



# Tring School

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[www.tring.herts.sch.uk](http://www.tring.herts.sch.uk) Headteacher: Mrs Susanna Collings BSc (Hons), MA, FRSA

20 September 2011

Dear Parent / Carer

All Year 7 students are currently working on a cross-curricular Fairtrade project with the English and Geography Departments. During Geography lessons, the students investigate the impact of Fairtrade on developing countries. In English lessons, they work in teams to design and pitch their own Fairtrade product and brands. As well as giving them the opportunity to bond with new friends, the students learn about persuasive language devices and how to appeal to a target audience among other things. The project ultimately develops the students' communication and presentation skills through teamwork.

In previous years, the presentations have been confined to the classroom, but last year we show-cased and celebrated their work with parents and Year 6 students from our feeder schools. The most successful group from each class presented their pitch to a few of the English teachers and five groups were selected to face the 'Dragons' as finalists. The 'Dragons' were actually representatives from Waitrose, M&S Food and Tesco who donated voucher prizes for the winners.

**This year, we would like to invite parents to become more involved and kindly volunteer to be the impartial Dragons representing the business world. Can you help?** If you are interested and can spare a few hours on Wednesday 12 October from 3.30pm – 5.30pm, please contact Miss Purdue by Friday 23 September ([dpurdue@tring.herts.sch.ac.uk](mailto:dpurdue@tring.herts.sch.ac.uk)). The Dragons will quiz the finalists and decide which product and pitch best meets the following criteria:

- An understanding of what Fairtrade stands for is clear.
- Originality, initiative and enterprise are demonstrated.
- The sales pitch is engaging and persuasive.
- The product's quality and presentation meets buyer and retailers' expectations
- The product has a clear target audience and is viable.

All of the Year 7 students are invited to come along at **4pm** to the **Desborough Hall on Wednesday 12 October**, either as part of the audience or as a finalist. We are also extending an open invite to Year 6 students from our feeder schools and hope to see as many Year 7 parents, carers and relatives as possible; it would give you an opportunity to see some of the extra-curricular activities we do at Tring School. We will know which students have reached the final round by 7 October at the latest.

The structure of the event should look like this:

4.00 pm	Welcome from Andrew Dobberson, Assistant Head Teacher and a few words of introduction from the Dragons
4.10 pm	Students' presentations (8 minutes per group)
4.50 pm	INTERVAL (Refreshments available. The Dragons will make their final decision)
5.00 pm	Results and presentation of certificates and prizes
5.15 pm	Thanks and conclusion of event

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Tring School is very excited about this activity and the support we have received last year was very encouraging. We are a Fairtrade School and this project has given us the opportunity to give our students a better understanding of what fair trade is all about.

**Please help to support your child by putting this date in your diary and completing the attendance slip.**

Yours sincerely

Miss Purdue  
English Assistant Subject Leader

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**Hand in to Reception.** FAO: Miss D Purdue – English Department

I give permission for my son / daughter to attend the Dragons' Den Fairtrade Final, 12 October between 4-5.20pm

Name of student: \_\_\_\_\_

Parent / Carer signature: \_\_\_\_\_