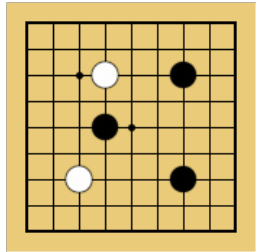




Lobbying and Marketing Strategy Games for Schools

Toby Manning

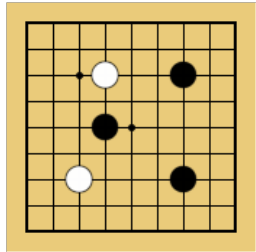
1 October , 2016



British Educational System



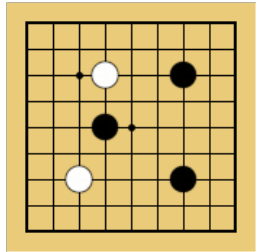
- State Sector
 - All costs covered by taxpayer
- Private Sector
 - Also confusingly called “Public Schools”
 - May be boarding or day schools
 - About 7% of pupils in the UK
 - Typical Fees £12k/year (day) £25k/year (boarding)



Games as part of Curriculum?



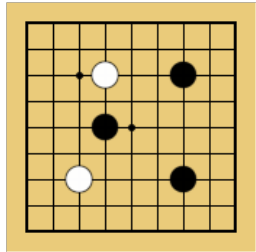
- State Sector
 - National Curriculum heavily proscribed
 - No obvious “hole” for strategy games
 - Need to be extra-curricular
- Private Sector
 - More flexibility



State versus Private

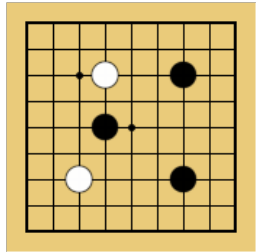


- State Sector
 - Extra-curricular activities “require extra work”
 - May be shortage of time in the timetable (e.g. only 30 minutes for lunch)
 - Extra costs if done after school (supervision)
 - Money limited
- Private Sector
 - Has more money
 - Extra-curricular activities are encouraged (marketing)
 - More fertile ecology



Costs

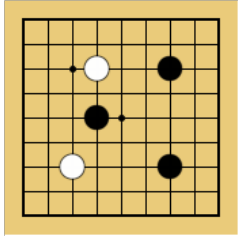
- Capital costs (equipment etc).
 - One-off cost
 - Generally not a problem
- Additional costs if out of school hours (heating, lighting, caretaking facilities)
 - May be a significant issue
- External support
 - May pay travelling expenses (small)
 - Will be reluctant to pay anything more



Conclusion

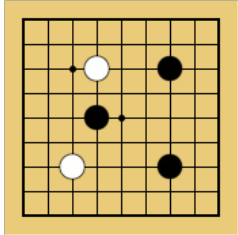


Aiming at the Private
Educational Sector is likely to
be most rewarding



Strategy Games in Schools 1

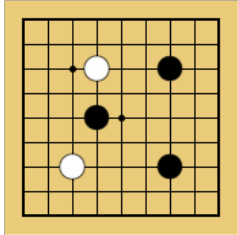
- Need for a Teacher who is interested
 - Otherwise difficult
 - Has been done by parent/external body
 - Probably easier for Chess and Bridge than for Go or Backgammon
- Assistance from local visiting players useful, not essential.



Strategy Games in Schools 2



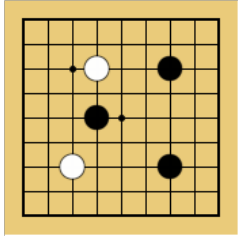
- Persuade Headmaster/governing body
- Strategy Games are serious – but which games?
 - Mind Sports: Bridge, Chess, Go
 - Other “serious” games: Backgammon, Poker, Scrabble
 - Less serious: Connect 4, Mastermind, Settlers of Catan, etc.
- Or do you want a “Board Games” Club?
 - Risk, Monopoly, etc.



Advantages of Strategy Games

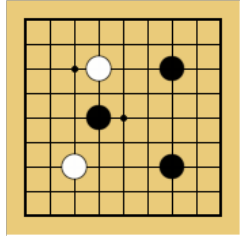


- Strategy Games teach people to:-
 - Think ahead
 - Plan
 - Concentrate
- All Strategy Games are good in this respect



Single Game or Multiple Games?

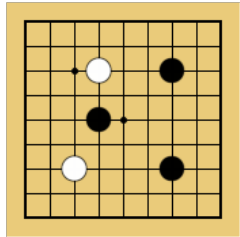
- Some Schools have Bridge/Chess/Go Clubs, some Mind Sports Clubs
- Mind Sports Clubs better from an educational point of view
- “Fashion” will dictate what the pupils play



Strategy Games outside Schools



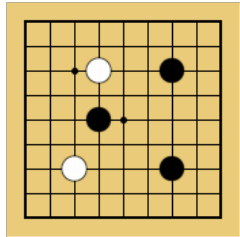
- Junior “Chess and Go” Clubs in Cambridge and Letchworth both successful
- Meet in early evening
- Run by volunteers
- Letchworth has weekly fee of £1.50.
 - Sufficient that people have to want to attend (i.e. not free baby sitting)
 - not too expensive to deter people from trying it out.



Gifted and Talented Programme

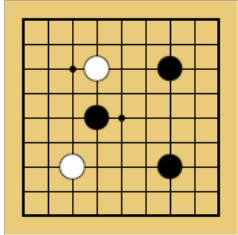


- Potential fertile area
- Martin Harvey/Tony Atkins will deal with this later today (16:45)



“Red Tape”

- Child Protection Legislation
 - Not really an issue
- Minibus drivers and insurance
- Use of premises out of hours
- Can be expensive to resolve



The End



Thank you for listening.