



14th September 2016, London, UK

Digital Schoolhouse (DSH) unveils national programme, and officially welcomes PlayStation® as its lead partner.

Digital Schoolhouse, a pioneering programme which is led and delivered by games and interactive entertainment trade body Ukie, today announced PlayStation® as its lead partner for the new academic year.

- **New national programme will increase the reach and support offered by DSH to an estimated 15,000 pupils and over 1,600 teachers from 19 schools across England in its first academic year.**
- **New partnership with PlayStation® will ensure that Digital Schoolhouse can continue to offer its fun, creative workshops for free on a national scale.**
- **Ukie to host Digital Schoolhouse launch event on 14th September**

The TES Award-winning Digital Schoolhouse is a recognised leading national programme that trains, empowers, and supports teachers in their delivery of computing by providing free, creative workshops where both teachers and pupils learn about computing fundamentals, and are left inspired by the wider benefits that computing and programming have beyond the schoolhouse.

DSH is run by the games and interactive entertainment industry trade body Ukie, and in 2014/15 was funded by the DfE and the Mayor of London's, London Schools Excellence Fund to deliver a London-based programme of activity that supported 9,000 pupils and 1,000 teachers across 127 schools. 100% of participating teachers both running and attending workshops said that they improved knowledge and confidence in teaching of creative

computing, and schools reported that Digital Schoolhouse workshops significantly raised educational attainment amongst participating children – equally across boys and girls.

Now thanks to the success of its programme, and to the support of its new leading partner PlayStation, DSH is set to roll out a national programme that will engage with approximately 15,000 pupils and over 1,600 teachers from 19 Digital Schoolhouses in England.

“PlayStation is delighted to be partnering with Ukie to bring Digital Schoolhouse to more schools, and even more children, across the UK than ever before,” comments **Warwick Light, UK Managing Director and Vice President of Sony Interactive Entertainment UK**. “A great teacher can have a lasting impact on a student and not only does Digital Schoolhouse provide teachers with practical guidance and creative resources, but it gives them the confidence to be able to excite students about Computing in new and engaging ways. Digital Schoolhouse helps to make learning fun and with that comes endless possibilities.”

To celebrate the launch of the national programme, Ukie will be hosting a launch event at a Digital Schoolhouse where they will be publicly announcing PlayStation as the lead partner of DSH, will be revealing the new DSH model and branding, and will be offering unique press access to a DSH workshop.

Dr Jo Twist OBE, CEO of Ukie, said, “Ukie is proud to be rolling out the national Digital Schoolhouse programme across the country today thanks to PlayStation. The scale of the impact of the pilot year shows that the unique play-based learning model is working to inspire children from all backgrounds, at a young age, into creative computing as well as giving confidence and resources to their teachers. The national programme will future proof and equip the next generation with the fundamental skills necessary to drive the 21st century creative, digital economy. Collaboration with the games, creative and technology industries has been instrumental to the success of DSH, so we are delighted to have PlayStation as lead partner for the programme.”

Shahneila Saeed, Head of Education at Ukie, said “We’re thrilled today to be launching the new National Digital Schoolhouse Programme and welcoming our new lead partner PlayStation. We all know of the importance of equipping our students with the appropriate 21st Century skills to help prepare them for the future. The unique Digital Schoolhouse programme will bring a combination of these skills with computing, fun, creativity, innovation, and industry expertise to classrooms across the country. We are incredibly excited about the possibilities that this brings, and we look forward to the incredible adventures ahead of us.”

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Contacts

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About Digital Schoolhouse

The Digital Schoolhouse (DSH) concept originated in the early 2000s, and first opened its UK doors in 2008 at Langley Grammar School, Berkshire, sharing the study and practice of how best to teach the digital concepts and skills of computing in a creative manner that's easily understandable to young people.

From September 2014, the English National Curriculum has required Computing to be taught in schools from ages five to 16, aiming to introduce children to computational thinking from an early age. The DSH is a leading national programme that trains, empowers, and supports teachers in their delivery of Computer Science by providing free, creative workshops where both teachers and pupils learn about computing technology, and are left inspired by the wider benefits that computing concepts have beyond the schoolhouse. This has been recognised in the Royal Society report [Shut Down or Restart](#), and also in the House of Lords' [Digital Skills Select Committee Report](#) for its innovative approach to implementing the new curriculum.

DSH is run by the UK games industry trade body Ukie, and powered by PlayStation®, in association with the Department for Education (DfE), the Mayor of London's Schools Excellence Fund (LSEF), and the Digital Schoolhouse Trust.

Website: [Digital Schoolhouse](#)
Twitter: [@digschoolhouse](#)
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About Sony Interactive Entertainment Europe Ltd

Sony Interactive Entertainment Europe (SIEE), headquartered in London, UK, is responsible for the PlayStation(R) brand and family of products and services within the 109 territories serviced by SIEE as a regional headquarters for Sony Interactive Entertainment (SIE). PlayStation(R) has delivered innovation to the market since the launch of the original PlayStation(R) in Japan in 1994. The PlayStation(R) family of products and services include PlayStation(R)4, PlayStation(R)VR, PlayStation(R)Vita, PlayStation(R)3, PlayStation(R)Store, PlayStation(R)Plus, PlayStation(TM)Video, PlayStation(TM)Music, PlayStation(TM)Now and acclaimed PlayStation(R) software titles from SIE Worldwide Studios.

Legal lines

PlayStation, and the SIE Diamond logo is a registered trademark of Sony Interactive Entertainment Inc. All other trademarks property of their respective owners.

About UK Interactive Entertainment (Ukie)

Ukie (UK Interactive Entertainment) is the only trade body for the UK's games and interactive entertainment industry. A not-for-profit, it represents businesses of all sizes from small start-ups to large multinational developers, publishers and service companies, working across **online, mobile apps, consoles, PC, eSports, VR and AR.**

Ukie aims to support, grow and promote member businesses and the wider UK games and interactive entertainment industry by optimising the economic, cultural, political and social environment needed for businesses to thrive.

Ukie works closely with the sector to influence government and decision makers, lobbying successfully for the **2014 Video Games Tax Relief**, the **UK Games Fund**, and the **Next Gen Skills** campaign which resulted in a new **Computer Science Curriculum**. Ukie makes connections for businesses and help them access the opportunities a digital economy offers, via a successful **International Trade** programme, running **UK Games Industry** stands at the biggest international industry events.

It promotes the industry by working with the media to raise awareness of the sector's positive cultural and economic contribution, as well as the societal benefits of games. Ukie runs **askaboutgames.com**, where families can learn about safe and sensible online practices, parental controls and age ratings.

Ukie's skills work serves to increase inclusion and diversity, advocating a **STEAM** approach to education. Initiatives include the **Digital Schoolhouse (DSH)**, **Video Games Ambassadors (VGAs)**, a **Student Membership** scheme, and a **professional development programme**.

Ukie commissioned the **Blueprint for Growth** report in 2015, an independent review of the UK games industry with recommendations for decision makers in Parliament for how the industry can grow.

In 2016 Ukie partnered with **Film London** to deliver **Games London**, a ground breaking new three-year programme to promote the UK as the games capital of the world, the focal point of which is the annual **London Games Festival**.

Website: ukie.org.uk

Twitter: [@uk_ie](https://twitter.com/uk_ie)

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