



Dear Parents and Guardians,

I am delighted to offer the opportunity for Y10 Business students to visit the Museum of Brands in London on **7th June**.

The museum focuses on providing an immersive experience of Britain's iconic brands from OXO to Marmite, and provides insights into over a century of consumer culture.

Students will also receive a workshop on graphic design and packaging that directly links to the marketing element of the exam.

This trip is designed to cover several areas of the course including branding, promotion and advertising.

If your child would like to go on this trip then we request a **voluntary contribution of £25**. If there are insufficient voluntary contributions to make this trip viable, the trip will be cancelled and contributions refunded. The £25 covers transport, entrance to the Museum, the graphic design and packaging workshop, staffing costs, and insurance. Lunch will not be provided so all pupils will require a packed lunch.

Please send payments and permission slips to the Finance Office (cheques payable to The Emmbrook School) or use the school online payment system. If you have not already created an online account, you should have received a letter with your pupil link code and guidance on creating this. If you need a copy of this letter please e-mail finance@emmbrook.wokingham.sch.uk.

The deadline for payment is Friday **24th May 2019**.

If the trip is heavily oversubscribed, we will take into consideration "Attitude to Learning" and, if necessary, draw names from a hat to decide who takes part. If your son/daughter's application is unsuccessful, your payment will be returned. The successful pupils will leave school at 8:20 am and return back to school at 4:00 pm. I am sure this will be a fantastic trip.

Yours sincerely

Mr C Johnson

Director of Business and Humanities

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I give permission for my son / daughter.....Tutor Group.....
to attend the Year 10 Museum of Brands trip on Friday 7th June 2019.

- I enclose a voluntary contribution of £25.00 in the form of a cheque.
- I have paid £25.00 online.

Signed..... (Parent / Carer)