



Cadbury World

On Wednesday 7 November 2012, a group of Year 11 Business Studies students went in search of some golden tickets. A journey to Bourneville was required where the lampposts and barriers changed to a recognisable shade of purple. Upon arrival, with the aroma of chocolate all around, they began their journey into the production of one of the best loved chocolate companies in the world. The task was to research how chocolate is made and the scale at which it is produced. What has made Cadbury's so popular?



They discovered it is all down to marketing. A key speech was given by an Oompa-Loompa (a Cadbury employee) and discussions on the changes in marketing were building throughout the day. Why does the Gorilla make us think about chocolate? What is the most popular chocolate bar? How do they create new products that customers want? All of these questions allowed the students to start thinking about business in a practical environment. What would happen if Cadbury's was not marketed in the way it has been? Is the colour purple so recognisable? Why does this chocolate taste so good? After an exciting, sugar fuelled day they took themselves home, not quite the golden ticket of Willy Wonka as there were no chocolate rivers and definitely no musical interludes. However, they did learn that the success of a business is not just down to the brilliance of a product, it is about whether the product is what the customer wants and to let them know where to get it from. Sugar and spice and all things nice, that's what Cadbury's is made of – yum!

Interview with Aislin O'Kelly in Year 13

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James Nicholson in Year 12 interviewed Aislin O'Kelly, as she recently won the Reading Young Sports Personality of the Year Award for her success at Taekwondo. "How long have you been doing Taekwondo?" "Eleven years". "Why did you choose to take up the sport?" "I wanted to do something that was fun to do and had the added benefit of exercise, also my brother was doing Taekwondo". "How do you do it?" "It is similar to kickboxing, but competitive not just for exercise". "What is your number one goal?" "I would like to be World Number One one day." "What have you accomplished in Taekwondo?" "English Championship Silver Medallist (2012), English Championship Gold Medallist (2010 & 2011), UK Championship Silver Medallist (2010 & 2011), World Championships Bronze Medallist x 2 in Estonia (2012) and Local Young Sports Personality of the Year Award".

U16 Reading Rugby League Champions

On a wet, dark afternoon in November 2012, Highdown's U16 Rugby team took on Prospect for the Reading Championship. Prospect arrived with sixteen players to take on Highdown's thirteen. This did not phase the team who braved the elements to represent Highdown in the final. Highdown played great rugby from the outset and Prospect were rarely in the match. They played an expansive game, despite the weather, with non-selfish play from all involved. The timing of the passes were excellent as was running onto the ball at pace. They cleared rucks with dynamism giving Will Underwood 11J a clean ball at scrum half. The defence was very good and disciplined at all times. A special mention must go to Ali Trussler 10D and Connor Rumble 10F, the only two Year 10 boys who both had excellent games. Tom Willis 9F came in to play due to a shortage of players and got to play alongside his elder brother Jack Willis 11C who played superbly and got a try to round off the scoring. It was an excellent performance and Mr Fisher, Curriculum Leader PE was incredibly proud of all those involved for representing Highdown with great spirit. They did a phenomenal job. Well done boys.

Berkshire Girls Football Tournament



On Friday 7 December 2012, Highdown took a Year 7 and Year 8 girls Football team to the Goals Centre in Woodley, for an all day Berkshire Wide Football Tournament. The team:- Jodie Hayden, Katie Sherwood, Alice Cooke, Caitlin Price, Leila Aljabar, Hannah Butcher and Evie Carr had seven matches in their pool stage. They beat Embrook 6-3, Hugh Faringdon 6-1, Easthampstead Park 8-1, The Holt 4-1 and Charters 4-1. The girls tried hard to maintain their amazing goal winning form without conceding, which they managed to do against Langley 9-0 and Waingels B 3-0. This put them in first place in their pool, to play runners up in the second pool in the semi-finals. The

semi-final against Waingels A team was very tough and after sixteen minutes of play it was still 0-0. After extra time was played, Jodie managed to score, sending Highdown through to the finals against Piggott. With some amazing goalkeeping from Caitlin the score was 3-3 after extra time and penalties. Highdown lost 3-2 on penalties and came second. Second place is an amazing achievement as there were over sixteen schools in the age group from all around Berkshire. A big thank you to Evie and Hannah for stepping into the team at the last minute to help out, they both did amazingly well. Well done and thank you to Alice and Katie for both having a go in goal and playing well throughout the Tournament. Well done to Leila for scoring nine goals in the Tournament and to Jodie for beating Izzy's existing goal total and scoring thirty four goals through the Tournament and only coming off the pitch for two minutes during the games. A massive thank you and well done to Caitlin who went in goal throughout the Tournament. She also had to be in goal for the penalties and was brave enough to take one as well. For this, Miss Holden awarded Caitlin girl of the game.

Trampolining

On Wednesday 16 January 2013, Highdown took a group of beginner bouncers to Prospect. All competitors did really well with Highdown's teams coming second and third. Hannah Butcher from Year 7 came second overall. On Wednesday 23 January 2013, a group of trampolinists went to JMA for the Reading Trampoline trials. Students that competed well were chosen to represent Reading in the Berkshire Schools Games in July 2013. Highdown had great success in this competition with nine students being selected to represent Reading. Highlights were Ellie Head and Charlotte Jackson coming first. Jasmine Potter and Cat Evans coming third. Well done to all who competed.

Highdown Awards

Most improved Cross County runner - Nick Park 9E and Alexander Jones 8E.

Most improved Rugby player - Arthur Bellamy-Rosser 7H, Tyrese King 8C, Bertie Taylor 9F and Alex Cheng 10D.

Most improved Basketball player - Callum Tighe 9G, Dan Belshaw 11H and Alex White 11D.

Most improved Hockey players - Molly White 7J, Lillie-Mae Gilling 8H, Isobel Berrisford 8E, Rachel Aldous 9D and Abbie Wright 10J.

Most improved girls Footballer - Chante Bynoe-Gittens 7C, Alice Cooke 8F and Anjali Nandi 9K.

Most improved Gymnast - Niamh Ridge 7F, Imogen Patrick 7C and Yasmin Parris 8K.

Junior Table Tennis Tournament winner - Seb Tong 8H.

Senior Table Tennis Tournament winner - Gideon Lewis 9K.

Hockey Player of the Year - Martha Bryant 8K and Sophie Venn 8K.

Girls Football Player of the Year - Leila Aljabar 7G, Jodie Hayden 8D and Lauren Prentice 9G.

PE Treat

Twenty two boys and twenty two girls were taken Go Karting by the PE staff in recognition of the fact that they represented Highdown regularly and reliably throughout Term 1 and Term 2 and never let their team mates down at training or matches.

Reminder

Please be reminded that all match reports and fixtures can be found on the website under School Life and on the HLP under PE.

Speed Clock for Highdown

In December 2012, Reading Canoe Club kindly presented Highdown School and Sixth Form Centre with a speed clock in recognition of Highdown's generosity for letting Reading Canoe Club use the swimming pool once a week to train for nine consecutive years. Liz Sealy was thanked by both Highdown School and Sixth Form Centre and Reading Canoe Club for her time, effort and inspiration towards many talented canoeists.



Clothes Show Live NEC Birmingham



On Tuesday 11 December 2012, Year 10 and A Level Textile students went to the Clothes Show Live at the NEC Birmingham. It was a fantastic opportunity for the students to fully immerse themselves in the world of textiles and fashion. The amount to see and do was quite overwhelming. One of the many highlights of the day was the fashion show that took place in the Suzuki Fashion Theatre. The forty five minute long show was a spectacular catwalk, showcasing over three hundred and fifty outfits. They also saw a live performance from X-Factor's 'District 3'. Throughout the day students were able to approach lecturers from thirty five different Colleges and Universities who offer courses in fashion, communication, media and design. They were able to see the standard of work produced from each University and look through sketchbooks and portfolios. They also had the opportunity to watch the Graduate Catwalk Show. Having front row seats, the students had a fantastic view of the innovative and eye catching designs that were very inspiring. This was also a fantastic chance for the students to experience what it would be like to be a fashion photographer for the day. Overall it was a fantastic day and the students really gained a great insight into the world of fashion and textiles.



Highdown Link

Highdown Parents' Link

The Link has been set up by parents for parents. The aim is to provide parents of students at Highdown with an access point to the school on a more informal basis, providing parents with a social connection with the school, a route to understand and share issues with other parents (by providing useful contact lists for advice about a range of topics) and a forum for parents to be more engaged with the school/students. If you are interested in getting involved or have any skills/experience/time to offer please get in touch. Any support is much appreciated. Contact details:- Debbie Evans on 07970 047416 or Stephen Madeley on 07595 921696. Please help us provide the service you want by spending a minute to answer a very brief questionnaire. Just go to <http://www.surveymonkey.com/s/38VJV55> answer the two questions and click done. The next meeting of the Parents' Link is Monday 25 February 2013 at Highdown from 7 to 8 p.m.

ParentMail



ParentMail is used by many schools as an information service. Highdown use ParentMail to send emails and SMS text messages. You can also sign into ParentMail to top up your child's lunch account online and to monitor items purchased from The Gallery. To use this free service you need to have an email address. Email hscs@highdown.reading.sch.uk with your email address and/or mobile phone number advising you wish to register for this service. Once your email address has been entered by us, you will automatically receive messages. If you want to use this facility to add funds for lunch you need to register yourself online and create a password.

Noticeboard

Mobile phones are NOT to be used during the school day, including break and lunchtime. If a student is found to be in breach of this rule, the phone will be confiscated and remain secure in the Headteacher's PA's office until the end of the school day, when it can then be collected. The sanction will be to serve an afterschool detention on the following Thursday. Parents will be notified.

[twitter.com@HighdownSchool](https://twitter.com/HighdownSchool)



We are on the internet!
www.highdown.reading.sch.uk

If your child is ill please contact the School Office on 0118 9015823 before 9.30 a.m.

DATA CHECK

**Do we hold the correct information on your student?
Please complete a data form and return it to Highdown.**

TERM 4

**Starts: Monday 25 February 2013
Ends: Thursday 28 March 2013**

Please ensure your child does not bring aerosols into school as some students are affected by them.

LOST PROPERTY

Please ensure that your student's belongings are named. Lost property handed to the School Office, if named, can be passed on to the correct student. Any unclaimed items will be displayed for students at regular intervals.

School reception 0118 9015800
School fax 0118 9015801
hmju@highdown.reading.sch.uk
office@highdown.reading.sch.uk

SPARE SCHOOL UNIFORM

If you have any uniform/PE kit in reasonable condition that you no longer need, please bring it into the school so it can be passed on as second hand.

**NO FIZZY
DRINKS ARE ALLOWED IN
SCHOOL**