



OUR SPECIALISM: BUSINESS and COMMUNICATION

Mousetrap –The Show Goes On



In connection with our Business and Communications specialism, students who will be following GCSE Drama in Year 10 from September, and Year 13 Business students, jointly took part in a programme offered by the Mousetrap Theatre Project. The overarching focus of the programme centres on the marketing, promotion and budgeting of a major stage production and the idea that, without a careful eye to commercial considerations and economic viability, the show doesn't go on!

Participating students attended an evening performance of "Wicked" the musical at the London Victoria Apollo Theatre. This was followed by marketing and budgeting workshops led by colleagues from the show's promotional team at Dewynters; the UK's leading arts promotions company.

Modelled from these sessions, students then worked in House groups to produce their own innovative marketing campaigns for an up-coming West End musical, entitled 'Loserville'; launching in the West End in autumn 2011. These campaigns are to be judged via a Dragon's Den style pitch, to a panel including Loserville's producer, Kevin Wallace.

The best Bushey Academy team will win themselves the prize of seeing 'Loserville' during the coming autumn term. They will also go head to head against winning campaigns from three other participating schools.



100% Success in Business

Year 11 students have come to the end of their courses and we say goodbye to our 20 BTEC First Diploma in Business students. The BTEC First Diploma is the equivalent of 4 GCSEs and we are optimistic of a 100% pass rate. We will also be saying farewell to the year 12 BAF Diploma students who have performed wonders by completing their 2 year course in 1 academic year. They have been busy manufacturing and selling soap products, the proceeds of which will go to Great Ormond Street Hospital. They have also visited the Coca Cola bottling plant, attended interviews at the Hatfield offices of Hertfordshire Chamber of Commerce, visited the House of Commons and competed against other Hertfordshire schools in the Olympic Challenge at Watford Football Club. In the latter event, they were joined by a team from Year 8 who were overall runners up against older students and were an absolute credit to the academy. We are looking forward to achieving excellent results with our A2 students, 50% of whom obtained "A" grades in their January exam.

Next year we will continue teaching ICT Skills to Year 7s, Personal Finance to Year 8s and introducing all Year 9s to Business through the BTEC Extended Certificate programme which is equivalent to 2 GCSEs. We look forward to driving the Business & Communication specialism forward through our innovative curriculum offer.



Students Learn About Personal Finance

Mr Logie has been working with students this term to re-launch the School Bank.



The School Bank is run in partnership with HSBC and in effect acts as a mini HSBC branch. We have an enthusiastic group of students who are willing to act as bank officials and students are able to open an account called MyMoney.

The School Bank delivers financial education in a fun and unique way, at the same time teaching children how to manage their own project. They will learn and understand the responsibilities of cash management and personal finance. The School Bank is based in the LRC.



Business Students Confident Under Pressure

On 26th May, 11 Sixth Form students visited the Hertfordshire Chamber of Commerce in Hatfield, where they took part in job interviews as part of their BAF Diploma course. The interviewers were experienced business managers and they had set up realistic interview scenarios for each student. The atmosphere was so realistic that the students showed genuine nerves and, as the appointed time for each interview grew closer, the levels of nervousness increased.

This is the essence of the BAF Diploma. It offers students a course that combines both theory and practice, preparing students for life after school. The academy has worked closely with local businesses to support the BAF students and the Hertfordshire Chamber of Commerce have been excellent partners in supporting the academy.

But what of our nervous interviewees? Without exception, they all came out of their interviews brimming with confidence – partly because they had survived their ordeal, but mainly because their hard work in preparing for the interviews had paid off. Heather Hawkins, from the Chamber of Commerce, commented: “the feedback from the interviewers was very positive, all students gave a very good interview.....the students were exemplary in their behaviour and were a pleasure to host!”

One of the students, Stephanie Hall, had an interview the next day for a full-time job and she felt that the advice she was given – and the boost to her confidence which she had received - made a big difference for her at that interview. I am delighted to report that Stephanie got the job!



Academy Develops links with Sylvia Young Theatre School



We view the performing and creative arts as important strands of our Communication specialism, and through the Expression & Performance Zone of the academy we seek to identify and nurture talent in the arts.

Thirty young performers from the academy have enjoyed an experience day this term at the Sylvia Young Theatre School based in Westminster. Sylvia Young's is one of the UK's foremost arts training schools, and is the recipient of the

Stage 100 Award as performing arts school of the year.

Academy students spent the day joining full time SYTS students in a mixture of drama, music, singing, speech, jazz and ballet classes.

Five of our participating students will also take part in week long summer school programmes in Theatre Skills at Sylvia Young's, awarded on a scholarship basis. The learning sampled at the experience days will be further consolidated for those students across the summer holiday.

Teachers from the Expression & Performance Zone have had the opportunity of spending time with vocational performing arts tutors at SYTS so that they may themselves experience some of the techniques used within a vocational arts training setting.

We look forward to ongoing links and developments with Sylvia Young's.



Tesco and Team Green: A Winning Combination



Stimulated by the academy's Business specialism, partnership activity with Tesco is developing at a pace.

Following on from their input at our Careers Fair earlier in the year, we are grateful for Tesco's support of the academy's focus on environmental and green issues, recycling and sustainability.

We welcomed colleagues from Tesco to an academy assembly, where the company's actions on sustainability were outlined, including their aim for recent and new store builds to be carbon neutral.

With an emphasis on real learning experiences, Tesco are working with our Year 7 Team Green students on a range of projects and workshops, including looking at the use of energy in the home compared to the use of energy by Tesco in their stores. It is planned that Team Green students will visit a carbon neutral Tesco store; whilst also making links in their learning with some of the energy efficiency measures being planned as a part of our own academy new build.

Team Green will be driving forward measures for recycling within the academy so that we increase our sustainability management of daily drinks cartons, bottles, cans and packaging.



Our Specialists



Martin Stritter - Director of Zone: Business & Communication
Colin Townsend - Assistant Principal: Specialism
James Wride - Director of Zone: Expression & Performance