DIGITAL SCHOOLHOUSE together with **NINTENDO SWITCH**

INDUSTRY

Ingenious Computing.

Ukie's Digital Schoolhouse together with Nintendo UK, is a not-for-profit programme which enables academic institutions (Schoolhouses) to deliver creative computing workshops to local Primary schools.

Schoolhouses are not charged for their participation in the programme or for the support that they receive. Significant funds are required to enable the programme to continue its work in pioneering computing education. With your help, we can grow.

Welcome.

Together with Nintendo UK, we welcome our new partners who enable us to continue to extend our reach. In the next academic year alone, we aim to support at least **32,000 pupils** and over **4000 teachers**.

Our programme uniquely combines computing, creativity and industry expertise to revolutionise classrooms across the UK.

As a bridge between education and industry, we combine the best of both worlds to bring pioneering events such as our national schools esports tournament to thousands of students. With widespread impact proven to increase engagement with computer science, school attendance, and a range of soft skills, this immersive experience opens the door to a world of possibilities.

We are incredibly excited about the opportunities this year will bring and we look forward to the adventures that lie ahead of us.

Digital Schoolhouse is reliant on industry backing to continue its great work.

Schools are not charged for their participation within the programme, rather they are eligible for bursary funding to help alleviate the financial burdens they face when trying to implement an innovative and effective initiative such as this.

With your help, we can grow. We look forward to working with you.

Shahneila Saeed
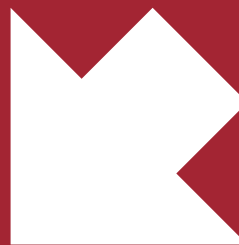Director of Digital Schoolhouse &
Head of Education at Ukie

INDUSTRY EXPERTISE

Work together to provide expertise & insight into industry practices

ACADEMIC EXPERTISE

Support and train our teachers with current thinking in educational practice

Deliver free weekly workshops to visiting schools within the local community

FREE WORKSHOPS

Offer CPD and personalised support to visiting teachers within the community

PERSONALISED SUPPORT

"

Nintendo UK is extremely excited to be working together with Ukie's Digital Schoolhouse as lead partner. The Digital Schoolhouse programme uniquely combines computing, fun, creativity and innovation, all of which are synonymous and at the heart of Nintendo's values.

Through this collaborative partnership we aim to reach more teachers and pupils than ever before, in order to help inspire the next generation of young minds across the UK. Through the Digital Schoolhouse Super Smash Bros. Ultimate Team Battle with Nintendo Switch, as well as through other play-based learning initiatives, we want to be able to provide young adults with fun and unique experiences that will form positive lasting memories as well as foster the development of skill sets within students which they can take with them into their future.

KALPESH TAILOR,
HEAD OF COMMUNICATIONS AT NINTENDO UK

DIGITAL SCHOOLHOUSE together with **NINTENDO SWITCH**

"

How it Works.

DIGITAL SCHOOLHOUSE IS A TRANSITION PROGRAMME DELIVERED BY ACADEMIC INSTITUTIONS.

01 SCHOOLS (TYPICALLY SECONDARY AND FE) ARE SELECTED TO BECOME DIGITAL SCHOOLHOUSES

02 THEY OFFER FREE WEEKLY WORKSHOPS TO VISITING SCHOOL PUPILS AND TEACHERS (TYPICALLY PRIMARY)

03 THE AIM OF THE DAY IS TO TEACH PUPILS COMPUTING IN A WAY THAT IS CREATIVE, INNOVATIVE, INSPIRATIONAL, ENGAGING AND FUN

04 COMPUTER SCIENCE CONCEPTS ARE TAUGHT WHEREVER POSSIBLE USING PLAY-BASED LEARNING AND FUSE ART AND SCIENCE ('STEAM') E.G. THROUGH DANCE, GAMES, MAGIC AND STORYTELLING

05 EACH DIGITAL SCHOOLHOUSE LEAD TEACHER IS GIVEN BESPOKE TRAINING TO IMPROVE THEIR SUBJECT KNOWLEDGE AND TEACHING PEDAGOGY

06 ALL VISITING TEACHERS ARE PROVIDED FREE PERSONALISED SUPPORT POST VISIT TO HELP THEM CONTINUE TO EMBED COMPUTING WITHIN THEIR SCHOOL PROVISION

Mission.

Revolutionise computing education to inspire the next generation.

Each year Digital Schoolhouse aims to support:

32k PUPILS

4k TEACHERS

350 SCHOOLS

Making a difference.

The programme continues to have significant impact on education at all levels.

CASE STUDY: SHIRE OAK ACADEMY

Shire Oak is an 11 to 18 comprehensive Academy and a specialist Science College. Over three years ago, their aim was to link with more primary schools in the locality, and Computing seemed the perfect way to do this.

We've heard from students who've decided to come to Shire Oak specifically because of our work with DSH - a testament to its value!

They have greater computing knowledge but also feel comfortable with the school, helping to bridge the transition gap.

I can't recommend the programme highly enough and regularly suggest it to other secondary schools.

The Lead Teacher community is like an extension of our school and they're so receptive and helpful!

Impact.

SCHOOLS

- Doubled uptake of Computing related qualifications
- Increases school connections with industry
- Equally engages boys and girls with computing and digital skills

TEACHERS

- Renewed motivation to embed computing within the school curriculum
- 100% of teachers reported increased confidence in delivery of the computing curriculum overall
- 82% report significantly increased confidence and understanding of delivering programming concepts

PUPILS

- Removes perceived misconceptions about the subject and the industry
- Improves understanding about career opportunities within the creative digital and video games industries
- Helps to tackle the gender imbalance by increasing the confidence and engagement of female pupils
- 70% of pupils felt that attending a Digital Schoolhouse workshop has helped to improve their programming skills
- 70% of pupils felt more confident and interested in computing after attending a Digital Schoolhouse workshop

Bridging the gap.

SHARED EXPERTISE

While industry is the best place to find the latest innovation and hook to engage pupils, it is teachers that understand how classrooms work and are best placed to direct how ideas can be implemented amongst a group of students. The **Digital Schoolhouse** bridges the gap between industry and education to develop resources, share ideas and make things happen. Some examples include:

BAFTA YOUNG GAMES DESIGNERS shared expertise across initiatives to develop joint materials and enabling teachers to effectively deliver games design to their students.

BELONG BY GAME provided their high street arenas for the esports regional qualifiers, as well as technical and logistical support.

GFINITY worked with Digital Schoolhouse to help bring our esports tournament to life. Through shared expertise and resources Digital Schoolhouse became the first ever schools-based esports tournament in the UK. A unique approach to careers education for 12 – 18 year olds.

STAFFORDSHIRE UNIVERSITY carried out an independent research study on the impact and value of the 2018 esports tournament on students, as well as hosting the Midlands regional qualifier.

KUATO STUDIOS AND THE VIDEO GAMES AMBASSADORS (STEMNET) collaborated in the development of the "Loopy Games" workshop to teach games design principles.

CAT ON YER HEAD BY PLAYNIAC was a game orignally designed for industry use. With Digital Schoolhouse adding its own spin, this has now become a popular activity in classrooms to teach computational thinking and games design principles to pupils and teachers.

IT HAS SUPPORTED TEACHERS ACROSS THE PARTNERSHIP AND HELPED TEACHERS DEVELOP THEIR SKILLS AND KNOWLEDGE IN ORDER TO HELP CHILDREN LEARN.

JULIE BOND, COMPUTING LEAD
RYDER HAYES PRIMARY SCHOOL

Since the launch of the Nintendo Entertainment System in 1983, Nintendo has and continues to be the worldwide pioneer in the creation of interactive entertainment. With an ethos of "surprise and delight" and "putting smiles on people's faces", Nintendo has continued for multiple decades to champion unique and innovative experiences through its products and have produced popular culture icons and household names that include Mario, Donkey Kong, Zelda and Pokémon.

Today's Nintendo Switch family of systems are once again at the forefront of innovation and has changed the way you can experience a console. Allowing you to play anytime, anywhere, with anyone, and transforming from home console to portable system in an instant, the flagship Nintendo Switch fits into people's daily lives and allows them to play however they like. With more than 2000 games available since its launch in 2017, there are plenty of unforgettable experiences for all to enjoy. Nintendo UK is extremely excited to be working together with Ukie's Digital Schoolhouse as lead partner. The Digital Schoolhouse programme uniquely combines computing, fun, creativity and innovation, all of which are synonymous and at the heart of Nintendo's values.

Through this collaborative partnership we aim to reach more teachers and pupils than ever before, in order to help inspire the next generation of young minds across the UK. Through the Digital Schoolhouse Super Smash Bros. Ultimate Team Battle with Nintendo Switch, as well as through other play-based learning initiatives, we want to be able to provide young adults with fun and unique experiences that will form positive lasting memories as well as foster the development of skillsets within students which they can take with them into their future.

SPOTLIGHT: PLAYSTATION

At Sony Interactive Entertainment, we're for the players. Since 1995, we've brought unbelievable experiences, incredible adventures and a cast of thousands into the homes of gamers worldwide – and sent players out into the world with whole universes in their hands.

Today we're blazing a trail into the future of entertainment systems, games and apps with PlayStation 4, PlayStation 3 and PlayStation Vita. And we connect players to us and each other with services such as PlayStation Plus and PlayStation Network.

SEGA is one of the leading interactive entertainment companies in the world, with its European HQ based in London and its five world-class development studios spanning the UK, France and Canada.

Across the SEGA family, innovation in education is a cause close to everyone's hearts. SEGA Europe has a history in working with educational organisations to help bridge the skills gap in the UK video games industry. This partnership with Ukie's Digital Schoolhouse is particularly exciting, which aims to engage the next generation of pupils and teachers in Computing.

The video games industry has a diverse work force across a variety of disciplines and it's a fantastic opportunity to assist the programme with nurturing talent in schools, not just in computing, but in other fields relevant to publishing and development.
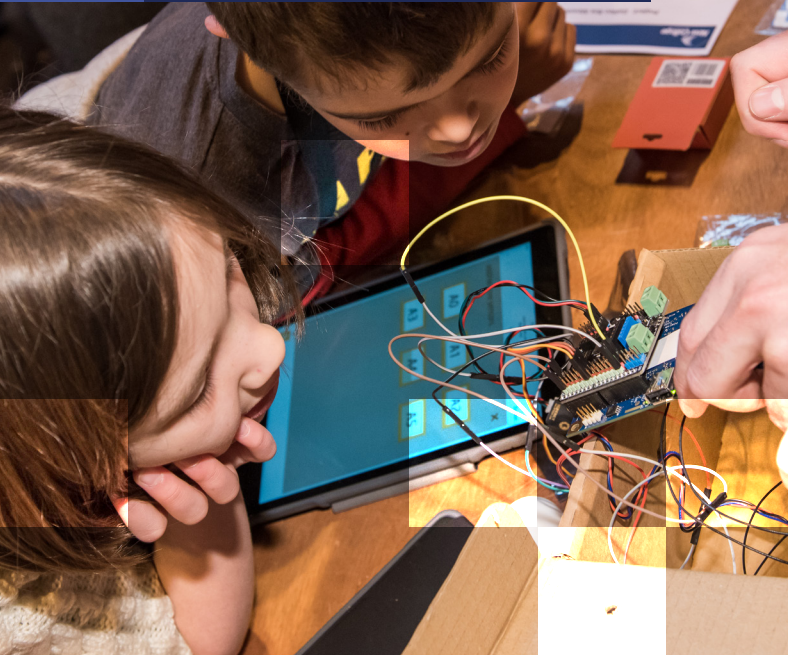
SPOTLIGHT: SEGA

Warwickshire County Council (WCC) is delighted to be involved in Ukie's Digital Schoolhouse - exactly the programme needed, as we embrace fast-evolving technology and to futureproof businesses, ensuring they are fully supplied with a skilled workforce.

In Coventry & Warwickshire alone, 1,000 new jobs requiring computer science and/or mathematical skills are expected to be created by 2023. The need to sustain digital skills in the next generations are paramount to maintain high standards, and as one of the UK tech powerhouses, is a key challenge being addressed by WCC's Skills for Employment Programme.

By enabling four Schoolhouses throughout the county, WCC is confident that it will substantially help Warwickshire retain its place at the forefront of the Digital Creative Sector.

Ubisoft is a proud champion of the UK video games industry, and supporter of developing closer links between education and industry.

Ubisoft is very pleased to have this wonderful opportunity to work with Ukie and Digital Schoolhouse to collectively inspire the young minds of tomorrow. We're privileged to work with so many creative and passionate individuals in our everyday roles, but in order for the UK to develop and thrive, we need to share our experiences of how exciting and rewarding a career in this fantastic industry can be.

The Digital Schoolhouse initiative perfectly bridges the gap between education, computing and the wider creative industries to help inspire students with the skills they'll need to need to succeed in a digital age. What better resource to inspire them than games?

We need your help to grow.

How to support and sponsor the programme.

Support + Sponsor

SUPPORT THE PROGRAMME, SPONSOR THE PROGRAMME

Each Schoolhouse requires a bursary to support them with their delivery costs. Schools use this money to contribute towards their staffing and regular delivery costs, including the purchase of new resources. Additional funds are also required in order to ensure the successful delivery of the programme within that school, as well as contributing to the continued expansion of Digital Schoolhouse into new regions.

DIAMOND
LEAD PARTNER OF THE NATIONAL PROGRAMME

GOLD
HEADLINE PARTNER

SILVER
ASSOCIATE PARTNER

BRONZE
SCHOOL SPONSOR

RED
CORPORATE SUPPORTER

NO. OF DIGITAL SCHOOLHOUSES

10-20

IMPACT
(STUDENTS PER ANNUM)

5-10K

DIAMOND

✓ **SPONSOR STATUS**

✓ **SUPPORTER STATUS**

LEAD PARTNER: HELP INFORM DSH STRATEGY

WHAT'S INCLUDED? PR

- Headlined in all PR as named lead partner
- Headlined in key articles/editorials/press releases
- Invited to comment in articles/editorials/releases
- Feature in videos
- Listed as supporter in key press releases/articles
- Social media announcement of sponsorship

LEAD TEACHER NETWORK

- Involvement in Lead Teacher CPD events
- Pilot materials & opportunities with Lead Teachers and Schoolhouses

KEY BENEFIT

INVOLVED IN STRATEGIC DEVELOPMENT OF DIGITAL SCHOOLHOUSE

BRAND PRESENCE

LOGOS
- DSH main logo
- DSH extended logo
- DSH esports logo

BRANDED ITEMS
- Internal and external documentation
- Website (including profile page)
- Roller banners
- Brochures
- Staff t-shirts
- Curriculum resources:
  Playing cards (plus your featured artwork)
  Jazzy Jigsaw (plus your featured artwork)
  Teaching guides
  Workshop packs

NO. OF DIGITAL SCHOOLHOUSES

3+

IMPACT
(STUDENTS PER ANNUM)

1.5-3K

G

GOLD - £45K

✓ **SPONSOR STATUS**

✓ **SUPPORTER STATUS**

HEADLINE PARTNER

WHAT'S INCLUDED? PR

- Headlined in selected PR as named partner
- Invited to comment in articles/editorials/ releases
- Feature in videos
- Listed as supporter in key press releases/ articles
- Social media announcement of sponsorship

LEAD TEACHER NETWORK

- Involvement in Lead Teacher CPD events
- Pilot materials & opportunities with Lead Teachers and Schoolhouses

KEY BENEFIT

ACCESS TO LEAD TEACHER NETWORK ACROSS THE UK

BRAND PRESENCE

LOGOS

- DSH extended logo

BRANDED ITEMS

- Internal and external documentation
- Social media graphics
- Roller banners
- Brochures
- Curriculum resources:
  Playing cards (plus your featured artwork)
  Jazzy Jigsaw (plus your featured artwork)
  Teaching guides
  Workshop packs

NO. OF DIGITAL SCHOOLHOUSES

2

IMPACT
(STUDENTS PER ANNUM)

750-2K

SILVER - £25K

✓ **SPONSOR STATUS**

✓ **SUPPORTER STATUS**

ASSOCIATE PARTNER

WHAT'S INCLUDED? PR

- Headlined in selected PR as named partner
- Invited to comment in articles/editorials/ releases
- Feature in videos
- Listed as supporter in key press releases/ articles
- Social media announcement of sponsorship

KEY BENEFIT

CO-DEVELOP BRANDED CURRICULUM RESOURCE WITH DSH

BRAND PRESENCE

LOGOS
- DSH extended logo

BRANDED ITEMS
- External documentation
- Social media graphics
- Website
- Roller banners
- Brochures
- Curriculum resources:
  Jazzy Jigsaw (plus your featured artwork)
  Co-developed workshop packs

LEAD TEACHER NETWORK

- Involvement in Lead Teacher CPD events
- Pilot materials & opportunities with Lead Teachers and Schoolhouses

NO. OF DIGITAL SCHOOLHOUSES

1

IMPACT
(STUDENTS PER ANNUM)

500-1K

BRONZE - £15K

✓ **SPONSOR STATUS**

✓ **SUPPORTER STATUS**

SCHOOL SPONSOR

WHAT'S INCLUDED? PR

- Headlined in selected PR as named partner
- Invited to comment in articles/editorials/releases
- Feature in videos
- Listed as supporter in key press releases/articles
- Social media announcement of sponsorship

LEAD TEACHER NETWORK

- Involvement in Lead Teacher CPD events
- Pilot materials & opportunities with Lead Teachers and Schoolhouses

KEY BENEFIT

BRAND PRESENCE ACROSS THE PROGRAMME

BRAND PRESENCE

LOGOS

- DSH extended logo

BRANDED ITEMS

- External documentation
- Social media graphics
- Website
- Roller banners
- Brochures
- Curriculum resources:
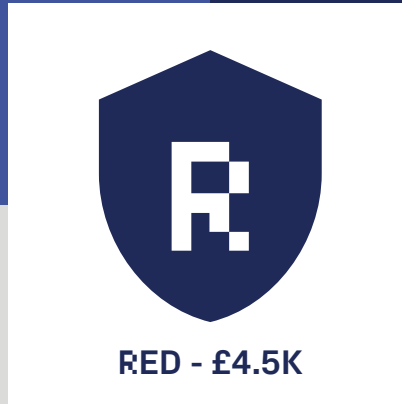 Jazzy Jigsaw (plus your featured artwork)
  Co-developed workshop packs

IMPACT
(STUDENTS PER ANNUM)

NO DIRECT LINK WITH ANY NUMBER OF DIGITAL SCHOOLHOUSES

SUPPORT NATIONWIDE IMPACT

RED - £4.5K

SUPPORTER STATUS

CORPORATE SUPPORTER

WHAT'S INCLUDED? PR

- Listed in main body/footer as supporter in key press releases/ articles
- Social media announcement of sponsorship

KEY BENEFIT

PILOT MATERIALS + OPPORTUNITIES WITH LEAD TEACHERS + SCHOOLHOUSES

BRAND PRESENCE

BRANDED ITEMS
- Website
- Curriculum resources:
  Jazzy Jigsaw (plus your featured artwork)
  Co-developed workshop packs

LEAD TEACHER NETWORK

- Involvement in Lead Teacher CPD events
- Pilot materials & opportunities with Lead Teachers and Schoolhouses

" 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. "

WARWICK LIGHT,
UK MANAGING DIRECTOR AND VICE PRESIDENT
SONY INTERACTIVE ENTERTAINMENT UK

Esports.

DIGITAL SCHOOLHOUSE
together with

NINTENDO SWITCH

Together with Nintendo Switch, the Digital Schoolhouse Super Smash Bros. Ultimate Team Battle is expected to reach over 6000 pupils in schools & colleges across the UK this academic year.

By presenting a unique insight into the creative digital sector, Digital Schoolhouse aims to encourage homegrown talent in order to futureproof the industry's workforce.

The programme provides evidence that participating in the tournament can help to engage students with developing digital skills and broader soft skills, in addition to enabling them to aspire to career pathways that they may not have otherwise considered.

Besides gameplay, students are immersed in careers education, by connecting them with industry professionals and facilitating the recruitment of student event teams in schools.

99

99%
of 8-15 year old children play games

88%
of students said that taking part in the tournament made them more interested in the video games industry

88

Partnership Providers.

"

DIGITAL SCHOOLHOUSE IS THE PUREST REPRESENTATION OF GRASSROOTS ESPORTS. YOUNG GAMERS SHOWING THEIR BEST SKILLS AGAINST THEIR PEERS. COMPETITIVE, TEAM-DRIVEN AND ALWAYS INCLUSIVE, IT'S BEEN A PLEASURE TO BE PART OF THE DSH TEAM AND HELP THIS GREAT PROJECT COME TO LIFE.

ADAM WHYTE, CEO & FOUNDER OF EDGE - CAREERS COACH

People

Can you spare some time? From event talent, to careers coaches and in-kind support for marketing and broadcasting. We need you all.

Financial

Help us to reach more students, and provide each of them with additional opportunities that would otherwise not be possible.

Venue

Agree to host one of our knockout events and provide surrounding logistical support.

Rewards

From student goodie bag merchandise, to the Grand Final trophy. We like to reward all our participating students, so help us do it in style!

Platform

Thinking of recycling? Why not donate to DSH instead. All hardware is gratefully received by our schools, all year round.

So, what next?

FIND OUT MORE AT
DIGITALSCHOOLHOUSE.ORG.UK

GET IN TOUCH AT
CONTACT@DIGITALSCHOOLHOUSE.ORG.UK

🐦 @digschoolhouse f @digischoolhouse

#DSHplay #DSHesports

ukie   PlayStation   SEGA®   UBISOFT

Warwickshire County Council