

VISION 2022

BRITISH ESPORTS ASSOCIATION

NOVEMBER 2019



OUTLINING THE NEXT THREE YEARS OF OUR MISSION

It's hard to believe that the British Esports Association was set up just over three years ago, after Chester King received authority from The Rt Hon Sajid Javid MP in January 2016 to create a national body for esports in the UK.

Since then, we have seen esports in the UK take great strides. We have worked on a number of our own initiatives to support competitive gaming at the grassroots level, from introducing the British Esports Championships into schools and colleges, to launching a website packed full of advice for parents, teachers and more.

We are not a government body or governing body, but we have worked with government, the community and industry to foster development and demonstrate esports' career paths and benefits, as well as hosting pilots in libraries, schools, at West Ham United Foundation and elsewhere.

But there's more work to be done, opportunities to realise and potential to fulfil. Now our first three years are over, we look ahead to the future.

This document aims to outline the next three years of British Esports, up to the end of 2022. What will we be doing, what have we learnt so far and how can we work better? What will success look like and how do we measure that? These are the questions we'll aim to answer in this report.

I hope it leaves you encouraged and inspired and we can't wait to see esports develop further in the UK going forwards.

A handwritten signature in black ink, appearing to be 'A Payne'.

Andy Payne OBE
Chair, British Esports Association



The Farnborough Falcons college Overwatch team pose alongside British Esports chair Andy Payne OBE at the British Esports Championships finals at Birmingham NEC's Insomnia Gaming Festival (April 2019)

OUR VISION: PRESENTING ESPORTS AS A POSITIVE ACTIVITY

As a national body focused on grassroots esports, the British Esports Association has three core goals that will continue to drive our strategy in the future:

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

We will continue to support and promote esports as well as provide expertise and advice.

We want to promote a balanced lifestyle, demonstrate how esports is a positive activity when played in moderation and how it can help make people happy and healthy.

While we work with the esports community, publishers, industry and government, we remain focused on the grassroots level and are not a governing body. We want to continue to educate parents, teachers, media and policy makers around what esports is and what its benefits are.

We recognise that the UK esports scene has grown over the past few years, with more pro level events taking place here such as

the FacelT Major, ESL One Birmingham and CWL London to name a few.

We have more pro players across a variety of games now playing in the big leagues, with champions in F1 esports, FIFA, Street Fighter and more.

In July 2019, the UK had a strong showing at the Fortnite World Cup in particular, with 15-year-old Jaden 'Wolfiez' Ashman from Hornchurch finishing second in the duos tournament with his Dutch duo partner Dave 'Rojo' Jong. They received \$2.25m to split among them, meaning Jaden took home more than \$1.1m himself.

This is not to mention all the top British esports hosts and other professionals in areas such as management, production, content creation and more.

We are mindful of these major UK events, developments and talent and remain focused on our core goals and inspiring future talent.



Left to right: French players Kaydrop and Fairy Peak lift the Rocket League Season 7 trophy along with 16-year-old British talent Scrub Killa

The UK is still behind other territories such as North America, China, South Korea and other parts of Europe when it comes to the level of investment in esports and the amount of esports talent we produce. But things are improving.

To foster future star players and employees in the industry, you need to have a pathway for them, otherwise there won't be the talent for broadcasters and brands to engage with, nor will there be knowledgeable staff to support the esports teams.



One of Carmel College's Fortes Esports teams

Our work in schools and colleges has got off to a great start and we want to continue to offer opportunities to students and young people who may be looking to get a taste of esports, experience or a route in to the industry.

We are also committed to sharing the latest esports activities in our weekly newsletter and social channels.

As the British Esports Association is a not-for-profit organisation, all revenues generated will continue to 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.



The inaugural British Esports Championships finals were a real success

CURRENT PROJECTS AND DEVELOPMENTS

SCHOOLS AND COLLEGES

Our British Esports Championships for schools and colleges have given students aged 12+ the chance to compete in national tournaments within League of Legends, Overwatch and Rocket League. Season 1 started in September 2018 and Season 2 concluded in early 2019; our Spring 2019 grand finals took place at Insomnia Gaming Festival at the Birmingham NEC in April.

The winners received trophies, jerseys, in-game items and professional coaching from the likes of Excel Esports (League of Legends), Renault Vitality (Rocket League) and British Hurricane, London Spitfire's academy team (Overwatch).

We have also held separate Rocket League Championships for Alternative Provision schools, the outcomes of which have been hugely positive. Overall, more than 100 student teams have taken part in our Championships so far. We have teamed up with the likes of AoC Sport, Twitch, epic. LAN, Raven, PC Specialist, Fierce PC and more to get the Championships up and running.

Aside from offering an exciting activity to students, running the Championships has also given us valuable research and data on the benefits of esports, including increasing attendance levels at schools and promoting communication and leadership skills to name a few.

Alternative Provision school The Green Room was one of several that reported extremely positive findings from our esports Championships, including increased behaviour, concentration and attendance levels



ESPORTS EDUCATION

Our website, social media channels and newsletter provide information and advice for those looking for more information on esports and the career paths it offers.

As well as educating young people, parents and teachers, we also work to increase mainstream awareness of esports, working with media and more, as well as giving talks at conferences. We have had a presence at World Skills Live in Birmingham, which draws thousands of students and teachers, an esports all-party parliamentary group in the Houses of Parliament, ESI London and others.

We ran our first Esports in Further Education Forum with AoC Sport to help colleges understand esports and the benefits of having their students form teams, start up clubs and take part in tournaments such as our Championships. This took place in May 2019.

British Esports' stand at the World Skills 2018 event (right) was visited by thousands of students



MEDIA AND PR

In terms of talking to the media, around the Fortnite World Cup, the British Esports Association's head of education, Tom Dore, and schools and colleges liaison officer, Elliot Bond (pictured), gave interviews to several mainstream media outlets before, during and after the Fortnite World Cup.

Elliot gave five TV interviews, one on BBC Breakfast, two on BBC News, one on Sky

News and one on BBC World News. Andy Payne OBE, British Esports chair, also spoke about the business of esports on BBC Radio 5 Live following the World Cup.

The British Esports Association has spoken to many publications and broadcasters over the years about the benefits of esports, major tournaments, our Championships, the industry and other initiatives.



GOVERNMENT AND POLICY MAKERS

We are engaged with government and policy makers at both a national and local level. This includes talking to:

- Councils
- Department for Education
- Department of Digital, Culture, Media and Sport
- Department for International Trade
- Ministry of Health
- Home Office
- Welsh Assembly

The British Esports Association is also a member of trade bodies such as Ukie, the Sport and Recreation Alliance, the Creative Industries Federation and Welsh Sports Association.

We also have international relations with the likes of the International Olympic Committee (Chester King is a member of the IOC's esports gaming group) and the European Esports Federation.

◀ *Rogue chief gaming officer and British Esports advisory board member Michael 'ODEE' O'Dell at the steps of Parliament ahead of an esports event in Westminster*

DIVERSITY

Esports is open to all, regardless of background, physical ability, gender and more, and we are committed to promoting it as an activity for all.

Unlike some traditional sports which are split by gender (for example men's football is separate to women's football), esports is actually mixed gender. However, there is currently a lack of female professional gamers at the top level and we want to use our position to encourage more women and minorities to participate. It's also worth noting, cross the board, there is some excellent female talent in esports, from hosts to production and organisation staff, coaches and more.

We are planning on launching a women in esports campaign to demonstrate our commitment to this area, celebrate female talent in esports and ensure esports is as diverse as possible going forwards.

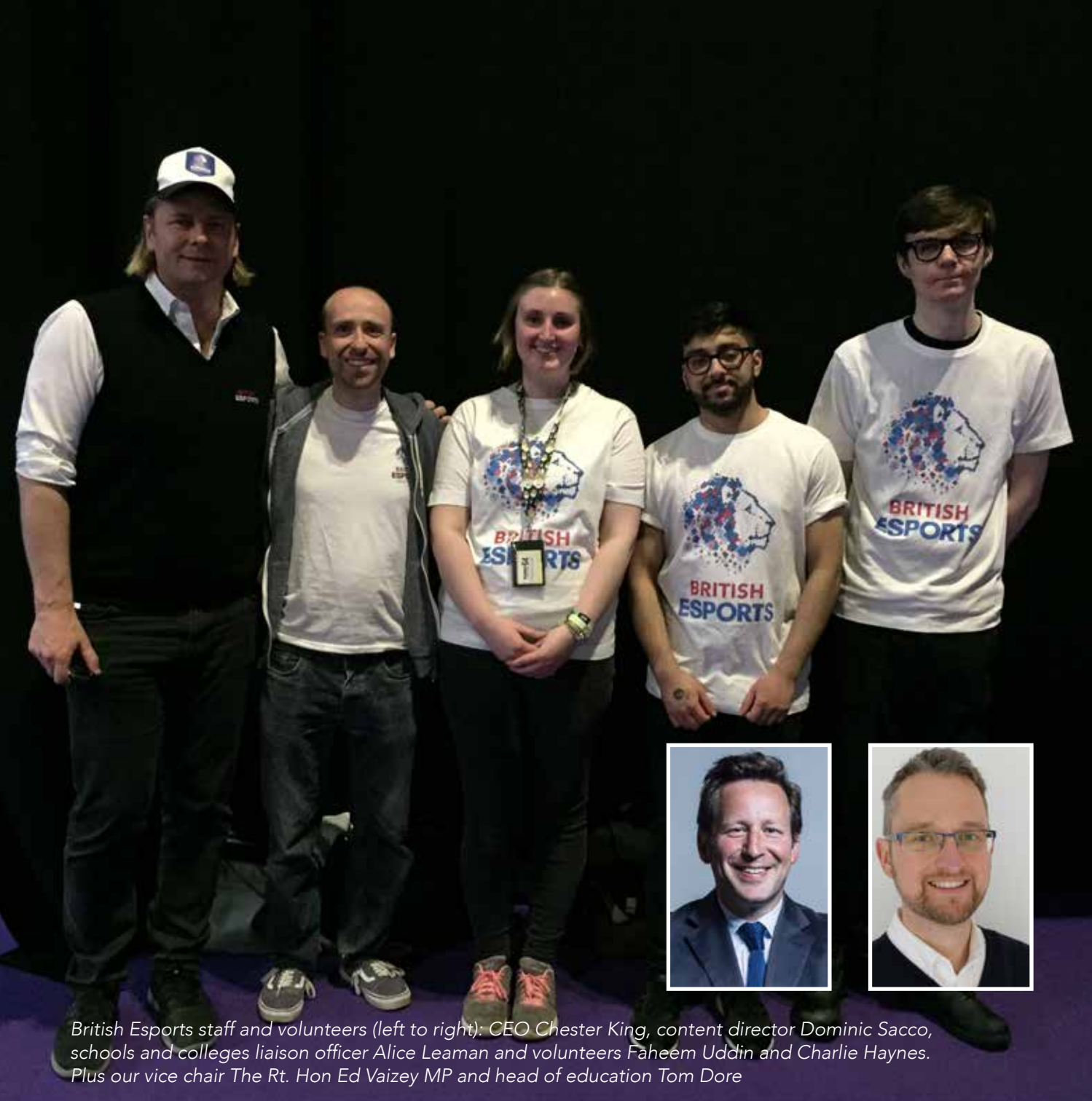
GROWTH IN HEADCOUNT



The British Esports Association made a trio of appointments in spring 2019 to help it grow and realise the next phase of its development.

Morgan Ashurst (pictured left) took the position of marketing manager, focusing on social media, partnerships and campaigns, while Elliot Bond (centre) and Alice Leaman (right) joined as school and college liaison officers, helping educational institutions learn about esports and the British Esports Championships.

British Esports has nine members of staff, along with 11 Advisory Board members, 20+ game advisers and a pool of around 200+ potential volunteers.



British Esports staff and volunteers (left to right): CEO Chester King, content director Dominic Sacco, schools and colleges liaison officer Alice Leaman and volunteers Faheem Uddin and Charlie Haynes. Plus our vice chair The Rt. Hon Ed Vaizey MP and head of education Tom Dore

FUTURE FOCUS

DURING THE NEXT THREE YEARS WE WILL BE WORKING ON...



MEMBERSHIP

The British Esports Association wants to allow people to join as a member, giving them access to benefits across a range of tiers, from our weekly newsletter to merchandise, partner and event discounts, as well as a membership card and extra benefits in our Championships and more.

We are aiming to launch the initial offering in 2020.

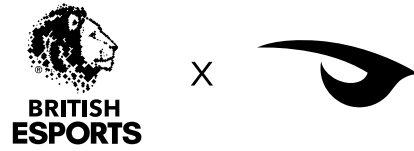
MERCHANDISE

The British Esports Association is planning to launch a range of merchandise in 2020.

This will be available for purchase, with revenues generated going back into the running of the Association and helping us run our Championships.

There will also be discounts for members and friends of the association.

A host of merchandise is planned, from T-shirts to hoodies, caps, badges, esports jerseys and more.



BRITISH ESPORTS APPAREL STRATEGY

ESPORTS APPAREL DESIGN & PRODUCTION | WWW.RAVEN.GG



British Esports staff and volunteers help set up an esports club at Maida Vale Library

COMMUNITY TOURNAMENTS

As well as our British Esports Championships for schools and colleges, we want to ensure inclusivity across the board and allow more than just students to take part in fun community esports tournaments. This could potentially include tournaments in other games.

NATIONAL VIDEOGAME MUSEUM

We are in talks with the National Videogame Museum in Sheffield to ensure we have esports represented to the public via themed and/or a permanent exhibition and arena space. This could potentially feature memorabilia, items of interest, info on the history of esports, video walls, perhaps even a casting or stage area and more.

INTERNATIONAL MATCHES

With more and more national esports associations emerging across the world, there is great potential to have international matches take place, for example our college Champions could face colleges in other countries. This could be similar to the NUEL's involvement with the University Esports Masters but at a school or college level.

We are also looking to take part in international school esports tournaments.



EDUCATION AND ELEARNING COURSES

We are exploring the idea of introducing off-measure courses from Level 1 to Level 3 in Further Education (FE) colleges in the UK.

We are also planning new online courses to help people gain skills in the world of esports, video games and other relevant areas. For example, this could potentially include boot camps, learning how to build a PC, how to stream, cast esports matches, manage a team and so on.

As well as this, British Esports could introduce targeted courses for teachers to get to know and understand more about esports.

POP-UP ESPORTS ACADEMY IN LONDON

We are researching a series of esports summer camps or boot camps to help people learn about a specific subject, game or series of skills.

The plan is to offer a pop-up pilot for a limited time and learn from this to potentially run more academies in the future.



BRITISH ESPORTS EDUCATION SUMMIT

The British Esports Association is planning on hosting a conference for schools, colleges and the education sector in 2020.

This education summit would act as a larger version of the Esports in Further Education Forum we held in May 2019 with the Association of Colleges Sport at Sixways Stadium in Worcester. This helped colleges understand esports and the benefits it offers to students.

The British Esports Education Summit would specifically be for local government, educators, schools and colleges.



PARTNERSHIPS

As the British Esports Association's initiatives – including the Championships – continue to grow, we will look to partner with more sponsors to help fund our initiatives and allow brands to activate in an exciting and sustainable way.

CHANGES TO CHAMPIONSHIPS

We are planning on growing the Championships and introducing them to more schools, colleges, alternative provision institutions, students, parents and teachers across the UK.

We hope to have more finals on stage at future Insomnia Gaming Festivals such as Insomnia66. One way of doing this is to bridge the school and college tournaments, allowing them to play one another. This will result in fewer finals and a higher chance of getting all finals on stage.

British Esports may also help run tournaments in schools and colleges abroad in the future.

THANK YOU

British Esports would like to say a big thank you to all of those who support us.

Thank you to the publishers of the games in our Championships: Riot Games, Activision Blizzard and Psyonix.

Thank you to our partners including Twitch, AoC Sport, Sheridans and epic.LAN, as well as those we have partnered with in the past such as London Sport, West Ham United Foundation, City of Westminster, Green Man Gaming, Archery GB, PC Specialist, Fierce PC, DinoPC, PlayStation and Enemy of Boredom.

Thanks to the bodies we are members of: Ukie, the Sport and Recreation Alliance, Creative Industries Federation and the Welsh Sport Association.

Last but not least, we would of course also like to thank the many people who give up their free time to help, including our chair (Andy Payne OBE), vice chair (The Rt Hon Ed Vaizey MP), advisory board, observers, game advisors and volunteers.



STAY UP TO DATE

Get the latest from the British Esports Association by visiting www.britishesports.org, signing up to our newsletter on the homepage and following our social channels on Twitter, Facebook, Instagram, LinkedIn and YouTube.

WWW.BRITISHESPORTS.ORG