



Coca-Cola European Partners

Milton Keynes Education Centre Information Booklet



7 Northfield Drive
Northfield
Milton Keynes
MK15 0DD

Background Information

Coca-Cola European Partners (CCEP) is committed to educating young people about business and enterprise. We have two principal programmes that meet this commitment:

- **Real Education Centres:** Our award winning education centres based at our operational sites.
- **The Real Business Challenge (RBC):** A national enterprise competition for students and is open to any student who will be in Year 9, Year 10, S2, or S3 from the start of the academic year.

Since 2001, CCEP has invested in purpose-built education centres at five of its manufacturing sites in East Kilbride, Wakefield, Milton Keynes, Edmonton, and Sidcup. The centres are free of charge to visit and host curriculum-based educational visits to over 15,000 young people per year. Education Centre Managers (ECMs), who are all fully qualified teachers, work closely with visiting teachers to tailor programmes that support a broad range of subjects and provide a unique insight into the demands of a UK manufacturing business. In this way, subjects taught at the centres link directly with the National Curriculum and help young people to make connections between what they have learnt in the classroom and real-life business and manufacturing practices.

The Milton Keynes Education Centre opened in October 2014 and aims to host over 200 visits per year, reaching over 4,000 young people from local schools, colleges, universities, and learning groups. In doing so it will play an important role in establishing CCEP GB as a business that makes a meaningful and appropriate contribution to communities across the country.



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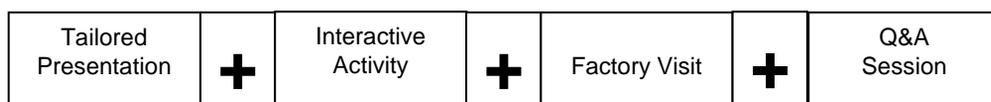
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Typical Education Centre Visit

Visits to the Education Centre are completely free of charge. During the academic term the Education Centre runs a minimum of six visits per week. Visits typically take place on Monday – Friday at 10:00-12:00 and 13:30-15:30.

We work with teachers to develop tailored educational programmes. However, all of our visits will include a factory visit that generally sits alongside a presentation, interactive activity, and Q&A session.



Common themes for visits are as follows:

Business Overview

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.

Marketing

Provides historical overview and critique of Coca-Cola's 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

Provides an overview of the manufacturing processes at CCEP 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 Communication 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.

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 CCEP integrates packaging and advertising design into brand planning.

Science

A 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.

It may be possible to develop visits on other themes.
Please contact the Education Centre Manager for more information.



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Key Information

- Visits to our Education Centres are completely **free of charge**.
- Visitors must be aged **12 years or over** on the day of the visit. Unfortunately, due to Health and Safety reasons, we are unable to cater for anyone under the age of 12 years.
- The Education Centre can accommodate a **maximum of 25 students plus two teachers/group leaders**. We recommend three teachers/group leaders if possible.
- Milton Keynes Education Centre can host visits for those with physical disabilities. We have disabled lift access up to the Education Centre, which is located on the first floor. Unfortunately the viewing platform inside the factory is not suitable for wheelchair users but instead the factory can be viewed from the Education Centre windows. Please advise the ECM at the time of booking if anyone in your group has mobility difficulties.
- During the academic term visits typically run on **Monday – Friday**. Visit times are typically **10:00-12:00** and **13:30-15:30**.
- Health and Safety is our number one priority on site. Detailed information regarding Health and Safety will be included in your confirmation pack. You should also refer to the **“Key Standards of Safety and Behaviour”** and **“Risk Assessment”** documents on our website.
- Our rules and regulations **MUST** be adhered to at all times. Visitors need to be aware of these rules and regulations **BEFORE** visiting the site. Failure to abide by these rules will result in your group not being allowed on site.
- There is no parking available on site for coaches or minibuses. **Parking is available adjacent to the factory on Northfield Drive**.
- Groups arriving by public transport/on foot must arrive in one large group. It is not possible to enter or exit the site in split groups and we cannot make any exceptions to this rule.
- For Health and Safety reasons all students’ personal belongings including bags, food, drinks, sweets, chewing gum, mobile phones, money, and jewellery **MUST** be left at your educational establishment or on the coach/minibus. Visitors are permitted to bring a notepad and pen.
- Photography/filming are strictly prohibited inside the factory. However, we do allow photographs to be taken inside the Education Centre before the factory visit begins.
- Unfortunately we are not able to send out the resources we use during the visit. We do not have pre- and post-visit resources but we strongly recommend you prepare your students by briefly covering the topics of your chosen presentation before your visit so that the information we provide is more meaningful.