



BRITISH
ESPORTS
ASSOCIATION

BRITISH ESPORTS ASSOCIATION

2020 END OF YEAR REVIEW

PHOTOS TO COME

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EXECUTIVE SUMMARY

FOREWORD BY BRITISH ESPORTS ASSOCIATION CHAIR
ANDY PAYNE OBE

The pandemic brought many challenges, impacting people and industries across the world, and esports was of course affected too. Many tournaments were made online-only, including our British Esports Championships for schools and colleges.

Lockdown also prompted us to up our livestreaming and video content output, and I'm pleased to say our Twitch channel generated more than half a million views in 2020, with tens of thousands of unique viewers regularly tuning in to our weekly matches.

But our biggest development last year was arguably our partnership with global learning company Pearson to launch the Esports BTEC, the world's first qualification of its kind.

The esports education space has ramped up significantly in recent years, with universities, schools and colleges now taking a much more active role in helping students develop skills and learn about careers in esports. In light of this, we launched our online Esports in Education Summit with AoC Sport, and this will become an annual event going forward.

It was encouraging to see our Women in Esports campaign, led by Morgan Ashurst and Alice Leaman, take further strides in 2020. We brought on board a committee and partnered with FACEIT to offer women's tournaments and an online community.

Outside of our Championships, we held other tournaments in 2020, including the Scottish College Cup, All-Star Showdown and others, and elsewhere formed partnerships with the likes of the Global Esports Federation, the Coalition of Parents in Esports, Hitmarker and more.

We also launched a line of British Esports merchandise and kicked off the very first World Esports Day in October 2020. Like I said, it's been a busy year. But there's of course lots more to come in 2021 and beyond.

The Association is leaving the start-up phase and really starting to scale up now. Our membership offering is on the horizon for 2021, as well as lots more work in the education space outlined later in this report.

We hope this document gives you a closer snapshot of what we achieved in 2020.

Thanks for your continued support - let's continue to promote, improve and inspire through esports, together.

Andy Payne OBE, Chair, British Esports Association

ABOUT THE 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.

The British Esports Association has 14 members of staff, a mix of full and part-time employees, with 13 members of its advisory board, 13 forming its Women in Esports committee, plus more than 40 game advisers and volunteers too.

We are not pushing esports as a rival to traditional sport, but as a credible activity in its own right which has 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 receive many contact and advice requests from the public. We're working with schools and colleges to embrace esports and create inspiring events and activities.

The UK has one of the biggest consumer markets for games but has been behind other territories in esports historically, though things are improving. 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



ESPORTS BTEC

In April 2020, the British Esports Association partnered with global learning company Pearson to create the world's first qualification of its kind in esports. The BTEC qualifications in esports are skills-focused and are a major step forward in supporting the creation of long-term careers in the growing esports industry both in the UK and internationally.

Institutions in the UK and around the world had the opportunity to offer these qualifications to students from September 2020, with funding confirmed in the UK from the Education and Skills Funding Agency.

The Level 3 esports qualification consists of 20 units, including enterprise and entrepreneurship, strategy and analysis, events management, live-streamed broadcasting, video production, shoutcasting, coaching, health and wellbeing, the law and legislation, computer networking and more. The qualifications will enable some learners to enter careers in the esports industry and for others it will offer an opportunity to upskill Or progress on to relevant degree programmes in Higher Education.

Not only does the qualification provide teachings in esports, it also gives students a grounding across all the above areas and plenty of transferable skills. This means it can help them find a career in the wider tech sphere or digital industries, whether it's in IT, cyber security, marketing and lots more.

To ensure that the content meets industry needs and provides high-quality preparation for progression, the partners engaged experts within esports, including employers, professional body representatives, university and further education lecturers and teachers.

Stakeholders included the University of Chichester, Sheridans and the North America Scholastic Esports Federation (NASEF). British Esports Association board members including Mark 'Garvey' Candella, Director of Education and Student Programmes at Twitch and Craig 'Wizzo' Fletcher, founder of Multiplay/Insomnia, supported the work of the partners, reviewing content as it developed.

WHO IS RUNNING THE ESPORTS BTEC?

- The Cardinal Vaughan Memorial Rc School
- Sir Simon Milton Westminster UTC
- Morley College
- Barnet And Southgate College
- The College of Haringey, Enfield and North East London
- Kew House
- Big Creative Training ltd
- London South East Colleges
- Felsted School
- East Norfolk Sixth Form College
- Northgate High School
- The Arthur Terry School
- Coventry College
- Thomas Telford University Technical College
- Chesterfield College
- Lincoln College
- The Ferrers School
- Northampton College
- Thomas Telford School
- South Staffordshire College
- Kineton High School
- North Warwickshire And South Leicestershire College
- The Studio School Liverpool
- Carmel College
- The City Of Liverpool College
- Barnsley College
- Wakefield College
- North East Futures UTC
- Sunderland College
- Alsager School
- Cheshire College - South & West
- Hartlepool College Of Further Education
- Wyke Sixth Form College
- South Hunsley School And Sixth Form College
- Lancaster And Morecambe College
- Blackpool And The Fylde College
- NCG
- Darwen Aldridge Community Academy
- Yorkshire Coast College Of Further And Higher Education
- Selby College
- Weston College
- Easthampstead Park Community School
- Utc Reading
- Callywith College
- Truro and Penwith College
- Exeter College
- South Devon College
- City College Plymouth
- The Forum Centre
- The Thomas Hardy School
- Wycliffe College
- Farnborough College Of Technology
- The Sixth Form College Farnborough
- Lord Wandsworth College
- Queen Mary's College
- Bridgwater And Taunton College
- Millfield School
- Yeovil College
- North East Surrey College Of Technology
- Virtual Alliance Limited
- Grwp Llandrillo Menai
- Coleg Gwent
- The College Merthyr Tydfil
- Gower College Swansea
- Southern Regional College

List of Pearson approved institutions correct as of January 2021



BRITISH ESPORTS CHAMPIONSHIPS

The British Esports Championships is a competitive video gaming competition for students in secondary schools, alternative provision schools and further education colleges across the UK.

It's the core initiative from the British Esports Association and is for students aged 12 and above, running across three games on PC:

- 5v5 League of Legends: multiplayer online battle arena game (PEGI 12 age rating)
- 6v6 Overwatch: a vibrant first-person shooter (PEGI 12)
- 3v3 Rocket League: football with rocket-powered cars (PEGI 3)

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.



Previously, the British Esports Championships consisted of two individual seasons: winter and spring. For 2020 and 2021, there is instead one year-long long season, consisting of qualifiers and skill-based divisions. This change has been made to increase competitiveness, up the cap in teams and allow more schools and colleges to participate.

Matches take place every week and a selection are broadcast on the British Esports Twitch channel on Wednesdays from 4pm GMT at www.twitch.tv/britishesports.

A host of volunteers help put the broadcasts together, including production staff, hosts, casters, writers, content creators admins and more, giving them experience to help them pursue careers in esports or elsewhere. Past winners have received trophies, jerseys, in-game items and professional coaching from the likes of Excel Esports (League of Legends), Guild Esports (Rocket League) and British Hurricane, London Spitfire's academy team in Overwatch.

The 2019-20 grand final winners were Sunderland Seers (Sunderland College, Rocket League, Overwatch) and Hills Road Cretn (Hills Road Sixth Form College, League of Legends).

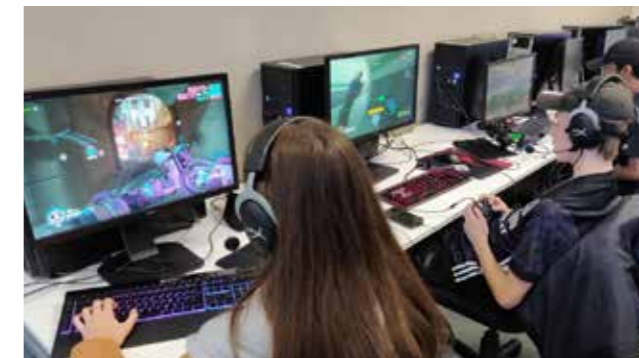
British Esports would like to say a big thank you to all of its volunteers, and to the university esports body the NUEL, who produced the 2020 grand finals broadcast.

THE CHAMPIONSHIPS CONTINUE TO GROW

The British Esports Twitch channel has grown to more than 2,500 followers since broadcasts began in spring 2020, with more than half a million total views.

Broadcasts regularly pull in 60,000 unique viewers, with 1,600+ average viewers watching student teams take part in esports tournaments.

In terms of the numbers of participants getting involved with the Championships, there's been growth despite the uncertainty around the pandemic.



A total of 139 teams consisting of 636 students (players, but not including subs) entered the Winter 2020 British Esports Championships Season, with more than 60 schools and colleges participating overall.



'It's been really positive taking part'

Comment by Dave Wright, Hills Road Sixth Form teacher

"I was really hoping the team would win and I'm really proud of everything they've achieved. I'm ecstatic they've won."

"It's been really positive taking part in the British Esports Championships. I want esports to become what sports is in college, so parents are equally proud of their children taking part in their school's League of Legends team as they would be their children's football team for example."



Esports can be used as a positive vehicle to motivate students'

Comment by Tom Dore, British Esports Head of Education

"The positive impact of the Champs on the young people who took part has been truly phenomenal. It really has exceeded all our hopes and expectations at the start of the project."

"It demonstrates, without a doubt, how esports can be used to engage and motivate young people and act as a positive vehicle to facilitate the development of character, resilience and other positive, holistic personal attributes. We need to acknowledge the fun and enjoyment young people have playing and competing in esports, and therefore the contribution this makes to their overall happiness and positive mental wellbeing."

CONTENT AND REACH

2020 was the most successful year for the British Esports Association in terms of content output.

Head of content Dominic Sacco, marketing manager Morgan Ashurst and a team of volunteers produced a host of articles, videos and more to spread the message of British Esports and the values of competitive gaming, generating hundreds of thousands of impressions.

School and college officer Elliot Bond became the face of the association on Twitch, producing and hosting many informative and entertaining streams, and working with Dom to plan at least two live broadcasts every week.

The team also branched out into the world of TikTok in 2020, extending its reach to new heights. It plans to run further activity on Reddit and Discord in 2021, with new campaigns and forms of engagement.

British Esports also revamped its careers advice hub in conjunction with esports jobs website Hitmarker.

The association's content includes advice, British Esports Championships recaps, interviews with talent in esports, engaging social posts and more.

British Esports operates across several channels, including the following:

- Twitch
- LinkedIn
- Twitter
- Facebook
- Instagram
- TikTok
- eFuse
- YouTube
- www.britishesports.org
- www.britishesportschamps.org
- British Esports weekly email newsletter



MERCHANDISE LAUNCH

The British Esports Association announced its brand new lifestyle merchandise range in summer 2020, made in collaboration with esports apparel and design manufacturing company Raven.

The lifestyle collection initially consists of items including T-shirts, hoodies and caps, with more merchandise planned for the future.

The British Esports Championships for schools and colleges has been running in the UK for several years now, with limited edition jerseys awarded to winning teams. However, merchandise had not been available for students, followers of the association or esports fans – until now.



British Esports CEO and founder, Chester King, commented: "We're delighted to partner with Raven to offer a new range of merchandise. We've been working on this for some time and have put a lot of effort into the designs, with plenty more to come in the future. As a not-for-profit, any proceeds made from the collection will help fund our operations including our Championships for schools and colleges."

Raven has previously collaborated with British Esports by offering a discount on custom jerseys to any schools and colleges competing in the British Esports Championships.

As British Esports is a not-for-profit organisation, all revenues made through the lifestyle collection are put back into the running of British Esports, to help fund its student Championships and other projects.



WOMEN IN ESPORTS

WOMEN IN ESPORTS COMMITTEE

- Alice Leaman: *Schools and Colleges Liaison Officer at British Esports Association*
- Angela Lukic: *President at Newcastle University Esports & Gaming Society*
- Freya Spiers: *Host, Interviewer and Assistant Producer at FACEIT*
- Kirsty Endfield: *Committee Chair, Founder & Director at SwipeRight PR*
- Maria Stukoff: *Director at Maker Space at University of Salford*
- Mary Antieul: *Former Head of Esports & Partnerships at Belong Gaming Arenas*
- Mia Stellberg: *Sports & Esports Psychologist*
- Milly Preston: *Committee Vice Chair, Head of Marketing at Excel Esports*
- Morgan Ashurst: *Marketing Manager at British Esports Association*
- Natacha Jones: *Creative Director at The NUEL*
- Sue Lavasani: *Account Manager at FACEIT*
- Yinsu Collins: *Esports Journalist and Host*
- Zoe Summers: *Professional StarCraft Player*



The British Esports Association launched a campaign in late 2019 to celebrate women within the esports industry, to help raise awareness and improve inclusivity in esports.

It is led by British Esports marketing manager Morgan Ashurst and school and college liaison officer Alice Leaman. The association began - and continues to - produce a variety of content in this space, including interviews, blog posts and more. Content has featured the likes of Frankie Ward, KimmieRiot, Alice Powell, Layla Abbott, Ray Davies and many more.

In 2020 the initiative kicked up a gear. The British Esports Association announced the formation of a Women in Esports committee.

Using their expertise from various areas of the esports industry, the members of the committee make suggestions and recommendations to steer the initiative in the right direction, much like the British Esports Association's separate advisory board does.

The committee meets at least quarterly – a few weeks prior to each British Esports advisory board meeting.

The British Esports Association also supported university esports organisation the NUEL's first ever women's League of Legends university tournament, open to all women and femme students in the UK.

The tournament ran from October to November and was won by Derby's Pyjama Guardians from the University of Derby.

Then, later in November 2020, British Esports teamed up with FACEIT, the world's leading platform for competitive online gaming, to launch women's tournaments.

Women in Esports launched its own organiser page on FACEIT and began creating women-only tournaments and hubs, initially focusing on CS:GO, with plans to expand to other titles in the future.

The first 5v5 CS:GO tournament, The Lioness League, opened for registrations on Friday November 27th and occurred on Saturday December 12th.

Women-only tournaments are viewed by Women in Esports as a stepping stone to give women more confidence and experience to then aim for further involvement in other tournaments (mixed or otherwise) in the future.

Women in Esports has created its own separate community Discord server to further its aim of providing an inclusive community space. The server is public and open to everyone, with many social channels, announcements, an industry section, along with specific tournament chat. It is vetted, moderated and constantly updated as per feedback and changes in line with the initiative.



WORLD ESPORTS DAY 2020

WORLD ESPORTS DAY

WHO GOT INVOLVED WITH WORLD ESPORTS DAY 2020

- British Esports Association: *RAF vs student team showmatches*
- Moroccan Esports Association: *Podcast*
- FormelAustria: *Racing games*
- Mythos Gaming: *CoD Warzone tournament*
- Serbian Esports Federation: *Esports festival and NBA2K match*
- Grafisch Lyceum Rotterdam: *The Rotterdam Esports Series*
- Vexed Esports: *Video celebrating the day*
- Esports Wales: *Rocket League invitational*
- Vulpine Esports: *Overwatch showmatch vs Coventry Crosshairs*
- Cyberathlete: *Valorant College Invitational*
- Queen Mary's College: *Social media content on awareness of esports*
- Gower College Swansea: *Various celebrations*
- KMD/Next LvL Esports: *Among Us fun match*
- Singapore Esports Association: *Video featuring community interviews*
- Monarchs Esports Society: *LoL tournament & Worlds viewing party*
- Levels Unlocked Enterprises: *NBA 2K20 women's tournament*
- Margaret Jones for Adducere LLP: *Fun matches for the over 50s*
- Gamersgetto.com: *Webinar for students*
- East Norfolk Sixth Form College: *Games & player interviews*
- Coventry College Esports: *Overwatch showmatch vs Vulpine Academy*

The very first annual World Esports Day was held on Saturday October 24th 2020 – and the British Esports Association ran it.

The global campaign aims to unite the esports community and celebrate all things competitive gaming, from the tournaments to streams, games and players themselves, and everything in-between.

It's essentially a global celebration of esports, focusing primarily on increasing awareness of the positives of esports, from teamwork to improving reaction times, cognitive benefits, having fun and the social aspects such as playing together and making friends.

World Esports Day is a joint initiative set up by the British Esports Association, the not-for-profit organisation set up to promote and support grassroots esports, along with streaming platform Twitch, the Singapore Esports Association (SGEA) – the national governing body for esports in Singapore – and is supported by the Global Esports Federation.

Gamers, teams, associations, companies and anyone interested in esports are encouraged to get involved with World Esports Day each, use the hashtag #worlddesportsday and do their own positive initiatives as part of it, whether it's a stream or announcement or one-off activity.

World Esports Day will take place each year on the second from last Saturday each October. In 2021, it will occur on Saturday October 23rd.

The 2020 event raised money for SpecialEffect, the UK-based charity that puts fun and inclusion back into the lives of people with physical disabilities by helping them to play video games. Global payments platform for charitable donations, Percen, helped make payments safe, secure and easy.

ESPORTS IN EDUCATION SUMMIT

The Esports in Education Summit, an online event designed for teachers and lecturers and sponsored by Pearson BTEC, took place in November 2020. Following the successes of the British Esports Championships in the 2019/20 season, AoC Sport and the British Esports Association invited delegates to attend the second annual Esports in Education Summit, held virtually to allow all to attend safely from home or work.

It took place on November 10th 2020 from 1pm to 3.30pm.

The summit brought together Senior Leaders, Curriculum Managers, Lecturers and Team Coaches from across the UK to discuss the impact, developments and opportunities available in competitive gaming within colleges.

A range of panel discussions, keynote and interactive sessions with industry leaders as well as experts from across education covered a wide variety of topics with delegates such as:

- Esports in the College of the Future
- Esports and the Skills Agenda
- Building Esports Provision in Secondary & Further Education
- Progression & Careers in Esports
- Women in Esports
- The British Esports Championships



The talks helped attendees better understand the benefits of esports and how their schools, colleges, universities and students can get involved.

There was also the opportunity to discuss solutions to challenges and learn from schools and colleges who are in varied stages of esports development.

This event was free to attend for staff from AoC and AoC Sport Member Colleges, Schools/Colleges with teams in the 2020/21 British Esports Championships as well as HE organisations. For all others, the event cost £35 +VAT to attend.

The Summit is set to return later in 2021.

BRITISH BASKETBALL PARTNERSHIP



Two national bodies teamed up to represent the very best that Great Britain has to offer in a basketball esports tournament at the tail end of 2020.

The British Esports Association worked closely with the British Basketball Federation to select and manage a team of NBA 2K21 esports players.

This team represented Great Britain on the global stage in the FIBA Esports Open II, which took place throughout November and December.

GB team was led by 23-year-old British professional NBA 2K esports player, Harry 'HazzaUK' Hurst (pictured), who also plays for Knicks Gaming. HazzaUK captained the British side and helped to select the players.



FIBA, the International Basketball Federation, announced an expanded field of 38 national teams taking part in the second edition of the FIBA Esports Open. This is up from the 17 national teams

that took part in the first three-day FIBA Esports Open 2020 held in June, in which Great Britain wasn't represented.

Each team consisted of seven players: five on the court and two reserves. The PS4 game was played remotely on NBA 2K21, using the Pro-AM mode. Teams were allowed to have full customization of player avatars, uniforms and arena designs.

Teams were divided into one of the following conferences: Africa, North and Central America, South America, Europe, Middle East and Southeast Asia.

GB made it to the semi-final, where they were bested by Germany.

OTHER TOURNAMENTS AND INITIATIVES

THE BRITISH ESPORTS ASSOCIATION GOT INVOLVED IN MANY PARTNERSHIPS AND ACTIVITIES IN 2020, IN LINE WITH ITS GOALS TO PROMOTE, IMPROVE AND INSPIRE. HERE'S A SELECTION OF HIGHLIGHTS.



The British Esports Association got involved in many partnerships and activities in 2020, in line with its goals to promote, improve and inspire. Here's a selection of highlights.

The British Esports Association partnered with further education body AoC Sport to run tournaments in FIFA and NBA 2K for college students.

The College Lockdown Championships took place in the summer, and players from member colleges had the opportunity to play against one another.

In FIFA, teams also had the chance to face-off against English Colleges Football Association (ECFA) national team footballers and compete in a showcase final. Winners received a trophy.

With students across the country learning from home as well as potentially caring for family members, self-isolating, volunteering and wanting to socialise over the summer, British Esports and AoC Sport saw these competitions as an ideal activity for students to get involved in.

Hills Road College Sixth Form and Priestley College emerged as victors in the FIFA 20 College Lockdown Championships, in the PS4 and Xbox tournaments respectively. Middlesbrough College (PS4) and Nottingham College (Xbox One) won in NBA 2K.



ALL-STAR SHOWDOWN

The British Esports Association launched a special competition for schools and colleges in partnership with Rocket Kingdom TV.

The British Esports All Star Showdown took place during half term from May 25th to 29th 2020. It was a double elimination tournament set up to showcase some of the best Rocket League talent from the separate term-long British Esports Championships, offering teams a chance to settle scores with one another.

It was a student-led initiative, organised by British Esports schools and colleges liaison officer Elliot Bond, with help from students within the Championships who expressed interest in learning about the industry and gaining some work experience.



SCOTTISH COLLEGE CUP

Edinburgh College won the very first Scottish College Cup in Rocket League, beating Inverness College.

This tournament was the result of a partnership between the British Esports Association, the College Development Network and Rocket Kingdom TV.

The Scottish College Cup took place on Saturday November 28th and Sunday 29th, allowing college students in Scotland to compete for the title of the best student Rocket League team in the country.

Teams were split into two groups of four to determine their seeding for the playoffs stage. Then both groups merged into one bracket and battled it out to become Scottish Champions.

This tournament was organised by British Esports Association Scotland Representative, Mark McCready, and College Development Network Digital & Innovations Lead, Kenji Lamb.



OTHER SHOWMATCHES

Other showmatches included a League of Legends match between the British Army and Bridgwater & Taunton College, and a college match in Rocket League between QMSamurais (Queen Mary's College, UK) and USA's Raiding Raptors from James Monroe Middle School (JMMS) in an explosive game of Rocket League.

Elsewhere, British Esports Splatoon 2 game adviser Layla Abbott (pictured above) organised a fun stream featuring matches between UK Splatoon 2 teams.



NASEF

The Esports Association partnered with the North America Scholastic Esports Federation (NASEF) in early 2020.

The two organisations signed a memorandum of understanding to work together and share best practice around the benefits of esports for young people.

British Esports and NASEF are both focused on highlighting esports as a positive activity that allows students and others the chance to boost their character development, STEAM skills, leadership, teamwork, communication and other transferable skills.

OTHER TOURNAMENTS AND INITIATIVES



GLOBAL ESPORTS FEDERATION

British Esports Association's CEO and two members of its advisory board were appointed members of the Global Esports Federation's Education, Culture and Wellness Commission in April 2020.

Chester King, British Esports CEO, took the mantle of VP and chair of the Commission.

Members of the Commission also included British Esports advisory board members Professor Andy Miah from the University of Salford and Mark 'Garvey' Candella, director of student and education programs at Twitch.

The Commission will advise the Global Esports Federation (GEF) Board – leading the detailed work that emphasises the importance of inclusion, diversity, fairness, sustainability, as well as the health and wellbeing of the esports community.

TABLE TENNIS ENGLAND

The British Esports Association struck a partnership with sports governing body Table Tennis England.

The partnership brought together esports and traditional sport, explored the similarities between the two and promoted the importance of good mental health and wellbeing and exercise.

It also promoted the benefits of each other's activities, including to those in care homes across England who have dementia or Parkinson's. Both table tennis and esports offer a great brain workout, can improve cognitive functions, test reaction times and allow people to have fun and relax and socialise with one another.

Powered by  **Hitmarker**

HITMAKER

Video gaming job platform Hitmarker teamed up with the British Esports Association to help people get into esports.

Both organisations helped young people, students and others find valuable careers advice and ultimately work within the industry. The British Esports careers hub was overhauled to include the latest advice and information on different job roles within esports, from casting to production, streaming to marketing and everything in-between.

British Esports also interviewed top LEC esports caster Aaron 'Medic' Chamberlain live on stream, asking for his advice on getting into casting and how he landed his job.

DUCHENNE UK

The British Esports Association and Duchenne UK collaborated to deliver an event for young people living with muscular dystrophy in the UK.

The competition – which took place during September 2020 – tasked entrants to design their perfect holiday using Minecraft. A large number of entrants took part and the standard of building was phenomenal.

First place from each group won a Razer Kraken X headset, as donated by tournament hosts Revolution Esports.

COPE

COPE
The British Esports Association teamed up with the Coalition of Parents in Esports (COPE) in late 2020.

COPE was set up by David Herzog, father of Fortnite professional player Crimz, and Shae Williams, mother of Duster, a content creator for North American organisation Vanish.

After educating themselves in the world of esports, they realised other gamer parents were doing the same – and decided to all work together to share knowledge and help others understand the world of esports. They have formed a support organisation to advise on player contracts, tax on prize winnings, practice regimes, player wellbeing as well as educational and career opportunities past their competitive careers.

British Esports will be working with COPE to produce a series of content, including streams, videos and articles, interviews with parents of esports professionals and more. It will also connect other parents seeking guidance with COPE.

2021 PLANS

British Esports will continue to be active in the education spaces, whether it's growing the Esports BTEC qualification with Pearson in the UK and internationally, possibly getting more involved on the university side and elsewhere.

The British Esports Championships, Esports in Education Summit (28th September 2021) and World Esports Day (23rd October 2021) will return, as will the Scottish College Cup and more.

A new membership platform will be launched in spring 2021 initially for 12-19 year olds (with plans to expand to other age groups later on). This will ensure users are verified at the point of entry and that communication within the platform is reviewed to reduce toxicity and cyber threats. It will allow people to join as a member, giving them access to benefits across a range of tiers.

The collaboration with IBM will explore how IBM Watson products can be used to enhance user experience, safety and wellbeing of young gamers. The Association has also teamed up with safety technology provider GoBubble for real-time content moderation and will deliver accurate age verification using privacy preserving AI technology from Yoti to ensure age appropriate interactions.

Alongside the work of these partners, British Esports consulted with the NSPCC to ensure there are strong and consistent safeguarding procedures in the association. Finally, British Esports, GoBubble and Yoti have been invited to test the platform within the Information Commissioner's Office's (ICO) Sandbox. This is a service developed by the ICO to support organisations who are creating products and services which utilise personal data in innovative and safe ways.

British Esports also has a number of new initiatives for 2021 including:

- Standards for esports activation in schools, leisure centres and sports clubs
- Standards for coaching in schools, leisure centres and sports clubs
- To add a Wales representative alongside its Scotland rep
- So watch this space and we look forward to seeing what 2021 holds.

www.britishesports.org



WWW.BRITISHESPORTS.ORG