**Briefing Sheet for the “Cumbrian Map of Products” Exercise**

**Purpose and rationale**

To educate students as to some of the well-known products that are made in Cumbria, where they are made and by which companies.

We hope, that by completing this exercise, students are more aware of the companies and opportunities “on their doorstep.” By realising just how many successful businesses are in the local area we aim to raise aspirations and encourage them to investigate further, e.g applying for work experience or an apprenticeship opportunity.

*Link to the Gatsby Benchmarks: Benchmark 2 LEARNING FROM CAREER AND LABOUR MARKET INFORMATION: Every student, and their parents, should have access to good quality information about future study options and labour market opportunities.*

**Preparation**

You will need several copies of

* A3 map of Cumbria
* Small product pictures, cut up separately (ideally laminated), found on the answer sheet.

**Format**

Students should work in groups, given a map and set of pictures. They should place the products on the map where they think they are made.

Facilitator will then go through the product list providing the answers – have they guessed the correct location? See answer sheet with some interesting facts about each company (chosen to emphasise the range of opportunities open to them if they were to find themselves employed by this business).

We hope the exercise will initiate some helpful discussion around local labour market awareness, how useful this knowledge is and how it can help individuals to achieve their ambitions.

**These resources are provided by Inspira – The Link Programme and we would be delighted to receive feedback on how the session goes.**

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