



SUSSEX
LEARNING TRUST

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Acting Headteacher: Phil Snelling

Our Ref: LDN/BIMA Digital Day

29th September 2026

Dear Parent/Carer,

Re: Digital Day Competition – Tuesday 10th November

I am delighted to inform you that the Academy will be taking part in Digital Day with a group of Year 9 students. This is a national competition run by BIMA (British Interactive Media Association) on Tuesday 10th November and will involve students working in groups on a publicity campaign for a challenge set by BIMA.

Students will be supported in this project by volunteers from digital ad agency, Anything is Possible who will be joining us in this classroom based challenge which will take the full day. Students will be given a brief to create a digital advertising solution set by the BIMA Challenge Partners, who are Vue Cinemas. This is a fantastic opportunity not only for students interested in media but also students who are interested in IT and Art and Design.

This is a fun and engaging day and the idea from our winning group for the day will be put forward to compete in the national challenge. There are unfortunately, **only 35 spaces** available to take part in this activity. Spaces will be allocated on a first come first served basis. If your son/daughter is interested in taking part in this activity, please complete the Expression of Interest form below by Friday 9th October. Successful students will be notified by Friday 16th October.

[Expression of Interest - Digital Day Competition - Year 9 – Fill out form](#)

If you have any questions relating to this activity, please do not hesitate to contact me at l.dorgan@theburgesshillacademy.org.uk.

Yours sincerely,

Mrs L. Dorgan
Careers Leader