, Surrey
Time of Departure:	8:30am
Time of Return:	6:30pm (approximately)
Dress:	Non-school uniform
Mode of Transport:	Coach
Cost:	£52.00

This trip will be covered by school insurance and accompanied by members of staff. This trip requires us to pre-purchase transport/tickets to obtain the best price. Therefore, we will be unable to offer a refund unless there are exceptional circumstances in the event of your child being unable to attend this trip.

