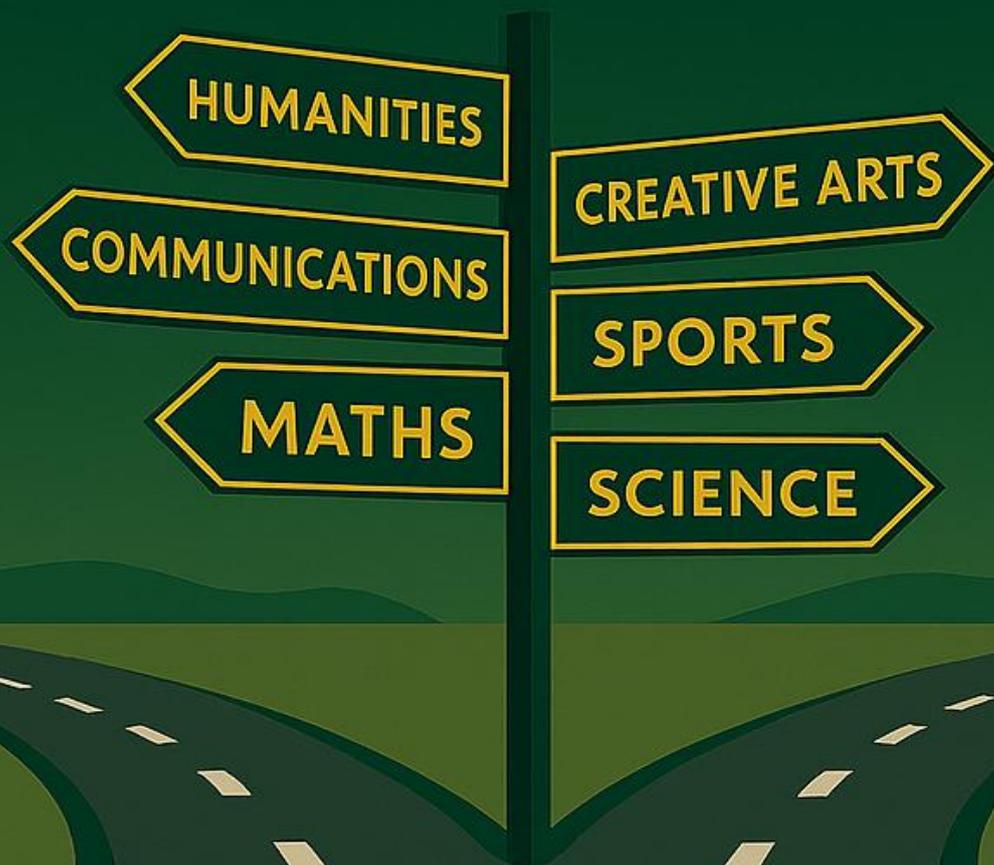


# ICENI ACADEMY

# PERSONAL DEVELOPMENT WEEK



29TH JUNE –  
3RD JULY

*This year, we are incredibly excited to launch our very first Personal Development (PD) Week—a project that has been months in the making. We believe this new initiative will offer students invaluable real-life learning opportunities that go far beyond the classroom.*

## What is PD Week?

PD Week (Personal Development Week) is a dedicated week where students step outside their usual timetable to explore their interests, build new skills, and experience learning in fresh and meaningful ways. It is designed to inspire curiosity, confidence, and independence, while helping students make connections between their learning and the wider world.

For the first three days, students will take part in one of six specially designed learning pathways. These pathways are open to all KS3 students, meaning pupils will work with peers across different year groups—an exciting chance to build new friendships and learn collaboratively.

The final two days will be completed in school, where students will take part in a broad range of PD sessions within their form groups.

During this time year 10 will embark on a week of work experience to gain valuable skills and insight into the working world.

Parents and guardians play a key role in helping young people choose the pathway that feels right for them—one that supports their interests, strengths, and future ambitions.

PD week will be held on the week beginning 29<sup>th</sup> June.

## Why PD Week Matters

PD Week has been created with clear goals in mind. It is an opportunity for students to:

- **Take ownership of their learning through choice and personal interest**
- **Build essential life skills** such as teamwork, communication, resilience, and problem-solving
- **Gain hands-on, practical experience** in real-world settings
- **Explore potential future pathways**, whether related to education, careers, or personal passions
- **Strengthen community connections**, both within school and beyond

We are confident that the experiences gained during PD Week will stay with students for many years and help shape their growing independence.

## The Six PD Week Pathways

In this booklet, you will find a clear overview of the six different pathways available. Each pathway aligns with one of our core curriculum areas at Iceni and has been carefully designed to offer students a rich and engaging learning experience.

## How to Sign Up

To secure a place on your preferred pathway, please complete the Microsoft Form linked here: [PD Week Pathway Selection – Fill out form](#) in this booklet. We will make every effort to give students their first choice, but we kindly ask all families to select a second option as well.

We are committed to making these opportunities accessible to all students. **Payment plans are available**, and we strongly encourage parents to contact us if they would like to discuss financial support.

## Personal Development Week Timetable

A full timetable for the week is included in this booklet so families can see exactly what to expect.

| Monday | Tuesday                | Wednesday | Thursday                 | Friday      |
|--------|------------------------|-----------|--------------------------|-------------|
|        |                        |           | Personal Development Day | Careers Day |
|        | Humanities Pathway     |           |                          |             |
|        | Creative Arts Pathway  |           |                          |             |
|        | Communications Pathway |           |                          |             |
|        | Sports Pathway         |           |                          |             |
|        | Maths Pathway          |           |                          |             |
|        | Science Pathway        |           |                          |             |

We hope that this is a fantastic opportunity for our students. If you have any questions about the Personal Development week as a whole, please contact Mr Haymes or Mr Morris. If you have any questions about the pathways please contact the Head of Department for those pathways, indicated in this booklet.

Thank you

Mr Morris & Mr Haymes

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# Humanities Pathway

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*In the Humanities Pathway, students will experience three enriching days of real-world learning. They will begin with a fieldwork investigation at Hunstanton Beach, exploring coastal features and the character of a busy seaside community. This is followed by a full day at the Imperial War Museum, Duxford, where students can immerse themselves in the history of aviation and wartime life. The final day takes students to the historic city of Cambridge, including a guided visit to the award-winning Cambridge Central Mosque, sights of iconic university colleges, and a memorable punting experience on the River Cam.*

**Day 1:** Students will take part in a **fieldwork investigation** and **cultural exploration** at **Hunstanton Beach**. They'll explore the coastal environment, study its unique features, and experience the atmosphere of a **thriving seaside community**.



**Day 2:** Students will enjoy a day exploring the historic city of Cambridge. The visit includes a tour of the **eco-friendly Cambridge Central Mosque**, a chance to see some of the **world-renowned colleges**, and the opportunity to **go punting along the picturesque River Cam**.



**Day 3:** Students will spend the day at the **Imperial War Museum, Duxford**, exploring the fascinating exhibits and historic airfield that brings the story of aviation and wartime history to life.



80 Places available

Cost per student: £60

Contact: [Jacob.dyer-jones@attrust.org.uk](mailto:Jacob.dyer-jones@attrust.org.uk)

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# Creative Arts Pathway

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*The Creative Arts Pathway offers an immersive three-day journey where students explore, develop, and showcase their talents in theatre. Beginning with collaborative creation, participants engage in key theatrical disciplines—costume and set design, acting, lighting, and sound—bringing ideas to life through teamwork and hands-on production. They then refine their work to a professional standard while gaining inspiration and insight from attending a live theatre performance. The pathway culminates in a polished final showcase, celebrating creativity, collaboration, and the skills needed for future opportunities in the performing arts.*

**Day 1: Create & Collaborate.** Students will work in collaborative production teams exploring costume design, set design, acting, lighting, and sound. They will design and create costumes and sets while rehearsing their performance, developing creative ideas through hands-on practice and teamwork.

**Day 2: Refine & Experience Theatre.** Students will continue refining performances, costumes, and technical elements. They will also watch a recording of a live play, gaining insight into professional theatre and creative industry practices.

**Day 3: Perform & Showcase.** Students will finalise rehearsals, sets, and costumes in preparation for an afternoon showcase performance, celebrating their creativity, confidence, and collaboration.

50 Places available

Cost per student: £0.

Contact: [Zoe.francis@attrust.org.uk](mailto:Zoe.francis@attrust.org.uk)



# Communications Pathway

*The Communications Pathway offers students an inspiring educational day in London, immersing themselves in the dynamic world of media and journalism taking part in the Guardian's "Behind the Headlines" workshop. Students will engage in a practical newsroom simulation, learning critical media literacy skills as they analyse information, distinguish fact from opinion, and write their own news articles using the inverted pyramid structure. They will explore the craft of opinion and feature writing, allowing participants to explore personal voice, persuasive techniques, and ethical considerations through debates and creative mock magazine design, offering a comprehensive and hands-on understanding of responsible and effective journalism.*

**Day 1: A Trip to London.** Students will enjoy an inspiring day in London. The visit includes taking part in the Guardian's 'Behind the Headlines' workshop, where they'll explore how news is created and learn about media literacy.

**Day 2: A Newsroom situation.** Students will take part in an exciting newsroom simulation where they respond to a fictional breaking news scenario, analyse press releases, eyewitness quotes, and social media reactions, and learn to distinguish fact from opinion. They will then write their own news article using the inverted pyramid structure, swap pieces for peer editing to refine clarity and tone, and finish with a headline challenge that explores how wording shapes reader perception. This hands-on experience will give students a deeper understanding of journalism and the importance of accuracy in reporting.

**Day 3: The Art of Opinion.** Students will explore the art of opinion and feature writing, learning how to craft pieces with perspective and personality. They will brainstorm different angles on topical issues, plan engaging feature articles on subjects they care about, and experiment with writing that uses persuasive techniques and a strong journalistic voice. Through an ethics debate, they will consider real-world dilemmas faced by journalists, and finally, they will design a mock magazine spread complete with headlines, images, and article excerpts. This creative and thought-provoking workshop will help students find their voice while understanding the responsibilities of ethical journalism.

40 Places available

Cost per student: £45

Contact: [matt.meneghello@attrust.org.uk](mailto:matt.meneghello@attrust.org.uk)



# Sports Pathway

*The Sports Pathway offers students the chance to participate in dynamic off-site adventures designed to foster essential life skills through high-energy outdoor activities. Whether navigating the tactical challenges of paintballing at Roundham, engaging in problem-solving exercises at High Lodge, Brandon, or competing in adventure golf, laser tag, and bowling. These experiences are curated to enhance teamwork, strategic communication, and personal resilience. Each session offers a unique outdoor setting where students can strengthen peer relationships while embracing the spirit of adventure and friendly competition.*

**Day 1: Paintballing (Roundham)** Students will enjoy an action-packed paintball experience that develops **teamwork, communication, and tactical thinking** in a safe outdoor environment. Lunch is included.



**Day 2: Outdoor Adventure (High Lodge, Brandon).** Students will take part in a range of outdoor and adventurous activities designed to promote teamwork, **problem-solving, confidence, and resilience.**



**Day 3: Active Competition Day.** A fun and competitive day featuring adventure golf, laser tag, and bowling, encouraging **coordination, focus, and sportsmanship.** Lunch is included.

50 Places available

Cost per student: £110

Contact: [Rebecca.bradley@atrust.org.uk](mailto:Rebecca.bradley@atrust.org.uk)



# Maths Pathway

*In the Maths Pathway, students will participate in a series of immersive excursions designed to challenge their logic, historical understanding, and scientific curiosity. From the high-pressure environment of an Escape Room challenge to the historic grounds of Bletchley Park, students will develop critical problem-solving and cryptographic skills while exploring the legacy of World War II codebreakers. The itinerary further expands into the wonders of the cosmos at the National Space Centre and includes a visit to the Corn Exchange in King's Lynn, providing a balanced experience of interactive science, local culture, and collaborative team-building*

**Day 1: Escape Room Challenge.** Students will tackle an exciting Escape Room challenge, working together to **solve puzzles** and **unlock clues** that test their **problem-solving** and **communication skills**. The one-hour session promises an immersive and engaging experience. Afterwards, students will enjoy a visit to the Corn Exchange in King's Lynn, where they can explore the venue and enjoy some free time. Lunch is included as part of the day's activities.



**Day 2: Bletchley Park.** Students will enjoy a fascinating day exploring Bletchley Park, the historic home of World War II codebreakers. The visit offers a unique opportunity to learn about **cryptography, history, and problem-solving** in an inspiring setting



**Day 3: National Space Centre.** Students will enjoy an inspiring day at the National Space Centre, exploring **interactive exhibits** and learning about **astronomy, space exploration, and cutting-edge science** in a dynamic environment.



100 Places available

Cost per student: £125

Contact: [Nathan.rice@atrust.org.uk](mailto:Nathan.rice@atrust.org.uk)

# Science Pathway

*In the Science Pathway, students will engage in an immersive exploration of the natural and forensic sciences through a series of specialised off-site visits and on-site workshop. A visit to Banham Zoo to study global biodiversity and endangered species conservation, as well as a trip to Sealife centre to examine. Students will also remain on-site to participate in a dual-focus CSI and Ecology Day, where they will apply forensic investigation techniques to solve mock crimes and conduct field studies on local habitats. Together, these experiences are designed to bridge the gap between classroom theory and real-world application, fostering a deep commitment to environmental sustainability and critical analytical thinking.*

**Day 1: Off to the Zoo.** Half of the group (40 pupils) will visit Banham Zoo to explore **wildlife** and **conservation**, while the other half (40 pupils) will enjoy a trip to Hunstanton Sea Life Center, discovering exotic sea life and learning about the seal hospital. At Banham Zoo, students will learn about **biodiversity**, **endangered species**, and the importance of **conservation efforts** worldwide. At the Sea Life Centre, they will gain insight into **marine conservation**, **ocean ecosystems**, and how human activity impacts aquatic environments. Both visits are designed to connect classroom learning with real-world examples, fostering curiosity about nature and sustainability.

**Day 2: CSI.** Students will stay on site for an exciting CSI and Ecology Day. They will step into the role of **forensic investigators**, using **scientific techniques** to solve a **mock crime scene**, learning about evidence collection, analysis, and critical thinking. In the ecology sessions, students will explore **local habitats**, study **biodiversity**, and understand the importance of **ecosystems** and **conservation**. This hands-on day combines **problem-solving** with **environmental science**, making learning practical and engaging.

**Day 3: Swap around.** Groups will switch destinations: the pupils who visited Banham Zoo on Day 1 will now go to Hunstanton Sea Life, and those who went to Hunstanton Sea Life will head to Banham Zoo. This ensures every student experiences both locations.

80 Places available

Cost per student: £50

Contact: [Kate.williams@attrust.org.uk](mailto:Kate.williams@attrust.org.uk)

