

Teacher Guide

The Mystery of the Nameless Pie

Part 1 – About this story

This story explores how ideas, creativity and communication can help local businesses succeed.

Mr Pearce makes excellent homemade pies using local Welsh lamb. He believes one particular pie is the best he has ever made. Yet customers simply walk past it without noticing.

Toby begins to investigate. The pie itself is delicious. The recipe is unique. Nothing about the product is wrong.

The mystery is solved when Sally realises that the pie has no identity. It is simply called **LAMB PIE**.

Together they create a new display built around Cherry Court Castle, giving the pie a memorable name and a light-hearted local legend. The pie itself never changes. Only the way people see it changes.

Children discover that good ideas often add value without changing the product itself.

Part 2 – Why this matters

Children meet businesses every day, but they rarely think about the decisions behind what they see.

Why are some products displayed differently?

Why do some foods have interesting names?

Why do visitors buy local souvenirs?

Why do people remember some products but ignore others?

This story helps children understand that successful businesses do much more than make good products. They also help customers notice, remember and enjoy what they are buying.

The story introduces enterprise in a positive, accessible way. It shows that creativity is not only for artists. It can also help ordinary people solve everyday problems.

Part 3 – What children learn from this story

At first the mystery seems puzzling. Mr Pearce's pie is made from good local ingredients, tastes delicious and is unique to his shop. Yet customers simply walk past it.

Children quickly discover that making something well is not always enough. People first need a reason to stop and look.

As Toby observes the busy street, he notices that visitors come to Cherry Court because they are interested in the castle and its history. Sally then makes an important connection. People enjoy stories as much as products. By linking the pie with the castle, she gives it a memorable identity.

Children discover that names are powerful. A good name does more than describe something. It creates curiosity, atmosphere and interest. The words **The Cherry Court Castle Pie** immediately suggest that this is something special and connected with the town.

The story also introduces the idea of local identity. Businesses often celebrate the places where they belong. Local food, local traditions and local history can all help make a town distinctive. Rather than pretending to be something else, Mr Pearce's pie becomes proudly part of Cherry Court itself.

Children also explore responsible marketing. The story never suggests misleading customers. The pie remains exactly the same. The local legend is clearly presented as a fun story that nobody can prove, allowing imagination to add enjoyment without pretending it is historical fact.

Another important idea is observation. Toby solves the mystery because he watches carefully. He notices where visitors are looking, what attracts them and how they behave. Children discover that good ideas often begin by paying close attention to the world around them.

Finally, the story encourages creative thinking. The solution costs very little money. Instead it depends on imagination, teamwork and understanding what customers enjoy. Children begin to see that enterprise is not simply about making money. It is about helping people notice something valuable that was already there.

Part 4 – Opportunities across the curriculum

Citizenship

Children discover how small local businesses contribute to community life. They explore how creativity, honesty and understanding customers can help businesses succeed. The story also introduces the idea that local identity and pride can strengthen a community.

English

The mystery provides opportunities for prediction, inference and discussion. Children can

explore persuasive language, descriptive vocabulary, storytelling and how names influence readers' expectations.

History

The story introduces the idea that local history can become part of modern life. Children discover that stories about castles, markets and historic places can continue to shape the identity of towns today.

Geography

Children explore how local places develop distinctive identities. They can discuss why visitors come to particular towns and how local products often reflect local landscapes and traditions.

Design and Enterprise

Children can investigate branding, packaging, presentation and display. They discover that successful ideas often depend on understanding what makes a product memorable rather than changing the product itself.

Part 5 – Before you begin

Ask the children:

Have you ever chosen one thing instead of another simply because the name sounded more interesting?

or

Can you think of a product with a memorable name?

Do not discuss branding in detail at this stage. Allow the mystery to develop naturally.

Part 6 – After watching

Ask children:

- Why did people ignore the pie at first?
- Did Mr Pearce need a better pie?
- Why did Sally's idea work?
- Was the local legend dishonest, or simply enjoyable?
- Can a good name change the way people think about something?

Encourage children to explain their reasoning rather than simply giving answers.

Part 7 – Extending the learning

Invite children to choose an ordinary local product and think about how they might present it more attractively.

Examples could include:

- honey
- apples
- bread
- cakes
- flowers

Ask them to invent:

- a memorable name;
- a short story or local legend;
- a simple display idea;
- a poster or label.

The emphasis should remain on creativity, local identity and honest communication rather than exaggerated advertising.