

7<sup>th</sup> October 2025

Dear Parent/Carer,

Subject: Enterprise and Marketing GCSE – Upcoming Pitch Assessment

I am writing to inform you that your child will be completing an important part of their Enterprise and Marketing GCSE this term. As part of the assessment, students are required to develop a brand identity and promotional plan for their chosen product proposal. Once they have completed a practice pitch in class, your child will present their proposal to an external audience, followed by a self-review. This task offers valuable experience in key employability skills, such as interview techniques and entrepreneurial thinking, as well as developing their ability to communicate ideas clearly and persuasively.

The assessed pitches will take place in 15-minute slots on Wednesday 5th November or Thursday 6th November 2025. Mrs Nolan will confirm the exact time of your child's pitch closer to the date.

All necessary content has been covered in lessons, and your child will complete a practice pitch beforehand. However, it is essential that they also prepare at home in the coming weeks to ensure they are ready.

As this is a formal assessment, please ensure your child is fully prepared, equipped, and familiar with relevant exam regulations. Further guidance is available on the school website.

Thank you for your continued support.

Your faithfully,

Mrs Hayley Twigger  
Assistant Principal