

Meaningful Learning Experiences

Strategic Commitment	\checkmark	Part of a Derby Opportunity Area careers initiative
Curriculum Provision	\checkmark	For a cross-curricular scheme of work about 'Chocolate'
Employer Partnerships	\checkmark	With local store and head office of Hotel Chocolat
Reflective Young People	\checkmark	Evaluated as part of the 'Our Future Derby' programme
Informed Career Choices	✓	Discovering surprising job roles involving chocolate

Key Stage 2 children discover there really are jobs that involve chocolate

Cherry Tree Hill Primary School in Derby had planned a scheme of work around the theme of 'Chocolate' to support learning across all subjects for year 5/6 children. The teacher was keen to connect this with future career opportunities because, 'children have a limited knowledge of careers outside school'. He was also seeking to, 'produce a fun and memorable experience that inspires children and challenges their preconceptions.'

In response to initial ideas about involving a chocolatier, the teacher suggested asking the children to design/produce an eco-friendly chocolate bar and supporting a lesson on fair trade, harmful palm oil production, plastic waste and the carbon footprint of food products.

Hotel Chocolat is a national producer with stores around the country, including in the Intu Shopping Centre in Derby. The company is keen to communicate their commitment to 'Engaged Ethics' and the development work carried out by their 'School of Chocolate'.

The company provided information about their history, ethical production methods and the range of jobs involved in the production and marketing of their high-quality products. A short, informal video greeting from one of the managers at the local store set the scene for the challenge.

Examples of the children's work, which included designs for new chocolates and a letter to the managing director about ethical production methods, were sent to both the company's head office and the local store, who provided a short, congratulatory video message.

Benefits for the Students

- 'They make luxury, posh chocolates ... and use a lot of recyclable things like gift bags.'
- 'We looked at people in the inventing room who made all sorts of types of chocolates and then there are the testers who taste the chocolate to see if they will pass.'
- 'I'd feel pretty amazed that they actually responded to me because they put in a lot of work and they might be a bit busy but to actually take time to read the letters ...'
- 'I was more determined to make it as good as I can because it was actually going to Hotel Chocolat.'



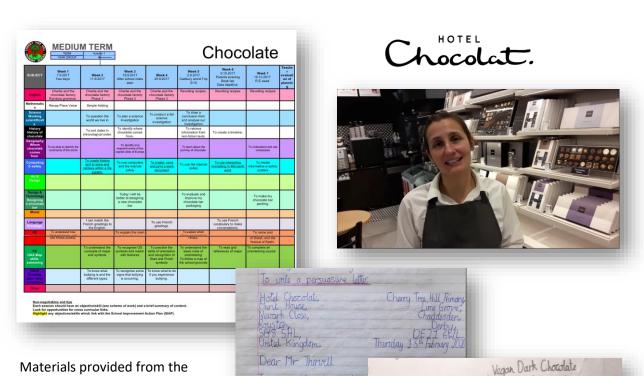


Benefits for the School

- 'We are aiming for a 'writing to persuade' outcome which focuses on persuading the public to purchase ethical chocolate ... We are really excited for this topic.'
- 'The brief I gave them for the chocolate was to design an eco-friendly Valentine's chocolate ... We also thought making it vegan ... and using locally sourced ingredients.'
- 'I really think it gave the children an extra oomph of motivation as they were writing for a purpose.'

Benefits for the Employer

- The project coincided with the start of plans to develop curriculum-linked materials for both secondary and primary schools and so provided an opportunity to test some ideas.
- 'This was a really lovely thing to receive on a Monday, thank you! One our Chocolatiers will pull together some feedback on the chocolate designs, and I will reply to each of the letters.'



Materials provided from the head office and local store of Hotel Chocolat motivated children about tasks connected with an existing scheme of work. They designed chocolate products and wrote a letter about ethical practice to the managing director.



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