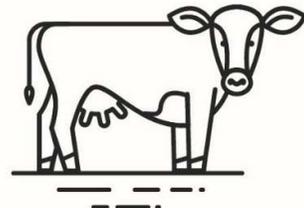




**Careers & Project Ideas
for
Secondary Students
at the
Great Yorkshire Show**

Tuesday 14 – Thursday 16 July 2020



Introduction

The Great Yorkshire Show offers the perfect opportunity to extend your students' learning outside of the classroom. Not only will they experience Yorkshire's biggest celebration of food, farming and rural life, they can also enjoy hands-on learning in our interactive Discovery Zone and Gen Z areas.

The show is ideally suited to Key Stage 3 – 5 students, studying the following subjects:

- Business Studies
- Food Preparation & Nutrition
- Engineering
- Computer Science
- Biology
- Hospitality, Tourism & Event Management
- Agriculture
- All Land Based subjects

Students will be immersed in these industries and can carry out relevant project tasks or research.

This booklet will equip you with project ideas which we have tailored for specific subjects along with the opportunities for careers inspiration at the Great Yorkshire Show.

We hope this will help to showcase all that the Great Yorkshire Show has to offer your students and gives you a helpful starting point to set a task for them to complete.

If you need further assistance, please do not hesitate to get in touch.

Contact:

Charitable Activities Team

T: 01423 546283

E: education@yas.co.uk

W: greatyorkshireshow.co.uk/school-visits/

Careers

There will be endless opportunities for students to engage with potential employers and industry specialists where curriculum learning can be linked to careers. They can also explore further study prospects with the numerous colleges and universities that exhibit across the showground.

Experiences to Inspire

Gen Z seeks to inspire teenage school pupils about the exciting and innovative opportunities that agricultural and land-based careers offer as they begin to think about their future aspirations. Farming and its allied industries are open to everyone.

Our cookery theatres showcases local dishes created by well-known chefs and is sure to offer food for thought to those interested in the food and catering industry.

Creative industries are represented in the Art Show as well as our legendary Fashion Show on the Kuoni Catwalk, along with many handicrafts such as the wood craft marquee.



Linking curriculum learning to careers (Gatsby Benchmark 4)

Take a look at the subject specific project ideas in this pack which highlight links with the curriculum and industries that are visible at the show. Set your students creative tasks to carry out whilst at the show to ensure they visit relevant areas. The Discovery Hot Spots map will help you plan the best areas to visit.

Encounters with employers and employees (Gatsby Benchmark 5)



Businesses of all sizes exhibit at the show from sole traders promoting their handmade products through to major employers from the region.

Multiple large supermarkets, solicitors, finance and property agents are just some of the businesses you are likely to see across the showground, creating plenty of opportunities to facilitate meaningful encounters with employers.

For a full list of this year's exhibitors, please visit: greatyorkshireshow.co.uk/shopping

Experiences of workplaces (Gatsby Benchmark 6)

While we do not offer work experience placements during the show, young visitors will be able to observe a huge variety of roles all in one place, particularly those involved in event infrastructure such as event stewards, security, catering staff, audio visual team and press and media teams. With so many employers at the show, why not take the chance to ask at trade stands about what work experience opportunities they can offer?

Encounters with further and higher education (Gatsby Benchmark 7)

Find out more about the full range of further study in the sector by visiting the college and university stands, including:

Askham Bryan - Avenue P South
Bishop Burton - Avenue P South
Myerscough - Avenue O
Harper Adams - Bottom of Avenue S
Harrogate College - Avenue Q
Scotland's Rural College/ SAC Consulting - Avenue S

Barnsley College - Avenue Q
Teesside University- Avenue V
University of Edinburgh - Avenue Q
Leeds City College - Eighth Avenue



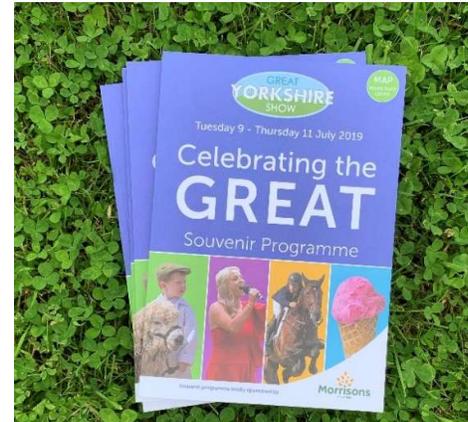
Business Studies

Marketing

The Great Yorkshire Show attracts more than 130,000 visitors over its 3 days every year. The show is marketed through multiple channels and attracts a wide range of visitors.

Example Questions:

- Consider the different visitor groups and how to structure a marketing campaign to promote the event to these groups.
- Research in advance of the show our website, social media campaigns, printed advertising and signage to build a portfolio of the marketing plan in the run up to the event.
- Look out for press articles and analyse what key messages are being communicated and how the show is portrayed.
- On the day, see if you can spot evidence of organisations sponsoring elements of the show. What advertising opportunities have they received? And, how effectively are these organisations communicating with show visitors?
- Think of a new tool the organisers could develop, such as an app, instead of the printed programme. How could this help visitors to better plan their day and navigate around the event?



Recruitment

The Great Yorkshire Show directly employs around 350 temporary staff for the event period, in addition to contracting out certain services to other organisations. These staff are essential to ensure the event runs smoothly.



Example Questions:

- Make a list of the job roles you have seen on the day and write job descriptions for these.
- Consider how the jobs could have been advertised and what the recruitment process would have involved.
- Which services do you think have been contracted out to external organisations and why?

Trade Stands

There is a huge variety of trade stands at the Great Yorkshire Show from selling goods to promoting services. These include Gifts & Crafts, Clothing & Footwear, Home & Garden, Agricultural Machinery, Charities, Food & Drink and Leisure, plus many more.

Example Questions:

- Look at how trade stands are set up and consider what works well and what could be improved to gain more customers.
- Consider what a trade stand's aims are by attending the Great Yorkshire Show.



Food Preparation & Nutrition

The subject content for this qualification, including Food Choice, Food Provenance and Food Preparation & Cooking Techniques, can all be experienced and researched at many locations around the Show. Here are the key places to visit and some example questions for students.

Great Yorkshire Food Theatre, Meet the Farmer & Cheese & Dairy Show (All found in Hall 1)

- Watch cheese judging and learn how the judges grade the entries.
- Visit our Meet the Farmer area to talk directly to producers of meat, dairy, poultry, grains, vegetables, potatoes and salads. Find out about the challenges they face and the technology they use.
- Watch professional chefs give cookery demonstrations and see what skills they use, how they prepare the food and then cook their chosen recipe.
- Visit the rest of the hall to sample products and talk to local producers. What products are proving popular? Why are consumers choosing these products?



Game Cookery Theatre – Country Pursuits area

- Watch a demonstration and see how game can be incorporated into delicious dishes.
- Can you write your own game recipe taking inspiration from what you have seen?
- Consider how to prepare the animal for cooking.

Supermarket Trade Stands

- Visit the stands of major supermarkets and compare what messages they are promoting and the products they are showcasing. Ask them about the supply chain how they source their products.

Cattle, Sheep, Pigs, Goats

- Walk around the different breeds, pick 2 and compare the different physical characteristics.
- Speak to the exhibitors and find out which breeds produce the best meat and dairy.
- Find out where the different cuts of meat come from on the animals.
- Ask how long it takes to rear livestock ready for the food chain.
- What goes into their diet and what considerations does the farmer make when deciding what feed to buy and how does this effect the end product.



Lely Robotic Milking Parlour

- Why are specific breeds of cattle such as Holstein and Jersey used in the dairy industry?
- Why is milk pasteurised (primary processing)?
- How does a robotic system compare to a conventional parlour system?
- Think of different dairy products and see if you can find producers selling them at the show. Ask how the processes differ to make butter, cheese, yogurt etc. (secondary processing).

Farm Assurance Schemes

- Find out about assurance schemes such as Red Tractor and how these benefit the industry, farm animals and consumers.

Engineering & Computer Science

Agri-tech is evolving rapidly and therefore careers in this sector are growing as new skills are increasingly in demand. It is imperative that the industry attracts individuals with relevant skills in robotics, data analysis and programming.

Agricultural Machinery

See a vast range of machinery all in one place, speak to the manufacturers and dealerships to discover more about their products. You will be able to see machinery up close, learn more about the technology they use, the information they can gather and how farmers can then use this data to make informed decisions.



Lely Stand

'Making farmers' lives easier with innovative solutions and tailored services.'



You can see the robotic milking system (Lely Astronaut) in operation, find out how it works and the technology behind it.

Lely also design and manufacture automatic feeding systems, a manure vacuum robot and even an electronic cow massage brush to pamper and care for the herd!

Discuss why these solutions can improve efficiency, animal health and increase yields.

Future of Farming

The advent of precision farming is seeing things like GPS, GPRS and data collection become increasingly used in agriculture. For example, a pioneering 'Hands-Free-Farm' project is trialling the use of automated machines to grow crops without operators and agronomists.

With farming becoming more high-tech and science-led, why not talk to industry specialists and ask them about their vision is for the future and how engineering and computer science have vital roles to play? Can you think of a scenario where you could develop a solution which would help the industry?



Future Study

Find out more about further study in the sector by visiting the college and university stands, including Harper Adams University, Bishop Burton College, Myerscough College and Askham Bryan College.

Ripon Farm Services and Russell Group are just some of the companies with a presence at the show that offer apprenticeships in this field. The show is a chance to visit their stands, see their products and discuss opportunities directly with their teams.