

# 1 HOUR CURRICULUM ENRICHMENT SESSIONS (SECONDARY and COLLEGE)

Sessions times Mon – Fri during term time: 9:30, 10:30, 11:30, 13:00 and 14:00.

SESSION NAME	SESSION OUTLINE	CURRICULUM LINK	AGE RANGE
CONSTRUCT A LEGO REPLICA OF BLACKPOOL TOWER	Pupils will use more technical and specialised Lego pieces to construct a replica of Blackpool Tower.	NUMERACY / DT	Y7 - Y8
VICTORIAN BLACKPOOL AND THE EVOLUTION OF TOURISM	Pupils will explore the evolution of Blackpool from 1781 using various primary and secondary evidence and explore how the town has altered up to the modern era, focusing on the impact of tourism.	HISTORY	Y7 – Y9
COMPARING TOWERS FROM AROUND THE WORLD	Pupils will start this session by being able to explore our ten 1:400 scale tower models of various towers around the world and get a feel of scale and proportion. They will then explore scale, fractions and ratios by comparing these towers in practical and visual activities.	NUMERACY	Y7 – Y10
GEOGRAPHY: LAND USE OF BLACKPOOL	Pupils will look at how Blackpool and the Fylde Coast has changed since 1789 with a particular focus on map work, social changes and evolution.	GEOGRAPHY / HISTORY	Y8 - Y10
WHO MERLIN ENTERTAINMENTS ARE AND HOW WE MARKET THE MAGIC	Students will get an insight into how Merlin's core values marries into the needs of an entertainment based business, with insight to general marketing techniques.	TRAVEL AND TOURISM / LEISURE	Y11+
MEETING/ EXCEEDING CUSTOMER NEEDS AND THE IMPORTANCE OF CUSTOMER SERVICE	Students will explore all aspects of customer service and customer needs and how it impacts on a business	TRAVEL AND TOURISM / LEISURE	Y11+
MARKETING FOCUS ON MERLIN'S BLACKPOOL ATTRACTIONS	Students will gain an insight into Merlin's Blackpool attraction portfolio and learn how marketing techniques impact positively on them.	TRAVEL AND TOURSISM / LEISURE/ BUSINESS	Y11+

