



**BRITISH**  
**ESPORTS**  
ASSOCIATION

# BRITISH ESPORTS ASSOCIATION

---

2018 END OF YEAR REPORT



# CONTENTS

- 4 Executive summary
- 5 About the British Esports Association
- 9 British Esports Championships
- 24 West Ham activity week
- 26 Partnerships
- 28 Other campaigns we've backed
- 30 Events we've attended
- 34 Tournaments in the UK
- 37 Advisory Board and game advisers
- 41 Testimonials
- 43 Looking ahead



# ABOUT THE BRITISH ESPORTS ASSOCIATION



## EXECUTIVE SUMMARY

FOREWORD BY BRITISH ESPORTS ASSOCIATION CHAIR ANDY PAYNE OBE

When we established the British Esports Association in 2016, we were determined to ensure that the UK would play a leading role in the world of global esports and that gamers had opportunities to play their part in the exciting world of esports.

We saw the urgent need to highlight and contribute to the ecosystem that allows all players the opportunity to progress from grassroots all the way to the top of the professional ranks, according to their talent, ability, ambition and drive.

We really believe we have made real progress, but there is still much to do, especially when we see the progress made in other countries and communities.

The key achievement in 2018 was to deliver our first full season of The British Esports Championships. We partnered with the Twitch Student Program and AoC Sport (part of the Association of Colleges) and saw 76 teams, from 12 schools and 16 colleges take part playing 5v5 League of Legends, 6v6 Overwatch and 3v3 Rocket League.

Our 2019 Season launched in January 2019 and we are also launching a new tournament for Alternative Provision schools. Plus our grand finals will be

taking place at the Insomnia Gaming Festival in Birmingham in April 2019.

We also forged links with the traditional sporting world and launched a partnership with West Ham United Foundation, GAME Digital, Sony PlayStation, London Sport and Archery GB for a one-week event in October 2018. This brought together 14 to 19 year old players and demonstrated the similarities between competitive video gaming and physical sports, showcasing the benefits of esports, specifically Rocket League and promoting physical activity through football and archery to video game fans.

We launched our new website in January 2019 which is part of

our commitment to continual improvement. We are proud supporters of the #GLHF and #RightToBeActive campaigns and will continue to invest in initiatives that allow as many young people to grow through the positive power of esports in the UK.

Our commitment to young people will continue to be our driving force. We are passionate about esports and the people who play and take part. Here's to more progress in 2019.



Andy Payne OBE  
Chair, British Esports Association

The British Esports Association is a not-for-profit national body established in 2016 to promote esports in the UK, increase its level of awareness, improve standards and inspire future talent.

As a national body, our aims are to support esports and provide expertise and advice. We are focused on the grassroots level of esports and are not a governing body.

As the British Esports Association is a not-for-profit organisation, all revenues generated go back into the running of the organisation, and into funding grassroots esports, including running our British Esports Championships for schools and colleges, supporting the setting up of clubs and other initiatives.

We are not pushing esports as a rival to traditional sport, but as a credible activity in its own right which can have positive cognitive and other benefits when done in moderation. Esports promotes teamwork and communication, develops communities and provides jobs.

We help to educate parents, teachers, media, policy makers and government around what esports is and its benefits, and receives many contact and advice requests from the public. We're working with schools and colleges to embrace esports and create some inspiring events and activities.

The UK is the fifth biggest consumer market for games but has been behind other territories in esports historically. We are looking at the bigger long-term picture with the goal of fostering more British esports talent in the future.

### OUR THREE GOALS ARE TO:

- Promote esports in the UK and increase its level of awareness
- Improve the standard of UK esports
- Inspire future talent



# MEET THE TEAM



**Andy Payne OBE,  
Chair**

Andy is chair of The British Esports Association. He is an experienced video games entrepreneur of 34 years and has worked with many of the world's top studios and publishers, running Mastertronic from 1988 to 2015. He chaired trade body Ukie from 2005-2015 and is still a board member. Andy is a founder of GamesAid, the British Games Institute, The National Videogame Museum, AppyNation, Good Shepherd, Just Flight, the UK Crowdfunding Association and is a Vice President of Special Effect and The Creative Computing Club Foundation.



**Chester King,  
Founder and CEO**

British Esports was founded by Chester King of the International Group. Chester has a 23-year background in traditional sports, with Stoke Park (owned by International Group) running the pre-wimbledon tennis event The Boodles, as well as working for the Football Association, Lord's and the Rugby Football Union.



**Rt. Hon. Ed Vaizey MP,  
Vice Chair**

Ed worked as Culture Minister between 2010 and 2016, and is currently the Member of Parliament for Didcot and Wantage. He is a big advocate of the video games industry in Britain, having secured tax breaks for game development studios, and was recently recognised by GamesIndustry. Biz as one of the 100 most influential people in the British games industry.



**Adam Leadercramer,  
Director and Company  
Secretary**

Adam is a Partner and the Head of Digital Media/Technology at Onside Law, a boutique law firm based in London and specialising in the sports, esports and media sectors. He acts for a broad range of clients within these sectors including governing bodies, teams, individuals, established brands and start-up/growth businesses.



**Natacha Jones,  
Student Esports  
Coordinator**

Natacha Jones is an experienced esports producer and observer who holds the role of student esports coordinator at the British Esports Association.

She looks after the British Esports Championships for schools and colleges, working alongside school projects lead Tom Dore, epic.LAN and our team of admins.

Over the past few years, Natacha has built up some impressive experience within UK esports. She was project manager for the King of the North gaming festival, president of the University of Manchester Esports Society and has also been working as a freelance esports observer and producer. In January 2019, Natacha was promoted at the NUEL to creative director.



**Tom Dore,  
Head of Education**

Tom is leading our exciting schools and colleges project as Head of Education. Currently still working at a school in Bath, he is an experienced teacher and educator with over 17 years experience in different leadership roles across a full spectrum of state and independent schools.



# MEET THE TEAM



**Dominic Sacco,**  
Content Director

Dominic has an extensive background in trade journalism, having worked at games industry publication MCV, tech trade title PCR and others. He founded his own publication Esports News UK in 2015 to cover the UK League of Legends scene. Dominic is responsible for content on the British Esports Association website, internal and external communications, handling public queries and works with marketing and PR on the association's messaging.



**David Martin,**  
Head of Skills

Dave has 15 years+ experience advising the education sector including government, professional institutions and employers about skills both in the UK and internationally.

In 2017 Dave co-founded an international Edtech company to look at enhancing the skills required for global projects like the China Belt and Road.

Dave also holds executive roles across tech as an investment and skills adviser.



**Hayley Walker,**  
Graphic Designer

Hayley has been working as a Graphic Designer for 5 years across a range of industries, and during this time has developed her skills through different designing platforms. She is an avid self-starter with the aptitude to manage multiple projects.



# BRITISH ESPORTS CHAMPIONSHIPS

The British Esports Championships is an exciting new competitive video gaming competition for students in secondary schools and further education colleges across the UK.

The British Esports Association set up the Championships in 2018, starting with a pilot.

The Championships were set up to engage with students and offer them a pathway to industry, as well as educate parents, teachers and others about the job prospects and benefits of esports. For example, esports can improve confidence, strategic thinking, problem solving abilities, reading comprehension and phonic skills and focus on the development of digital and cyber skills. Skills can be transferred across into physical sports and schoolwork. It can also boost attendance levels in schools.

# THE PILOT

The British Esports Association held a Championships pilot across three different types of educational institution from February to April 2018: Four secondary schools, eight further education colleges and four alternative provision schools.



The British Esports Association held a Championships pilot across three different types of educational institution from February to April 2018: Four secondary schools, eight further education colleges and four alternative provision schools. It was the first grassroots esports tournament of its kind for colleges in the UK. The pilot included three games: League of Legends, Overwatch and Project CARS 2. Teams played against each other in competitive leagues,

with weekly scheduled fixtures similar to traditional sports. There were two stages: a group stage with a league table followed by knockout-style playoffs. The pilot Championships were eventually won by Solihull School and Sunderland College. Online safety was paramount. The pilot was a closed community with only those institutions registered for the pilot able to use the platform. Secure, unique log-ins were provided to each school or college.

The pilot secured great PR coverage for the Championships and individual colleges and schools, with the BBC, Sky News and many more covering the pilot. The British Esports Association worked with the teachers, school leaders and academics in esports to monitor the pilot, record results and demonstrate best practice. The pilot was a success, with 96% of surveyed participants saying they would love to take part again in the future. The one person who said no was

purely because they would like to see more realistic 18+ shooters added, which we cannot and will not use as they are not age-appropriate for schools.

There were many positives from the pilot, such as promoting leadership, teamwork and social skills, and only a few areas to work on for next time. Namely, that matches are prepared well in advance, teachers are better educated on the set up and format, and clearer, more thorough rules are listed.

At the start of the PRU project, there were a range of positives seen in the attendance and behaviour of pupils. There were improvements seen in these areas at the start of the pilot because students had to hit certain levels of attendance and behaviour to play esports.

Solihull School and Sunderland College won the respective pilot Championships.

## PILOT PARTICIPANTS

### Colleges:

Callywith, NESCOL, Sheffield, Southern Regional, Southport, Sunderland, Truro & Penwith, West Cheshire

### Schools:

King Edward's School (Bath/North East Somerset), Solihull, The Peele Community Colleges, Westminster Academy

### PRUs:

The Green Room (Kingsley), The Green Room (Windsor), North East Surrey Short Stay School (NESSSS), Wey Valley College



## 'ESPORTS CAN BE USED AS A POSITIVE VEHICLE TO MOTIVATE STUDENTS'

COMMENT BY TOM DORE, BRITISH ESPORTS HEAD OF EDUCATION



"I have been staggered by the overwhelming response to the British Esports Championships from students throughout the country. The excitement, engagement and commitment of the students who were involved, and the clamour of those who were not, has been phenomenal and far exceeded our expectations. In one school, over 10% of the total student population signed up to be part of the trials for the school esports team. In another, 55 students took part in the trials to choose a final squad of six.

"Teachers and senior leaders in schools and colleges across the country need to understand what esports actually is and appreciate how popular it is with young people. Once they understand this, they will start to realise how it can be used as a positive vehicle to engage and motivate their students."

## 'ESPORTS ALLOWS PEOPLE WHO ARE PHYSICALLY DISABLED TO JOIN A TEAM'

NATASHA GRIFFIN, SOUTHPORT COLLEGE

"I was very excited to play in the pilot and thoroughly enjoyed it. It allows people who are physically disabled to join a team, it allows people to pursue their passion in esports.

"I learned about the importance of teamwork and how much I enjoy esports. It's made me eager to pursue it in the future. I heavily enjoy video games and esports, my esports idol being Sonicfox. I find that esports builds teamworking skills and offers an alternative to regular sports."

# THE FIRST FULL CHAMPIONSHIPS

LAUNCHED OCTOBER 2018



The British Esports Association partnered with the Twitch Student Program and AoC Sport (part of the Association of Colleges) to grow the Championships and help give students further support and opportunities.

Season 1 kicked off in October and concluded in December. More than 70 teams signed up to take part.

Each school or college was allowed to enter teams for three different games: 5v5 League of Legends (which has a PEGI 12 age rating), 6v6 Overwatch (PEGI 12) and 3v3 Rocket League (PEGI 3).

The entry fee for the British Esports Championships is £25 per school or college for the 2018/19 academic year, plus £5 per team, per game, per season. For example, if a school wanted to enter one Rocket League team for two seasons, this would be £35. Teams that took part in Season 1 will not need to pay the central £25 entry fee again for Season 2.

The fees from the schools and colleges will fund the costs of operating the British Esports Championships, whilst remaining affordable for educational institutions and students. Like the pilot, matches took place once a week in classrooms during afternoons after school or college.

Teams taking part in the British Esports Championships for schools and colleges also have the option to get a custom jersey designed and made through Raven.GG





THE FISHER FALCONS FROM ST JOHN FISHER CATHOLIC VOLUNTARY ACADEMY SHOWING OFF THEIR CUSTOM JERSEYS

**76** TEAMS THAT TOOK PART IN SEASON 1

**12** SCHOOLS THAT TOOK PART IN SEASON 1

**16** COLLEGES THAT TOOK PART IN SEASON 1

# SEASON 2

Season 2 gets underway on the week beginning January 21st 2019. Season 2 matches will run every Wednesday until the week commencing March 25th (except during half term).

The winning team from each season (in each tournament) will progress to the grand finals to face off against each other. They will play live at the Insomnia Gaming Festival at the Birmingham NEC on Friday 19th and Saturday 20th April 2019.





# SEASON 1 RESULTS & WINNERS

Teams took part in group stages and elimination stages. Here are the elimination results and winners from each tournament:

## OVERWATCH SCHOOLS

Quarter Final 4 Map Series	Semi Final 4 Map Series	Final 4 Map Series
Match 352 28/11/2018 15:30		
Scorpion 1		
Swan1 0	Match 356 05/12/2018 16:05	
	Scorpion 4	
Match 353 29/11/2018 16:30	Fortes-O 0	
Fortes-O 4		Match 358 12/12/2018 16:05
TAS 2 0		Scorpion 0
		Brights 4
Match 354 28/11/2018 16:00	Match 357 05/12/2018 16:00	
Brights 1	Brights 4	
SMSJ 0	Falcons 0	
Match 355 29/11/2018 16:00		
Falcons 2		
TAS 1 0		

**WINNER:** The Brights  
(Ysgol John Bright)



# LEAGUE OF LEGENDS SCHOOLS

Match 331 22/11/2018 15:40					
BR	1				
Falcons	0				
		Match 335 29/11/2018 16:00			
		BR	1		
		WycR	0		
Match 332 21/11/2018 15:30					
WycR	1				
WycZ	0				
				Match 337 05/12/2018 16:30	
				BR	2
				Alsager	0
Match 333 23/11/2018 16:00					
Alsager	1				
TAS 1	0				
		Match 336 30/11/2018 15:45			
		Alsager	1		
		Fortes-L	0		
Match 334 21/11/2018 15:30					
Fortes-L	1				
SMSJ	0				

**WINNER:** Beyond Reality (The Cardinal Vaughan Memorial School)



# ROCKET LEAGUE SCHOOLS

Quarter Final DFH Stadium	Semi Final DFH Stadium	Final DFH Stadium								
<p>Match 359 28/11/2018 15:30</p> <table><tr><td>Falcons</td><td>1</td></tr><tr><td>PG</td><td>0</td></tr></table>	Falcons	1	PG	0	<p>Match 363 05/12/2018 16:00</p> <table><tr><td>Falcons</td><td>2</td></tr><tr><td>TAS 1</td><td>5</td></tr></table>	Falcons	2	TAS 1	5	
Falcons	1									
PG	0									
Falcons	2									
TAS 1	5									
<p>Match 360 30/11/2018 15:30</p> <table><tr><td>TAS 1</td><td>5</td></tr><tr><td>TAS 2</td><td>0</td></tr></table>	TAS 1	5	TAS 2	0		<p>Match 365 12/12/2018 16:00</p> <table><tr><td>TAS 1</td><td>0</td></tr><tr><td>Fortes-R</td><td>7</td></tr></table>	TAS 1	0	Fortes-R	7
TAS 1	5									
TAS 2	0									
TAS 1	0									
Fortes-R	7									
<p>Match 361 30/11/2018 16:30</p> <table><tr><td>Fortes-R</td><td>3</td></tr><tr><td>Swan3</td><td>0</td></tr></table>	Fortes-R	3	Swan3	0	<p>Match 364 05/12/2018 15:30</p> <table><tr><td>Fortes-R</td><td>1</td></tr><tr><td>SMSJ</td><td>0</td></tr></table>	Fortes-R	1	SMSJ	0	
Fortes-R	3									
Swan3	0									
Fortes-R	1									
SMSJ	0									
<p>Match 362 28/11/2018 15:30</p> <table><tr><td>SMSJ</td><td>1</td></tr><tr><td>Swan4</td><td>0</td></tr></table>	SMSJ	1	Swan4	0						
SMSJ	1									
Swan4	0									

**WINNER:** Fortes Esports (Carmel College – school and sixth form college)



# OVERWATCH COLLEGES

Quarter Final 4 Map Series	Semi Final 4 Map Series	Final 4 Map Series												
<p>Match 338 28/11/2018 18:00</p> <table><tr><td>Confetti</td><td>3</td></tr><tr><td>FFL</td><td>2</td></tr></table>	Confetti	3	FFL	2	<p>Match 342 06/12/2018 16:00</p> <table><tr><td>Confetti</td><td>3</td></tr><tr><td>END</td><td>1</td></tr></table>	Confetti	3	END	1					
Confetti	3													
FFL	2													
Confetti	3													
END	1													
<p>Match 339 28/11/2018 16:00</p> <table><tr><td>ENhance</td><td>0</td></tr><tr><td>END</td><td>4</td></tr></table>	ENhance	0	END	4										
ENhance	0													
END	4													
<p>Match 340 28/11/2018 17:00</p> <table><tr><td>Seers1</td><td>4</td></tr><tr><td>BGLZ-Sp1</td><td>0</td></tr></table>	Seers1	4	BGLZ-Sp1	0	<p>Match 343 05/12/2018 16:00</p> <table><tr><td>Seers1</td><td>4</td></tr><tr><td>FFX</td><td>0</td></tr></table>	Seers1	4	FFX	0	<p>Match 344 14/12/2018 17:00</p> <table><tr><td>Confetti</td><td>0</td></tr><tr><td>Seers1</td><td>4</td></tr></table>	Confetti	0	Seers1	4
Seers1	4													
BGLZ-Sp1	0													
Seers1	4													
FFX	0													
Confetti	0													
Seers1	4													
<p>Match 341 28/11/2018 16:00</p> <table><tr><td>XKeys-3</td><td>0</td></tr><tr><td>FFX</td><td>4</td></tr></table>	XKeys-3	0	FFX	4										
XKeys-3	0													
FFX	4													

**WINNER:** Sunderland Seers (Sunderland College)





# LEAGUE OF LEGENDS COLLEGES

Quarter Final Summoner's Rift		Semi Final Summoner's Rift		Final Summoner's Rift	
Match 366 28/11/2018 17:00	Seers1 1	Match 370 05/12/2018 16:00	Seers1 1	Match 372 13/12/2018 16:15	Seers1 2
NESCOT1 0			Basilisk 0		Engage 1
Match 367 28/11/2018 16:00	Xkeys-1 0	Match 371 06/12/2018 17:00	FFL 0		
Basilisk 1			Engage 1		
Match 368 28/11/2018 16:00	FFL 1				
FFX 0					
Match 369 28/11/2018 16:00	Engage 1				
Team-Ve1 0					

**WINNER:** Sunderland Seers  
(Sunderland College)



# ROCKET LEAGUE COLLEGES

Quarter Final BO7		Semi Final BO7		Final BO7	
Match 324 21/11/2018 16:30	SRCgames 5	Match 328 29/11/2018 15:15	SRCgames 4	Match 330 05/12/2018 17:00	SRCgames 4
CCOnqr3r 0			Seers2 3		Seers1 1
Match 325 21/11/2018 16:00	Seers2 3	Match 329 28/11/2018 17:00	Dodos 1		
Lev 0			Seers1 4		
Match 326 21/11/2018 16:00	Dodos 4				
Xkeys-3 0					
Match 327 21/11/2018 16:00	Seers1 4				
BGLZ-Sp1 0					

**WINNER:** SRCulater  
(Southern Regional College)



---

**“BEING INVOLVED IN THE BRITISH ESPORTS CHAMPIONSHIPS HAS ALLOWED OUR STUDENTS TO GROW AND DEVELOP THEIR TEAMWORK AND COMMUNICATION SKILLS ACROSS CAMPUSES AND COURSES WITHIN SOUTHERN REGIONAL COLLEGE. THE TEAM’S STRATEGIC THINKING IMPROVED OVER THE COURSE OF THE CHAMPIONSHIPS WHICH LED TO SRCULATER BEING THE ONLY UNBEATEN TEAM IN THE ROCKET LEAGUE COLLEGES CHAMPIONSHIP!”**

**“IT ALSO HAS TO BE ADMIRERD THAT TO TAKE PART IN SUCH A LARGE CHAMPIONSHIP TAKES A HIGH LEVEL OF DEDICATION AND TIME MANAGEMENT TO BALANCE COLLEGE LIFE AND THE PRESSURE OF A COMPETITION.”**

MANDY MCNEIL , SOUTHERN REGIONAL COLLEGE LECTURER

---

## WHAT THE WINNERS RECEIVED



Each winning team has qualified for the British Esports Championships grand finals at Insomnia on Friday 19th and Saturday 20th April 2019. They will face the winner of season 2 which kicks off in January.

Every player on each winning team will receive a British Esports winners jersey and a certificate.

Each player will also receive a free ticket to Insomnia on Friday 19th and Saturday 20th April 2019, as will one teacher per team (travel/accommodation not included). The winning teams at the grand final will take home a trophy.

The Overwatch winners will also receive a £15 Battlenet voucher, while the League of Legends winners will receive RP prizing TBC. The overall grand final winners will receive Triumphant Ryze skins. We're in discussions with Psyonix re: Rocket League prizing.



# SPORTS & ESPORTS INDUSTRIES COLLABORATE FOR PILOT ACTIVITY WEEK



The British Esports Association launched an exciting initiative during October half-term to bridge esports and traditional sport. The Association partnered with West Ham United Foundation, GAME Digital, Sony PlayStation, London Sport and Archery GB for a one-week pilot, which aimed to demonstrate the similarities between competitive video gaming and physical sports, to showcase the benefits of esports when played in moderation and to promote physical activity to video game fans.

This pilot was aimed at teenagers aged between 14 and 19 and took place at West Ham United Foundation in London from October 22nd to 26th, during half-term. London Sport funded the pilot, whose mission is to make London the world's 'most active city'. There were ten sessions taking place throughout the week, each including football,

archery and Rocket League, a video game in which players control cars to guide a giant football into the opposing team's goal. Participants received professional coaching and had the opportunity to compete with one another.

Guest visitors included Michael "Odee" O'Dell from Dignitas, Rhiannon Easton, an archer from Archery GB, West Ham footballer Robert Snodgrass, as well as Rocket League experts Mike "Gegan" Ellis, Emile Cole and Alex "Stumpy" Knight.

A London Sport survey with more findings will be published in early 2019.





# PARTNERSHIPS & THANK YOU'S

## BRITISH ESPORTS CHAMPIONSHIPS:

- Activision Blizzard / Overwatch
- Riot Games / League of Legends
- Psyonix / Rocket League
- epic.LAN (tournament platform)
- Twitch Student (helping students to stream)
- AoC Sport (promotion to colleges)
- Fierce PC (systems provider for Alternative Provision Schools)
- PC Specialist (systems provider for Alternative Provision Schools)
- Raven.gg (jersey supplier)
- DinoPC (pilot systems provider)

## ESPORTS SPORTS ACTIVITY WEEK:

- West Ham United Foundation
- London Sport
- Archery GB
- GAME
- PlayStation

## OTHER PARTNERS:

- Sheridans (legal advice)
- City of Westminster / Maida Vale Library (pilot esports club)
- Enemy of Boredom (esports sessions for the unemployed)

## WHO WE'RE A MEMBER OF:

- Ukie
- Creative Industries Federation
- Sport & Recreation Alliance
- Welsh Sports Association



# OTHER CAMPAIGNS WE'VE BACKED

WE WILL SUPPORT OTHER INITIATIVES AND PROJECTS RELEVANT TO ESPORTS WHICH TAP INTO OUR CORE GOALS: TO PROMOTE, IMPROVE AND INSPIRE. HERE ARE JUST TWO CAMPAIGNS WE PUBLICLY BACKED IN 2018.

## #RIGHTTOBEACTIVE



The British Esports Association backed a campaign to get more children active in the UK.

The Sport & Recreation Alliance launched a petition calling on politicians of all parties to transform physical activity provision for children and young people.

The Alliance is the voice of the sports sector to Government, policy makers and the media, and its members include various sporting bodies as well as British Esports. Its campaign is called #RightToBeActive and is part of a wider report by the Alliance, which highlighted 80% of girls and 77% of boys are not active enough to stay healthy.

As esports involves sitting down and playing video games competitively, it's not a physical activity as such. However, there are many benefits of esports and playing in moderation as part of a healthy active life, whether it's promoting teamwork skills, improving wellbeing or even increasing attendance levels at school.

## #GLHF



The British Esports Association has taken AnyKey's 'GLHF' (Good Luck Have Fun) pledge for inclusion and integrity in video games and esports.

The pledge is as follows:

1. To be a good sport whether I win or lose.
2. To remember that people online and in virtual spaces are still real people.
3. To know that my actions and words can have real impact.
4. To speak up against hate speech, harassment, abuse, and assault of any kind.
5. To have integrity as a player by respecting the rules, appreciating good opponents, and being a good teammate.
6. To ask and wait for clear consent when playing in VR with others.
7. To stop, listen, and reassess if I'm told that my words or actions have been harmful.



# EVENTS

ASIDE FROM RUNNING OUR OWN CHAMPIONSHIPS FOR SCHOOLS AND COLLEGES AND THE WEST HAM ACTIVITY WEEK AS MENTIONED EARLIER, THE ASSOCIATION ATTENDS OTHER VARIOUS EVENTS THROUGHOUT THE YEAR, FROM CONFERENCES TO TALKS AT SCHOOLS, LANS LIKE INSOMNIA AND MORE.

HERE'S A LOOK AT SOME MEMORABLE EVENTS WE ATTENDED FROM 2018.

## ESPORTS ALL PARTY PARLIAMENTARY GROUP



UK games industry trade body Ukie held its first esports parliamentary event in partnership with Intel and the All-Party Parliamentary Group for Video Games at Parliament in October.

Alex Sobel MP, Chair of the APPG for Video Games (pictured), led proceedings. He spoke about the potential for esports in the UK and chaired a panel discussion which included Mo Fadi from Riot Games UK, Shahneila Saeed from Digital Schoolhouse and Michael O'Dell from Team Dignitas (and member of the British Esports Association Advisory Board).

A handful of MPs were also in attendance including British Esports vice chair Ed Vaizey MP and Sharon Hodgson MP. British Esports had a stand at the event.

## WORLD SKILLS UK LIVE



The British Esports Association had a stand at WorldSkills UK Live, the UK's largest skills, apprenticeships and careers event, from Thursday November 15th to Saturday 17th.

We hosted more than 1,000 Rocket League matches and saw thousands of visitors visit the stand to play and learn more about esports, its benefits, career opportunities and the British Esports Championships for schools and colleges.

## BRITISH ESPORTS NETWORKING EVENT



We got members of our advisory board, game advisers and other friends of the Association together for some networking, sports and a BBQ.



## OLYMPIC ESPORTS FORUM



Representatives of the esports industry gathered with the International Olympic Committee (IOC) and the Global Association of International Sports Federations (GAISF) to discuss possible future engagement between esports and the Olympics.

There was a range of esports industry representation at the event, from players to publishers, tournament organisers and more, including some British talent.

Team Dignitas founder and general manager Michael “Odee” O’Dell was there, as was British Esports’ founder Chester King, FIFA commentator Brandon Smith and more in attendance.

## DIGITAL FAMILIES



Digital Families is an annual conference and is the only event in the UK focused on how to keep children safe in a world increasingly dominated by digital technology, while still making sure that they are benefitting from opportunities the technology offers.

Virtual Reality (VR), esports, self-esteem and livestreaming were some of the topics explored by the speakers including Dr Jo Twist OBE from Ukie, Chester King (right) from The British Esports Association and more.

## ESI LONDON



Image credit: Jak Howard Photo

ESI London was a three-day esports business conference focused on building a bridge between expertise and interest, and explaining esports from the inside out.

British Esports’ content director Dominic Sacco was part of a panel titled ‘Esports: It’s coming home’ looking at the UK esports space.



# TOP TOURNAMENTS

WHILE THE ASSOCIATION IS GRASSROOTS-FOCUSED, THE UK IS HOME TO MANY PRO ES-SPORTS TOURNAMENTS - AND WE WANT TO SHOUT ABOUT THEM. HERE'S A QUICK LOOK AT SOME OF THE BIGGEST EVENTS FROM 2018.

## ESL ONE BIRMINGHAM



ESL One Birmingham first took place in May 2018 and was a real success - it broke ticket sales records to become the fastest-selling ESL Dota 2 Major ever.

It also broke crowd capacity and streaming records across multiple platforms. More than 30 million people viewed the action online across the five days of competition this year, and fans attended from more than 38 different countries and 120 different areas of the UK.

## FIFA EWORLD CUP



Electronic Arts and FIFA announced that the FIFA eWorld Cup 2018 Grand Final achieved a record global audience, generating more than 29 million views across online platforms during the three-day event.

The global online audience for this year's FIFA eWorld Cup Grand Final represents a 400% increase in digital viewership over the 2017 FIFA Interactive World Cup Final.

Peak concurrent viewership during the Grand Final broadcast on August 4th 2018 was an estimated 322,000 across 12 digital platforms, in addition to being delivered to 19 broadcasters covering over 60 territories around the world.

## ROCKET LEAGUE WORLD CHAMPIONSHIP FINALS



The RLCS finals at the Copperbox Arena in Stratford had peak viewers of more than 170,000 and thrilled fans at a packed live event.



## FACEIT LONDON MAJOR



Image credit: Joe Brady

Tournament organizer FACEIT has released viewership statistics for the Counter-Strike: Global Offensive London Major. The Grand Finals event in September drew 1 million concurrent viewers, with more than 150 million views of content overall.

10,000 spectators attended the sold-out Wembley SSE Arena each day back in September 2018.

## CALL OF DUTY WORLD LEAGUE BIRMINGHAM



The Birmingham NEC played host to CWL Birmingham last April, with an atmospheric and fired-up crowd.

The CWL pulled in millions of views throughout the year overall, including events in other locations.

## THE ADVISORY BOARD

The British Esports Association has its own Advisory Board consisting of 12 esports professionals.

The board regularly meet to discuss developments and areas of focus for the British Esports Association, offer their input and take part in our initiatives. Here's some of the developments in 2018.

There were three new additions to the British Esports Advisory Board in 2018.

The new members are Mary Antieul from GAME, Darren "Slammer" Newnham from Nexus and David Yarnton from Edge Esports, who come with years of experience in the UK games industry.

The new Advisory Board members replace esports host and Code Red Esports MD Paul "Redeye" Chaloner, PC Gamer deputy editor Philippa Warr and Twitch's EMEA senior director of partnerships Chris Mead, who have stepped back from the board over the past year. The British Esports Association thanks them and the existing members for their valuable contributions.

Elsewhere over the past year, Ceiran Lowe has given several talks at universities on behalf of the Association, Andrew Nixon and Sheridans have provided legal support to parents and others who have contacted the Association about contract issues and more, while Craig Fletcher has helped AIM develop its Level 3 esports course.

ODEE has also attended many esports events from the All-Party Parliamentary Esports Group at Parliament to the International Olympic Committee's esports event, our West Ham sports activity week and more.





# THE CURRENT BOARD

- Michael "ODEE" O'Dell  
 Craig "Wizzo" Fletcher  
 Ryan Hart  
 Ceirnan "Excoundrel" Lowe  
 Josh Williams  
 Carleigh Morgan
- Heather Dower  
 Andrew Nixon  
 Mary Antieul  
 David Yarnton  
 Mark "Garvey" Candella  
 Darren Newnhan



## GAME ADVISERS & VOLUNTEERS

The Association has voluntary game advisers who allow us to keep up to date with and get closer to the communities within each esports game. We want to say a big thank you to them and to the volunteers who helped with our British Esports Championships and other events in 2018.



Mark Ward, Bailey Barber-Scargill and Harrison Barber-Scargill from St John Fisher, Catholic Voluntary Academy helping at the British Esports stand at World Skills Live

- Luke "Mal3ficarum" Bull  
 • Bill "Lanz" Atkins  
 • Tom "Tommey" Trewren  
 • Joshua Nino  
 • Michael Moriarty  
 • Liam Whitehead  
 • Nick Egan  
 • David Bytheway  
 • Tobin "Racerz" Leigh  
 • Connagh Hawkins  
 • Ash Explores  
 • Harry "Lethal" Thomas  
 • Alexander "Raven" Baguley  
 • James "Bakery" Baker  
 • Ceirnan "Excoundrel" Lowe  
 • James "Governor" Gove  
 • Luke Dainton  
 • Sabrewoif  
 • Graham Day
- Phillip Russel  
 • Adam Fitch  
 • Bailey Barber-Scargill  
 • Harrison Barber-Scargill  
 • Joshua Love  
 • Mark Ward  
 • Mike "Gregar" Ellis  
 • Keegan Spindler  
 • Bradley  
 • Ross Mitchell  
 • J Miller  
 • Justin "KingJae" Nelson  
 • Benedict "Mrkcool" Ward  
 • Josh "Citrus Empire" Leighton-Laing  
 • Alice Leaman  
 • Douglas "Riddle" Packham  
 • David Hollingsworth  
 • Jon Winkle and the team at epic.LAN  
 • Tom Beer  
 • Emile Cole  
 • Alex Knight  
 • Giovanni Gontor  
 • Freddie Houlder





Streamers, hosts and Rocket League personalities Alex Knight and Emile Cole helping out at the British Esports sports and esports activity week at West Ham United Foundation

## WHAT THEY SAY

THE BRITISH ESPORTS ASSOCIATION RECEIVES MANY REQUESTS FROM PARENTS, TEACHERS, FUTURE ESPORTS TALENT AND THE PUBLIC ABOUT ESPORTS AND LOTS OF COMMENTS FROM PEOPLE ABOUT OUR WORK. HERE ARE SOME TESTIMONIALS.



“

“Being involved in the British Esports Championships has allowed our students to grow and develop their teamwork and communication skills across campuses and courses within Southern Regional College. The team’s strategic thinking improved over the course of the Championships which led to SRCulater being the only unbeaten team in the Rocket League Colleges Championship!

“It also has to be admired that to take part in such a large Championship takes a high level of dedication and time management to balance college life and the pressure of a competition.”

MANDY MCNEIL, SOUTHERN REGIONAL COLLEGE LECTURER

”

“

“ It’s good for students to come together and make new friends, I got involved to engage students, get them out of solo online play for a short period and to help advertise our courses.

”

“

“Being part of this Championship gave our students an opportunity to play, learn and develop their interpersonal skills. They came together from across multiple subject areas and levels proving that competitive gameplay is a unifying and positive experience for all involved. We’re excited to see our new Esports Academy grow out of the experience and we’re hugely appreciative of the British Esports Association for this dedication and commitment to an amazing new British industry.”

DAVID ATKINSON-BEAUMONT, 39, GAMES DEVELOPMENT COURSE LEADER AT TRURO & PENWITH COLLEGE

”

“

“I thought that it was a ton of fun with loads of cool competitive matches. It was nice to meet other people who are interested in the same game. Meeting new people, showing my true skills on a good PC rather than a bad one. The competitive environment got my blood pumping. I learnt that if I have a good PC I can be a viable member of the team. I learnt about teamwork and cohesion. I got the opportunity to meet new people and to work together as a team.”

CHASE, 16, NESCOL COLLEGE

”

“

“It has been incredible so far! I never thought I’d be part of something so exciting and intense when I joined the society. Over the course of two months, it has grown into something truly special, and has been great in teaching me teamwork, coordination and leadership skills.”

MICHAEL “SENSEISHARK” KELLY, OVERWATCH CAPTAIN FROM FARNBOROUGH SIXTH FORM COLLEGE

”

“

“There are many advantages to getting involved in esports, such as real life skills with hand-eye coordination and better memory. I also see it personally as my dream career and something I really feel passionate for which is why I compete personally.”

ZACH RICHARDSON, 17, SOUTHPORT COLLEGE

”

# WHAT'S NEXT?



Home Latest Advice Careers Championships Games Events About Contact

## Welcome to the new British Esports Association website

The British Esports Association is delighted today to launch a redesigned website.

This has been in the works over the past few months and is now live in time for Season 2 of the British Esports Championships for secondary schools and further education colleges.

When the first version of our website launched back in December 2016, it allowed us to provide advice and content to you, including esports careers information and news on the association. It did the job, but there were some technical limitations and room for improvement.

With the new site we've spruced things up a little, kept some of the basic structure and navigation but made it look neater and more aligned with what a national association's website should look like, including our news, advice and interviews hub pages.

Under the hood we've also made some technical adjustments, which will allow us to do more interesting things with content and present articles and pages to you differently.



It's going to be another packed and exciting year ahead for the British Esports Association. We are launching a brand new website, kicking off Season 2 of the British Esports Championships, launching a new tournament for Alternative Provision schools, and have our Championships grand finals taking place at Insomnia Gaming Festival at the Birmingham NEC.

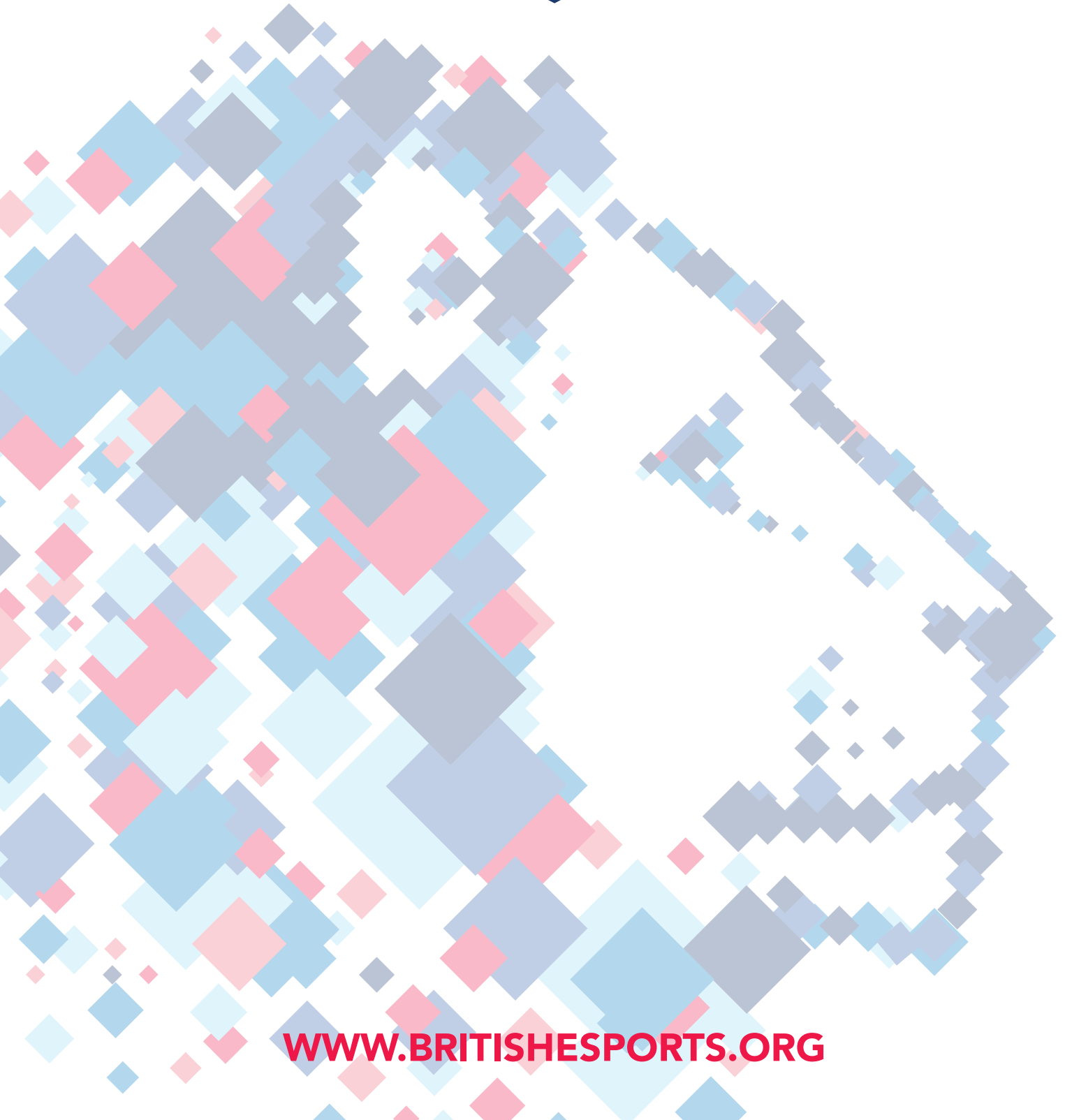
And that's just for the first few months of the year.

Watch this space as we unveil more plans around membership possibilities, merchandise and a possible academy in the future.

We can't wait to take the next few steps on our journey and hope you will join us for the ride.

[www.britishesports.org](http://www.britishesports.org)





[WWW.BRITISHESPORTS.ORG](http://WWW.BRITISHESPORTS.ORG)