



The Crossley Heath School

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Mandarin Excellence Programme - Update

05 March 2025

Dear Parent / Carer

We have recently received further information from the Mandarin Excellence Programme regarding an exciting Year 10 tourism campaign which students will be involved in over 3 mornings in March and one day trip in June. The activities will take place in school for 3 mornings, and culminate in an event hosted by the university of Leeds. Over the 3 days the students will produce a 'Virtual Tourism Campaign' to promote Halifax and the local area.

The Year 10 Intensive Study Tourism Project is scheduled to take place as follows:

Day 1	Monday Morning 24 th March	Online project with activities taking place in school
Day 2	Wednesday Morning 26 th March	
Day 3	Friday Morning 28 th March	
Day 4	Monday 16 June	Leeds University event

Online days

- On each of the 3 online mornings, students will follow an online course created by the MEP Team which will guide them on how to make a tourism campaign in Mandarin to encourage Chinese tourists to visit their local village/town/city/region.

F2F day at a university

- Students will meet other MEP schools at Leeds university.
- The morning will consist of activities such as: a campus tour, sample lectures/seminars, and the chance to speak to university staff and students. The afternoon will be focused on the tourism project: students will peer-review the tourism campaigns made by students in other schools and vote to pick a winner.

A coach will be booked to take us to and from Leeds University once the final date has been confirmed by the organiser. On the day, students should go straight to **L2 for 8:30** to be registered. Students are required to wear uniform and should bring with them a drink, a packed lunch and snacks. After the event we will return by coach to the school and our expected time of arrival is **16:00** (subject to traffic conditions).

Expectations

Given the range of partner institutions involved in this event it is important that students understand that they are representing the school and as such we expect all students to demonstrate responsible and mature behaviour when taking part in the project. We therefore expect the highest standards of behaviour, both online and in person, and will be asking students to sign a code of conduct form in their Chinese lesson. Any misbehaviour will be dealt with in accordance with the school behaviour policies.

I would kindly ask that you complete the attached **V3 Form** and the Leeds University **Photography and Video Consent Form** and get your son/daughter to return it to Mrs Kneebone by Wednesday 19 /03/25

We very much hope that your child enjoys participating in the event and is able to make the most of this unique learning opportunity.

If you have any queries regarding the above, please do not hesitate to contact the school.

Kind regards

Mr J. Brownlie – Associate Headteacher

Mrs T H Kneebone – Department Leader for Chinese