

## Make a Pasty!

Year 10 as part of their Learning to Learn day at Launceston College were set the ultimate challenge of coming up with a new pasty range in association with Ginsters. The day was organised by Ginsters and Launceston College with the help of Cornwall Education Business Partnership, aimed at improving the learning skills of Year 10. The day focused on improving the learning skills of creativity, independent learning and resilience as part of an enterprise theme day.

Teams were set a brief from Ginsters via the video conferencing system Skype and quickly got down to work utilising their teams for a variety of roles. Managing Directors were briefed on requirements of the day from Management at Ginsters before briefing their teams. Students formed teams based on their specialist GCSE options with Food Technology taking the roles of New Product Development Managers, which involved the initial design of the pasty all the way through to baking it. Student from Media/Business/ICT selected themselves as Marketing Managers, whilst Art/Design students took on the challenge of Packaging Managers.



Throughout the day Ginsters offered troubleshooting Q&A sessions using the Skype link up enabling the students to gain feedback on their designs. The afternoon bought about the prestigious trade stand fair where each team pulled together their efforts in a bid to persuade the judges of their unique design. Each team had a trade stand manager who coordinated the arrangement of the marketing materials, packaging, decoration of the stand and most importantly the pasty itself! Judges from Ginsters arrived for the presentation to give their verdicts, with Team Gangsters and Team Roast Beef Dinner, stealing the momentous honour of 'Best Pasty Design'. As a prize the students are going to see real life pasty production at the Ginsters Bakery in Callington.

Trevor Brittain, Head of Business at the College commented 'this project aimed to bring about the skills that students develop everyday as part of their curriculum and so them how transferable these skills were in a different environment. The students have worked so hard to ensure the quality of their work is to the highest standard and have really enjoyed the challenge of this project. The unique facility of bringing industry in the classroom using

technology such as Skype has revolutionised the possibilities available to the College'.

Chris Schaffer, Bakery Training Coordinator at the Callington Bakery added "we were delighted with the work these teams put in and the thought process behind it". Ray Hanly our Bakery Production Director, talked live on web cam to the group, and offered advice, also taking an any question session. Ginsters are so pleased to be a part of such a successful event, and look forward to more this year.

The remainder of Year 10 can also look forward to the continuation of this day on March 13<sup>th</sup>.