



EM01AT

June 2026

Dear Parent/Carer

Business trip to Chester Zoo – Monday 13 July 2026

The Business department would like to offer GCSE Business students an opportunity to attend a marketing workshop at Chester Zoo on Monday 13 July 2026.

This workshop is designed to inspire students and encourage them to extend their thinking around key areas of the GCSE Business specification. In this workshop students will explore how marketing supports the Zoo's conservation mission, including marketing objectives, visitor research, and target audiences. They will also examine the marketing mix, with a focus on the Zoo's public relations activity. This will provide an excellent opportunity to further engage and motivate students in their GCSE Business studies ahead of the new academic year.

There will be an opportunity for some free time either side of the workshop for students to explore the zoo in unaccompanied small groups.

We will be travelling to and from the venue by coach, leaving school at 9.10am and returning to School at approximately 3.30pm.

We have provisionally booked 45 places for this visit. The cost of the trip is £27 which will cover return coach travel, entrance charges, workshop fees, staffing and administration costs.

Places will be issued on a first come, first served basis. If you would like your child/ward to participate on this trip, please pay by Wednesday 24 June 2026, via the online payment system (if this is likely to cause any financial difficulties, please contact Mr S Clarke, Headteacher, in confidence by email to office@wkgs.net). Your online payment serves as both consent and confirmation of updated emergency contact details. Contact details can be checked/updated via your Arbor app. Please ensure you provide any appropriate addition information directly to me (staff organising trip).

If your child has a valid Chester Zoo membership, please email a photograph of the membership pass to emcwilliams@wkgs.net. Once verified, the cost on Scopay will be updated to the reduced amount. Please note that it is the student's responsibility to bring their membership pass with them on the day of the trip.



Students will need to bring a packed lunch or sufficient money to purchase food at the café. If your child/ward is entitled to free school meals, a 'grab-bag' can be ordered the day before the trip from the canteen for collection from 8.00am on the day of the trip. 'Grab-bags' may also be ordered to purchase.

Students will be required to make their own arrangements for their journey home from School.

Yours faithfully

Mr E McWilliams

E McWilliams
Head of Business and Economics

The school has a blanket School Journey Insurance policy in place to provide appropriate cancellation, curtailment, medical and personal possessions cover. This policy also carries very limited personal accident insurance cover for pupils. As the school will not be liable for any injury arising from incidents beyond our direct control, parents/carers may wish to consider purchasing their own personal accident cover to enhance the limited protection of this policy.