



BRITISH AIRWAYS
Community Learning Centre
Secondary Resource Pack



DISCOVER THE BA WORLD

WELCOME TO THE BRITISH AIRWAYS SECONDARY RESOURCE PACK.

Enclosed in this pack are lesson ideas that can be used in the classroom to help pupils discover the BA World. The pack includes quizzes, classroom activities, exercises and other activities. Photocopies can be made of all the resources.

If you have any feedback, please email: community.learning-centre@ba.com



For further information visit ba.com



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AN AIRCRAFT EXPERIENCE

AIM:

To give pupils an awareness of the role of Cabin Crew

OBJECTIVES:

To experience a simulated aircraft environment

To perform elements of the Cabin Crew role

To explore interaction with customers through role play

CURRICULUM LINKS:

BTEC Travel and Tourism - Customer Service

IT Diploma – Effective Communication

Travel and Tourism Diploma

Personal, Learning and Thinking Skills – Team Workers, Effective Participators

Presentation Skills

RESOURCES INCLUDED:

Boarding Card Scenarios

Cabin Announcements

DISCUSSION TOPICS:

Customer Service

Dealing with Difficult Situations



SESSION : AN AIRCRAFT FLIGHT EXPERIENCE

Classroom to be set up to simulate an aircraft environment. Chairs to be arranged in rows. Below is a diagram with some suggestions. Each row and seat to be numbered. This can be done with post-it notes.

1A	1B	1C	Row 1	1D	1E	1F
2A	2B	2C	Row 2	2D	2E	2F
3A	3B	3C	Row 3	3D	3E	3F

The Aisle

- Students create a 'flight experience' to include:
 - The check-in procedure - checking passports and boarding cards, boarding the passengers, meeting and greeting
 - An on-board safety demonstration
 - A meal or drink service
 - Interaction with passengers, providing excellent customer service
- Pupils are given boarding cards and passports. The pupil's name and seat number should be written on the boarding card prior to the activity
- Pupils board the aircraft from the classroom door. Teacher/facilitator demonstrates excellent customer service and role model as the Cabin Crew member
- Pupils find their seat as allocated on the boarding card
- When all passengers have boarded a student volunteer stands at the front and gives the welcome announcement
- Students perform the safety demonstration
- Pupils role play prepared scenarios as passengers and Cabin Crew on board an aircraft. Ask the Cabin Crew to display excellent customer service – greeting passengers, smiling, using eye contact
- Students make the landing announcement



ROLE PLAY SCENARIOS

Your customer has been given a meal containing chicken. They are vegetarian and ordered a special meal by telephone before their flight. There are no more vegetarian meals left on board.

Your customer is feeling cold and unwell. They want to sleep for the whole flight but are worried how they will keep warm and comfortable. They are also worried where the toilets are in case they are sick.

Your customer is 10 years old and travelling alone. They are frightened by the noises on the aircraft and are worried about where to go on arrival at the airport.

Your customer is an elderly person who cannot reach the overhead locker. She needs something from her handbag and is worried about how she will cope at the airport.



CABIN ANNOUNCEMENTS

WELCOME

Good Morning/Afternoon/Evening Ladies and Gentlemen. It is a pleasure to have you on board this flight to [destination]. We are delighted that you have chosen to fly with British Airways. We are expecting a smooth flight of [x] hours. Please fasten your seatbelt ready for our departure and make yourself comfortable. If there is anything we can assist you with, please do not hesitate to ask.

SAFETY


Ladies and Gentlemen, we are now going to take you through our safety procedures and equipment. Please watch and listen carefully. The safety card shows details of escape routes, oxygen masks and life jackets. Emergency exits are on both sides of the aircraft and are being pointed out to you now. Please make sure your seat belt is securely fastened. If the cabin air system fails, oxygen will be provided. Masks like this will appear automatically. Pull the mask towards you. Place it over your mouth and nose and breath normally. Your life jacket is under your seat. To use it, pull it over your head. Pass the tapes around your waist and tie them. To inflate, pull the red toggle as shown. The air can be topped up by using this mouthpiece. Thank you for listening. Should you have any questions, please ask one of the crew.


LANDING


Ladies and gentlemen, British Airways welcomes you to [destination] where the local time is [time]. For your safety, please keep your seatbelts fastened until the aircraft comes to a complete stop. Please be careful when opening overhead lockers in case an item falls out causing injury. We do hope that you have enjoyed your flight with us today and look forward to seeing you on another flight soon. Have a safe and pleasant onward journey and thank you for choosing to fly with British Airways.



MOCK BOARDING PASSES

BRITISH AIRWAYS		oneworld	BRITISH AIRWAYS		oneworld
BOARDING PASS			PASSENGER NAME		
PASSENGER NAME			TO		
TO			FROM		
FROM			GATE		
GATE	GATE CLOSES		SEAT NUMBER		GATE CLOSES
			SEAT NUMBER		

BRITISH AIRWAYS		oneworld	BRITISH AIRWAYS		oneworld
BOARDING PASS			PASSENGER NAME		
PASSENGER NAME			TO		
TO			FROM		
FROM			GATE		
GATE	GATE CLOSES		SEAT NUMBER		GATE CLOSES
			SEAT NUMBER		

BRITISH AIRWAYS		oneworld	BRITISH AIRWAYS		oneworld
BOARDING PASS			PASSENGER NAME		
PASSENGER NAME			TO		
TO			FROM		
FROM			GATE		
GATE	GATE CLOSES		SEAT NUMBER		GATE CLOSES
			SEAT NUMBER		



EXPLORE OUR WORKING WORLD

AIM:

To give pupils an awareness of job roles within British Airways

OBJECTIVES:

To use the internet to research information on current job vacancies

To work in teams to find out information

To prepare a presentation for peers

CURRICULUM LINKS:

Research and summary skills, using the internet

Presentation skills

BTEC Travel & Tourism

IT Diploma – Exploring Organisations

Business, Admin and Finance Diploma – Communication/Teamwork

Personal, Learning & Thinking Skills – Team Workers, Effective Participators,

Independent Enquirers

RESOURCES INCLUDED:

Access to the internet (ba.com)

Presentation software such as PowerPoint



SESSION : EXPLORE OUR WORKING WORLD

Set-up:

PCs to be used to search ba.com for information

Start a general discussion:

Get ideas from students on the type of job roles they think there are at British Airways.

These can include:

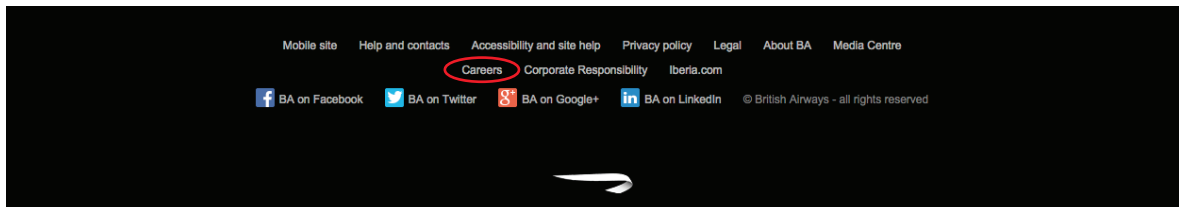
- Cabin Crew
- Pilot
- Customer Service Agent (in the airport)
- Engineer
- Sales
- Marketing
- Brands
- IT

Ask what kind of skills and qualifications they think are required?

Look at the Careers section on ba.com. Show on the front screen or ask students to look at it on their screen. Point out the main categories.

GROUP TASK : PRESENTATION PREPARATION

- Students go to ba.com and click on "Careers" (foot of the home page)



- Separate class into teams and ask them to research jobs.
- Teams are given a job category and the table on the following page. Teams find out what type of roles fall within their category and list them as shown on homepage.
- Pupils prepare a presentation on one role that is advertised and present back to their peers.
- Compare their answers to those discussed at the beginning of the session.
Do they correspond?



Job Category:	Job Role:
Cabin Crew	
Contact Centre	
Apprentices	
Graduates	
Analyst	
Pilot	
Engineering	



DISCOVER BRITISH AIRWAYS DESTINATIONS

AIM:

To plan a journey

OBJECTIVES:

Students to use ba.com to:

- To plan and cost a journey in World Traveller (economy) to a destination of their choice
- To research the destination
- To prepare costings for the trip
- To present back to the group

CURRICULUM LINKS:

ICT, geography, budgeting

Business, Admin and Finance Diploma – Finance

Functional Skills – IT Financial Capability

Personal, Learning & Thinking Skills – Effective Participators, Independent Enquirers

RESOURCES INCLUDED:

ba.com

Microsoft Excel or similar

DISCUSSION TOPICS:

Holiday destinations

Different types of passengers who travel and how their journeys may differ

Budgeting for a trip

Planning a trip



SESSION : DISCOVER BRITISH AIRWAYS DESTINATIONS

To begin:

Discuss who has travelled to another country.

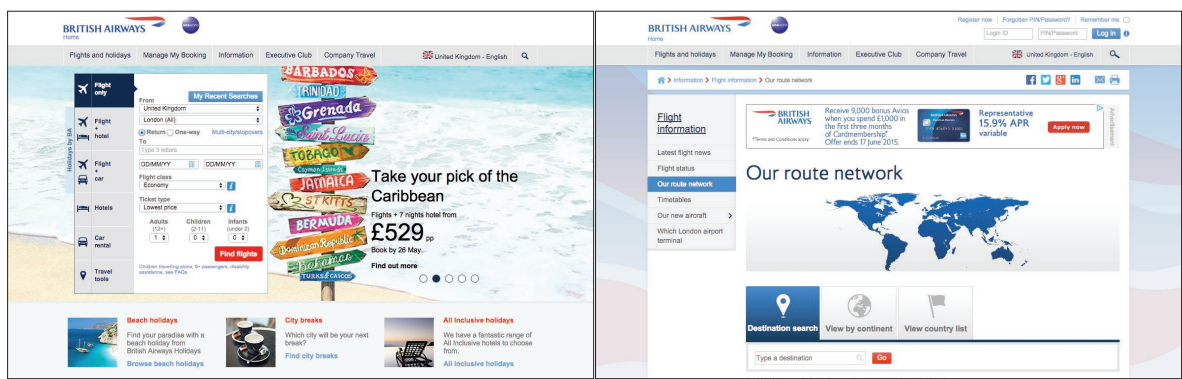
Where did you go? What was it like? What was the journey like?

What might influence a passenger to travel in a different class?

Log on to the web

Explore the British Airways website ba.com

Look under “Flights and Holidays” and “Routes and Timetables”. Pay particular attention to timetables and destination guides.



Activity in groups:

- Plan and cost a journey in World Traveller (economy) to a destination of your choice for one of the following: a family, a group of friends, a businessman
- Include why you have chosen your destination and why it is suitable for them
- Research the destination: what is there to do/how long would they stay?
- Prepare clear costings for the trip
- Present back your findings to the rest of the group



BRANDS

AIM:

To give students knowledge of the British Airways brand

OBJECTIVES:

- To discuss the difference between a product and a brand
- To explore the BA travel classes and explore what is important to the customer when they travel
- To prepare and present a sales pitch for a key brand

CURRICULUM LINKS:

Communication and presentation skills

Researching information

Business, Admin and Finance Diploma – Marketing

GCSE Business Studies

Personal, Learning & Thinking Skills – Team Workers, Effective Participators,

Independent Enquirers.

DISCUSSION TOPICS:

Why brands are important

Classes of travel



SESSION : BRANDS

Background information:

For many years, British Airways could have been described as a 'market follower', keeping up with the competition. However, in order to win a greater share of the market and to survive as a private company, we needed something extra to offer our customers, something that would be uniquely different and would allow us to become 'market leaders'.

BA aims to be the world's most respected global airline. Branding helps to establish a real difference between our brands and those of our competitors in the minds of our customers. It is a major part of British Airways' strategy. We want to encourage our customers to desire a British Airways seat above that of other airlines.

The Brands and Marketing department is responsible to accurately identifying what different customers want and developing brands to suit their needs, while ensuring a profit for British Airways.

Discuss:

What is the difference between a product and a brand?

A **brand** is a name that distinguishes one seller's product from those of others. People form emotional attachments to a brand which are built through customer perceptions and experiences.

A **product** is an item that a company produces and/or sells

Ask students to give examples:

- Which classes have you travelled in?
- Why do you think there are different classes available on British Airways flights?



Travel Classes

The British Airways travel classes are : first class, business class, premium economy class and economy class. Each travel class has a British Airways product:

FIRST CLASS - FIRST

Relax in calm, luxurious surroundings as our dedicated staff look after you. From the moment you check in to the moment you land at your destination, First is the ultimate way to travel. If you demand the best in every aspect of your life, the choice is simple: fly First.

BUSINESS CLASS - CLUB WORLD, CLUB WORLD LONDON CITY, CLUB EUROPE

Whether you're travelling for business or pleasure, our business class flights promise a smoother experience. On your next long haul journey, arrive refreshed when you fly Club World and enjoy a more personal experience, with unparalleled comfort and privacy. If you're travelling on a short haul flight, Club Europe provides the seclusion and space you need to work, sleep or relax.

PREMIUM ECONOMY - WORLD TRAVELLER PLUS

Treat yourself by travelling in our premium World Traveller cabin, World Traveller Plus. From friendly and efficient service to wider seats and more space on board, World Traveller Plus delivers the high standards you expect from British Airways. Make it your choice for a more comfortable, relaxing journey.

ECONOMY CLASS - WORLD TRAVELLER, EURO TRAVELLER, UK DOMESTIC

Fly World Traveller with on your next long haul flight and enjoy comfortable surroundings, friendly service and convenient flights to major cities - all for a price that's within your budget. On shorthaul World Traveller class flights, expect value for money and low stress air travel when you fly Euro Traveller, our short haul economy class, and expect great value for money on flights to Europe and within the UK.

Why does British Airways name its classes, instead of using economy, business class etc.?

The products are unique to British Airways and reinforce the sense of luxury, comfort and style associated with the brand.

For more information about the travel classes, visit ba.com.

The Executive Club

The British Airways Executive Club is designed to recognise and reward frequent fliers, making travel even more enjoyable. Members can collect BA air miles, known as Avios, to spend on reward flights and cabin upgrades. You can also collect Tier Points to help you progress to Bronze, Silver or Gold membership where you can enjoy many more benefits.



GROUP TASK :

PREPARE AND PRESENT A SALES PITCH ON ONE OF BRITISH AIRWAYS' PRODUCTS.

Preparation

- Divide students into groups and give them one product per group
- Give students planning time of 30 mins
- All students will vote for the group with the best pitch

Students to:

- Discuss their product and discuss what is special about it
- Prepare a five-minute sales pitch about their product
- Use ba.com for further research
- Vote for the group with the best pitch (not their own)



QUICK QUIZ (Answers on Page 20)

1. How many stripes does a British Airways captain have on their jacket?

- a. 1
- b. 2
- c. 4

2. How long does it take to fly to New York from London on a B747?

- a. 7 hours 35 minutes
- b. 8 hours 20 minutes
- c. 10 hours 15 minutes

3. How many British Airways flights departed from London Heathrow Terminal 5 in 2014?

- a. 53,000
- b. 208,000
- c. 910,000

4. What British Airways aircraft has an upper deck?

- a. Airbus A380
- b. Boeing 787
- c. Boeing 777

5. What three London airports does British Airways fly from?

6. How many pilots are there on most British Airways flights?

7. How many passengers can the Airbus A380 carry?

- a. 469 Passengers
- b. 421 Passengers
- c. 490 Passengers

8. Where does waste from the aircraft toilets go?

9. Where is most of the fuel stored on a jet aircraft?

10. Which route has the greatest flying distance?

- a. London to New York
- b. London to Delhi
- c. London to Hong Kong



EUROPEAN QUIZ (Answers on Page 20)

Step aboard your flight for a tour around Europe. See if you can follow the clues.

Where are you?

1. Your first stop is the capital of France. You may see the Eiffel Tower and Arc de Triomphe.

2. Travel East to a city where Dutch is spoken. You can buy some lovely tulips and gaze at windmills.

3. David Beckham used to play football for this city where they dance Flamenco and eat paella.

4. Fly to busy city and explore the ruins of an ancient amphitheatre before enjoying a plate of spaghetti or pizza.

5. Now to another city in the same country. The streets are canals and you can take a romantic trip on a gondola.

6. We are now off to where 'East meets West', to a city called Istanbul. You can have a go at belly dancing and eat some delicious kebabs. What country are you in?

7. Fly North to the capital of Russia. Here you will find Red Square and the Kremlin.

8. Stopping off in Germany to a city which used to be split into two by a wall!

9. Travel to a country next to Germany where both French and German are spoken. This city is famous for its tasty chocolate.

10. Last stop, still in the same country but a different city. You fly here to go skiing in the Alps. An anagram of AVEGEN.



QUIZ ANSWERS

QUICK QUIZ

1. 4
2. 7 hours and 35 minutes
3. 208,000
4. Airbus A380
5. Heathrow, Gatwick, London City
6. Two - a captain and a co-pilot both of whom are fully qualified pilots
7. 469 Passengers
8. It goes into a tank underneath the passenger cabin. It is emptied every time the aircraft lands
9. In tanks in the wings
10. London to Hong Kong
It is 2993 miles to New York, 3638 miles to Delhi and 5204 miles to Hong Kong

EUROPEAN QUIZ

1. Paris
2. Amsterdam
3. Madrid
4. Rome
5. Venice
6. Turkey
7. Moscow
8. Berlin
9. Switzerland
10. Geneva



FACTSHEET*

- British Airways has 36 million customers flying with us on average each year
- In 2015 British Airways flies to over 300 destinations around the world
- British Airways is a member of the **oneworld**[®] alliance - the founding members were American Airlines, Canadian Airlines, Cathay Pacific, Qantas and British Airways
- BA currently has a fleet of over 250 Boeing and Airbus aircraft
- A British Airways A380 can carry up to 469 passengers
- A British Airways 777 can carry up to 337 passengers
- A British Airways 787 can carry up to 214 passengers
- On our longhaul services we have four classes of travel plus Club World London City
- BA employs just under 40,000 people
- Sydney is the furthest destination that we fly to from London
- Waterside at Harmondsworth is BA's head office; Harmondsworth Moor, where it is located, is the largest public park to be built in the London area for over 100 years. The Moor holds the UK Wildlife Trust's prestigious Biodiversity Benchmark Award for the biodiversity improvement works carried out by the parkland's Ranger team

*Correct at time of production (June 2015)



GROUP TASK : PREPARE A FACTSHEET

Your Task

- Prepare a factsheet for a specific audience
- State clearly who the fact sheet is aimed at
- Create a template that could be used for further fact sheets if needed

Where to find information

- On the Information section of ba.com
- Our Investor Relations pages may be of particular interest – British Airways is now part of IAG
- Company accounts
- In addition, a number of fact sheets can be found in the Media Centre at ba.com/press







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BWT3112