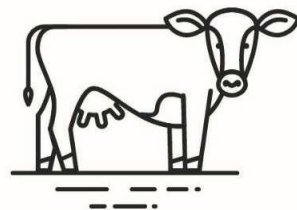




**Careers & Project Ideas  
for  
Secondary Students  
at the  
Great Yorkshire Show**

**Tuesday 9<sup>th</sup> – Friday 12<sup>th</sup> July  
2024**



## **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 farming, food and rural life, they can also enjoy hands-on learning in our Discovery Zone.

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 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:**

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## **Experiences to Inspire**

The hugely popular Great Yorkshire Fashion Show is back with a twist. This year it will take place on the Sheep Shearing Stage, highlighting the all-important link between the sheep we see in the fields and the creation of stylish wool garments.

Top chefs from across the region will be in action in both the Tesco Great Yorkshire Food Theatre (in the Food Hall) and the Game Cookery Theatre (Eighth Avenue) throughout the Show.

Our game cookery theatre showcases local dishes created by professional 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, 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 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.

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](http://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 College (Avenue P South)
- Bishop Burton College (Avenue P South)
- Harper Adams University (Avenue S)
- Harrogate College (Avenue Q)
- Leeds City College (Eighth Avenue)
- Myerscough College and University Centre (Avenue Q)
- National Horseracing College (President's Avenue)
- Scotland's Rural College (Avenue S)



# Business Studies

## Marketing

Ordinarily, the Great Yorkshire Show attracts more than 140,000 visitors over 4 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 show organisers could develop, such as an app, instead of the printed programme. How could this help visitors to better plan their day?



## 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 topic, 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.

## Meet the Farmer & Cheese displays (Found in Hall 1)

- Visit our Meet the Farmer area to talk directly to producers. Find out about the challenges they face, what British food is in season when and the technology they use to make great tasting food and drink.
- Speak to professional cheesemakers who will be showcasing their incredible produce in the Food Hall.
- 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 demonstrations by professional chefs 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 how they source their products and how they prepare food for the shop shelves.

## Cattle, Sheep, Pigs, Goats

- Take a look at the different breeds, pick 2 and compare the different physical characteristics. **Please note:** visitors will not be admitted inside the cattle sheds.
- 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.

### Innovation Zone

Step into high-tech modern farming and a showcase for the latest agricultural innovations. The Innovation Zone (E7) shows visitors how the industry is evolving the way land is carefully managed for food production. Exhibits include agricultural machinery to support regenerative agricultural approaches, cover crop displays and new animal health technologies. Scientists and farmers will be on hand to answer any of your questions!

The Innovation Zone is the starting point for a new Innovation Trail around the Show to highlight all the best locations for exploring new farming technology and machinery. Take a look at our Innovation Hot Spot Map on display at the Zone and visit some stands on the trail to learn more about these new innovations.

### 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, Askham Bryan College and Scotland's Rural College.

Ripon Farm Services is just one of the companies with a presence at the show that offer apprenticeships. The show is a chance to visit the stands of potential future employers, see their products and discuss opportunities directly with their teams.