

Coca-Cola Enterprises, Sidcup

Education Centre Information



Background Information

Coca-Cola Enterprises (CCE) is committed to educating young people about business and enterprise. We have 2 principal programmes that meet this commitment: Our award-winning education centres based at our operational sites and the Real Business Challenge (RBC), a national enterprise competition for schools that has won the Food and Drink Federation Community Partnership Award (Education Category) for the past two years running.

Our education centres are fully equipped with interactive classrooms and are purpose-built to deliver a subject-related insight into the production process alongside a tour of the factory floor. The Sidcup education centre is the fourth that CCE has opened since 2001 with other centres located in East Kilbride, Wakefield and Edmonton. The centre is a state of the art £750K investment and will allow the site to deliver a world class community education programme as part of CCE's Olympic legacy.

A General Teaching Council registered teacher - employed directly by CCE - has been appointed as Education Centre Manager. Modules taught at the centre will link directly to the school curriculum to help students make connections between what they learn in the classroom and real-life business and manufacturing practice. The centre is likely to support the teaching of many subjects but will be of particular interest to teachers of Business Studies, Science, ICT, Engineering, Design & Technology and Marketing.

The Sidcup centre aims to host over 200 visits a year, reaching over 4,000 students from local secondary schools, colleges and universities and, in doing so, will play an important part in establishing CCE GB as a business which makes a meaningful and appropriate contribution to communities across the country.

Typical Education Centre Visit



Visiting our Education Centres is free. A typical visit will take 2 hours and the Education Centres run a minimum of six 2 hour sessions a week. We work with teachers to develop tailored educational programmes; however all our visits will include a factory tour that generally sits alongside a presentation, an interactive workshop and a Q&A session. Common themes for visits are as follows:

- **Business Studies**
Focuses on business ownership, the importance of business location, production methods, job roles, business objectives and the role played by market research and marketing. This module is aimed at GCSE Business Studies students, but is also appropriate for other groups.
- **Design & Technology**
Provides a historical overview and evaluation of bottle design and bottle blowing technology and a focus on how the changing needs of the consumer effects packaging design. Also looks at how CCE integrates packaging and advertising design into brand planning.
- **Marketing**
Provides historical overview and critique of Coca-Cola advertising campaigns through the ages. Explores how and why Coca-Cola uses market research to shape its product range and how marketing campaigns are created and implemented. Also examines how products are promoted nowadays using the internet.
- **Manufacturing & Engineering**
Provides an overview of the manufacturing process at CCE and considers key elements including the location of manufacturing sites, methods of production, raw materials, stock control, automation and robotics, quality assurance and the importance of teamwork.
- **Information Communications Technology**
This module provides an overview of the ICT systems used in the factory. Elements include production management, quality control and stock control systems as well as communications within the business.
- **Science**
Visits will look at the science that goes into quality assurance as well as new product development. Students will gain an understanding of the sorts of job roles that are available to people with science qualifications in the food and drink industry.

Please note that it is often possible to develop presentations on other themes – please contact the Education Centre Manager for more details.

Key Information

- All visitors must be aged 12 or over on the day of the visit.
- Due to space limitations on the factory tour the maximum number of students per group is 25. The minimum number of students is 15.
- For insurance purposes, we insist on a minimum of two members of school staff per group, regardless of the number of students.
- The Sidcup Education Centre and factory tour are not currently suitable for wheelchair users or those with mobility difficulties. We are looking into this issue but, for now, would suggest the Edmonton Education Centre instead. Please accept our apologies for any disappointment or inconvenience caused.
- **Coca-Cola Enterprises do not charge for the visit.**
- There are key H&S Standards to which schools must adhere. These will be emailed to you along with your booking confirmation.
- Your coach/minibus will park outside the Education Centre for the duration of your visit. You must all arrive in one vehicle, i.e. one coach or minibus. For H&S reasons, it is not possible to enter the site on foot.
- Students' valuables (such as bags, phones, iPods, money, keys, cameras etc) must either be left at school or on the coach/minibus. It is not permitted for students to bring these items into the Education Centre. Teachers may bring a phone and bag if wished but these items must remain in the Education Centre (which will be locked) during the factory tour; all items are left at your own risk.
- Teachers may take photos within the Education Centre if wished but not anywhere else onsite (including on the factory tour).
- No food, drink, sweets or chewing gum are permitted onsite.
- Unfortunately we are not able to provide teachers with copies of our presentations, videos and resources. However we can provide you with a list of websites which may assist your students with their studies.
- Book well in advance (at least 2-3 months).
- The Education Centre is not available for visits on Thursdays or Fridays.



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