

# Selling Widnes to Europe

✘ I have just been interviewing Dawn Coupar, a languages teacher at Saints Peter and Paul Catholic College in Widnes for gifted and talented article. She ran a great Apprentice style event in the summer term for K3 pupils who were studying French and German. They had to use their language skills to sell Widnes to a European company looking to set up an office in the UK. I don't know what I am more impressed by –the language skills or the persuasiveness. I was born in Widnes and although it has its points, it would be hard pressed to rival the delights of Liverpool, Sheffield or Birmingham but these talented young people found lots of good arguments about location, facilities and local skills and then created podcasts with scrolling pictures to extol the virtues of their home town. Good effort all round.