

## NEWSLETTER

May 2011

Dear Parent/Guardian

We are now well into the main exam season and I would like to take this opportunity to wish all our students the very best of luck.

Traditionally, the summer term is the time to start evaluating the work of recent months and begin planning for the future. One of the tasks currently underway is a fresh look at our school's aims and values. Consultation has already taken place with Governors, the Student Executive Council and groups of staff. However, I am also keen to hear the view of parents and would welcome any contributions either in writing or via the school e-mail address ([office@driffield.e-riding.sch.uk](mailto:office@driffield.e-riding.sch.uk)). I will update you on the outcomes/conclusions in the final July newsletter.

During the last seven weeks, Year 10 students will be allowed to go into town at lunch-time. A special assembly has already taken place outlining our high expectations for both their behaviour and time-keeping and the usual same-day after school detentions will take place for any who are unable to make the right choices (see inside for further information).

School returns after half-term at the normal time on Monday 6 June (the calendar can be found on the website—please note that school will now be closed to students on Friday 15 July to account for the extra Bank Holiday on 29 April). There is also information about the extension to the temporary leadership arrangements over the next academic year and preliminary information about Driffield Show Day on 20 July.

Finally, I would like to wish all parents and students a good half-term break.

Yours faithfully

A handwritten signature in black ink, appearing to be 'S Jones'.

S Jones  
Acting Headteacher



## YOU'RE HIRED AT DRIFFIELD SCHOOL

**You're Hired!** Were the two words that Team Inspiration has been waiting to hear after completing their year 10 Business Studies Apprentice project.

Their journey began 2 months ago with a remit to create a new type of crisp to represent the East Riding of Yorkshire.

Students in the Year 10 Business Studies class combined their theoretical lessons on **MARKETING** with practical tasks; these included meeting the public to collect their own field research in Driffield High Street; then using these results and further competition analysis to create an original **PRODUCT** with **PACKAGING**. They then moved onto **PRICE** where they looked at the implications of costs and profit margins; before examining the **PLACE** where they would sell their products and finally **PROMOTION** strategies, with students looking at both above and below the line expenditure and the new phenomenon of viral advertising.

Each task saw the students take their turn as 'Project Managers'; where meeting deadlines, managing others and delegation skills were put to the test. The finale was a presentation by all six teams within the group to Mr Mike Doyle; a Governor of Driffield School, who has close links with both the Prince's Trust and Small Rural Enterprise projects. Mr Doyle and Miss Woodman (Driffield School Enterprise Officer) took the role of Buyers and the students had just 6 minutes to present and sell their product idea before going the project managers of each team went head to head in the final showdown. One after another teams were fired, until the only one left was team **INSPIRATION**, who rejoiced with the decision of Mr Doyle 'You're Hired'.

Team **INSPIRATION** included David Cundill (This Year's winner of the School's Dragons Den Competition), Kirsty Laing, Myles Brindle and Elliot Arksey.



Team Inspiration devised four new flavours of crisps that they felt represented the East Riding; Sausage and Mash, Fish and Chips, Yorkshire Pudding and Gravy and a novel Ice Cream Sundae. When questioned on the rationale for choosing an ice cream flavour David replied "we felt this represented the coastal areas of the region and we wanted the diversity of the county to be reflected in our flavours"



Miss Russell the Business and Economics Teacher at Driffield School commented "that whilst there can be only one winner ALL the teams worked extremely hard and enjoyed the opportunity of putting their knowledge of business into practice; this is a worthwhile project reinforcing that Business Studies is not a textbook subject but a real life experience."

## Year 10 Work Experience 2011

### How Parents can offer support

All Year 10 students should now be aware of their work experience and the dates when they are attending their placement. Every student will be given a work experience journal once the parent permission slip has been received. This is a very important and helpful booklet which should be looked after carefully, as it will be used in school once the placement has been completed. The journal will;

- Help students prepare for their placement.
- List the skills they will be using.
- Contain a diary section where students can log their daily experiences.
- Include a section for review and references including section for parents.

Students have received support during their IAG lessons to complete a CV and covering letter. This should be sent to the placement as an initial way of introducing themselves to the organisation. Could you please encourage your son/daughter to telephone the placement prior to them attending? This helps to build a positive start to the work experience. Some placements may request an interview with the student; this will be stated on the placement details sheet.

As a school we place a high value on the knowledge and skills gained from work experience. We can provide support with bus passes on EYMS transport incurred by travelling to the placement. Currently we are the only school in the East Riding to offer this beneficial opportunity. Bus passes are available for collection from Miss Woodman, Enterprise Office, East Building w/ c 6 June.

There is a Science exam on Tuesday morning 28 June. Work experience and normal lessons will commence immediately after these have finished.

If students are ill and can't attend their work experience, please contact the school in the usual way **and also** inform the placement.

We hope that this first taste of life in the workplace will be a memorable and positive experience. Much of it will depend upon the students' individual attitude and effort. I am sure that we can count upon your support in our endeavours to help young people enter the world of work with confidence.

Miss E Woodman  
Co-ordinator of Careers, Work Related Learning and Enterprise  
Ext 267  
ewoodman@driffield.e-riding.sch.uk

## AN ENTERPRISING EXPERIENCE AT DRIFFIELD SCHOOL!

The Enterprise Faculty of Driffield School is looking to improve the faculty's links with the local community and businesses.

Driffield School is surrounded by a wealth of expertise both professionally and commercially. This year will see the opening of a new authority building at Driffield School, where Design, Business and Graphic students will be working together. To celebrate the opening of the building and this new working relationship between these interrelated disciplines, we would like to extend a big invitation to members of the community and the business world to become involved in this exciting change.

We are looking for people and businesses who would like to:

- a) Share their wealth of experience as external speakers in related educational areas.
- b) Sponsor one of our Dragon's Den Prizes and become a judge on the Dragon's Den Panel in our annual competition held in November.
- c) Sponsor the Year 10 Apprentice Challenge and take the role of "Lord Sugar" in hiring and firing the Year 10 Business Students.
- d) Sponsor the opening of the event with a small business prize for our grand raffle event.
- e) Allow the Design department to use your Business logo to be incorporated into some new innovative design features in the foyer of the new building.

If you are interested in becoming involved in any of the above or would like some more information on what these may involve then please contact Driffield School on 01377 253631 and ask to speak to either:

Business/Economics Teacher: **Miss Kirsten Russell.**  
Head of the Enterprise Faculty: **Miss Justine Warner**

## THE DRIFFIELD SCHOOL ASSOCIATION

It's time to clear out the garage again and turn all those unwanted items into cash at The Driffield School Association's annual **CAR BOOT SALE!**

If you haven't been to one before then why not make this your first, it's good fun and refreshments are available too.

Please use the main entrance and follow the signs.

Check out our DSA link page at the school web-site or go direct to:

[dsa@driffieldschool.e-riding.sch.uk](mailto:dsa@driffieldschool.e-riding.sch.uk)

The  
Driffield School Association

are hosting the annual

**GIANT CAR  
BOOT  
AND  
PLANT SALE**

SUNDAY 5<sup>th</sup> JUNE

9am – 12 Noon

(SETTING UP FROM 8AM)

at

Driffield School

£5 per pitch

No need to book in advance

Refreshments

Toilets

## Leadership of the School: September 2011

I would like to inform parents about the leadership of Driffield School from September 2011. From this date I will be once again undertaking the part-time temporary secondment working with the National College for the Leadership of Schools and Children's Services.

During the academic year 2011/12 the governors have again agreed that Mr Simon Jones will continue to be Acting Headteacher for Driffield School. During my part-time attendance at the school I will operate as Co-Headteacher.

Thank you

Martin Green  
Co-Headteacher

### LRC NEWS

#### LAST CALL FOR TESCO VOUCHERS!!!

Thank you to all those who have sent in their Tesco vouchers we have been busy counting them. JUST TO REMIND YOU... we have to have all vouchers counted and submitted by 17 June 2011, (Tesco will not accept any after that date and so any not submitted will be wasted).

Please send any vouchers as soon as possible, either to the LRC or the building offices.

## Improving Punctuality

We are writing to ask for your help in tackling lateness back to school immediately after lunch. The issue is particularly relevant to our **Year 10** students who will now be allowed into town during lunchtime and we hope will retain the same privilege when they move into Year 11 in September.

For obvious reasons, excellent punctuality is consistently quoted by employers as one of their key criteria when recruiting. Working with you, we want to play our part in establishing those good habits and skills for life amongst our students.

Therefore, those students who are not back on site by **1.20 pm** will have their names taken by the senior staff on duty. The school will then contact the relevant parents/carers to inform them that a 30 minute after school detention has been issued.

Wherever possible we intend to hold the detention on the same day as the lateness so as to reinforce the message. We realise that for some this may cause inconvenience regarding the journey home (although there is a well established Twilight Bus Service - details available via the school website).

If there are particular circumstances that prevent the detention from being served on the same day we will of course be flexible and re-arrange for the following day. However, I'm hopeful that with your support we can minimise the need to defer the sanction so as to maximise its impact.

Finally, if there are any pupils who still continue to make the wrong choices and turn up late in the afternoons we will be operating a '3 strikes and out' policy. After 3 such detentions students will lose the privilege of going into town at lunchtime and will be expected to remain on the school site.

Can we take this opportunity to thank you again for your continuing support.

Mr S Jones  
Acting Headteacher

May 2011

Dear Parent/Guardian

**Driffield Show - Wednesday 20 July 2011**

There has been a long established tradition that our students be allowed to attend the Driffield Show. We believe that the show provides a very worthwhile experience for our young people and I am more than happy for this to continue.

The school will provide study facilities for students who will not be attending the show. It is essential, therefore, to complete the slip below if your son or daughter will be attending school on 20 July. If the slip is not returned by this date, regrettably we will not be able to provide study facilities as it is essential that we know numbers in advance to ensure that appropriate supervision is provided. If your son or daughter is attending school, he or she will need to bring in to school their own packed lunch. If your child has a free school meal, please indicate below and a packed lunch will be provided.

Please note that students must attend school for the whole of the day and not attend the show for a short time and then arrive at school. I am sure that you will understand that this creates a situation impossible for us to manage.

Yours sincerely



Mr S Jones  
Acting Headteacher

"-----"

**DRIFFIELD SHOW: WEDNESDAY 20 JULY 2011**

Name(s) of child(ren) \_\_\_\_\_ Form \_\_\_\_\_

\_\_\_\_\_ Form \_\_\_\_\_

**will** be attending school on Wednesday 20 July and will not be attending Driffield Show.  
My child is in receipt of a free school meal -  (please tick)

Signed (parent/guardian) \_\_\_\_\_ Date \_\_\_\_\_

Please return to your child(ren)'s Form Tutor by **Wednesday 6 July 2011**

## Yorkshire and the Humber

Parents of Children attending schools in East Riding

18<sup>th</sup> May 2011

Humber Health Protection Unit  
North Yorkshire and the Humber  
Health Protection Unit  
Melton Court  
Gibson Lane  
Melton  
HU14 3HH

Tel: 01482 638636  
Fax: 01482 638637

Dear Parents and Guardians

**Re: MMR and measles outbreaks**

This is to you alert you that France is currently experiencing a large outbreak of measles with over 5000 cases confirmed this year. Outbreaks have also been reported in countries bordering France and in other parts of Europe. [http://www.euvac.net/graphics/euvac/pdf/2011\\_jan\\_feb.pdf](http://www.euvac.net/graphics/euvac/pdf/2011_jan_feb.pdf)

There has been a much smaller increase in confirmed cases of measles during the past months in the UK, with a total of 275 confirmed cases between January and March 2011. The vast majority of cases have occurred in persons who are unimmunised and most cases are in older children attending secondary school, in students attending university and in adults. Many of these cases have links to cases in France.

**There is considerable risk that your child may catch measles if they are not protected against the disease. Unless your child has already received two doses of vaccine, we would advise you to obtain MMR vaccination before travelling to mainland Europe**

**Measles, mumps, rubella (MMR) vaccine**

Immunisation with MMR vaccine is the safest way that parents can protect their children against measles, mumps and rubella which are diseases that can have serious consequences for babies, young children and their families. Not all people respond adequately to a single dose of vaccine, so to ensure greater protection, people need to re-

ceive two doses of MMR. Two doses of measles, mumps, rubella (MMR) vaccine offer full protection against the three illnesses, provided the first dose is given from 12 months of age.

In the UK two doses of MMR are usually given, the first at around 12 months and the second around the time of school entry.

- If your child is older than 12 months of age and has never had MMR, please contact your GP to give the first dose as soon as possible.
- If your child has only had a single dose of MMR a second dose will improve the level of protection.

If you require further information then please do not hesitate to contact your local Health Protection Unit.

For further information also go to:

<http://www.hpa.org.uk/Topics/InfectiousDiseases/InfectionsAZ/Measles/>

<http://www.nhs.uk/conditions/Measles/Pages/Introduction.aspx>

Thank you for your assistance.

Yours faithfully

*Autilia Newton*

Dr Autilia Newton

Director & Consultant in Communicable Disease

North Yorkshire & the Humber Health Protection Unit