



**RTS**

# Esports: What you need to know that your students already do!

Tom Dore

Vice President (and recently ex-teacher!)

# Who are we?



- Not-for-profit organisation established in 2016 to support and promote esports in the UK.
- Aims are to foster future British talent, increase the awareness of esports and provide expertise and advice. We are focused on the grassroots level of esports and working with young people.
- We help educate the masses - including parents, teachers, media and government - around what esports is and its benefits.
- The Federation is a member of UK games industry trade body Ukie, the Sport and Recreation Alliance and the IOC's esports liaison group and the Global Esports Federation.
- We are responsible for organising and selecting GB Esports and home nations esports teams as part of the Global Esports Games and Commonwealth Esports Championships

## Our three goals are to **Promote, Improve and Inspire.**

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

# National Teams

British Esports is the recognised member of the Global Esports Federation (GEF) for Great Britain and Northern Ireland. British Esports is responsible for the selection and participation in the Global Esports Games of athletes from GB and NI, The Isle of Man, The Channel Islands and UK Overseas Territories which are not members of GEF. Chester King is currently a Vice-President of the GEF and various British Esports staff sit on a number of GEF commissions. We compete in the annual Global Esports Games.

Chester King is a founding member (2019) of the International Olympic Committee's Esports and Gaming Liaison Group.

In August 2022 the Commonwealth Esports Championships was held during the games in Birmingham. British Esports acted as the umbrella organisation for the home nation esports associations during the Commonwealth Esports Championships.



# Global Esports Federation



Global Esports Federation (GEF) was established in 2019 and is the international federation for esports (not for profit). GEF has 150 member nations and global partners including:



British Esports is a founding member nation.



The inaugural Global Esports Games (GEG) was held in Singapore in December 2021. GEG 2022 was held in Istanbul, GEG 2023 will be in held in Riyadh, GEG 2024 will be in China and GEG 2025 in UAE.



**COMMONWEALTH ESPORTS CHAMPIONSHIPS 2022**  
OVERALL ESPORTS MEDAL COUNT  
AS OF AUGUST 7TH, 2022 | 10 PM

1	<b>MALAYSIA</b>	3	0	0	3
2	<b>ENGLAND</b>	1	3	1	5
3	<b>WALES</b>	1	1	1	3
4	<b>N.IRELAND</b>	1	0	0	1
5	<b>SCOTLAND</b>	0	2	0	2
6	<b>AUSTRALIA</b>	0	0	2	2
7	<b>INDIA</b>	0	0	1	1
7	<b>SINGAPORE</b>	0	0	1	1

COMMONWEALTH ESPORTS CHAMPIONSHIPS #worldconnected

Global Esports



# COMMONWEALTH ESPORTS CHAMPIONSHIPS AUGUST 2022

BIRMINGHAM

# GLOBAL ESPORTS GAMES DECEMBER 2022

## ISTANBUL



### OVERALL MEDAL TALLY

COUNTRY				TOTAL
1  Chinese Taipei	1	0	1	2
2  Iran	1	0	0	1
2  Peru	1	0	0	1
2  Thailand	1	0	0	1
2  Vietnam	1	0	0	1
6  Brazil	0	1	0	1
6  Great Britain	0	1	0	1
6  Malaysia	0	1	0	1





# OLYMPIC ESPORTS WEEK

**SINGAPORE  
JUNE  
2023**

- Cycling (Zwift): 1<sup>st</sup> & 2<sup>nd</sup> Place
- Motorsport (Gran Turismo): 2<sup>nd</sup> Place
- Sailing (Virtual Regatta): 2<sup>nd</sup> Place
- Tennis (Tennis Clash): 3<sup>rd</sup> Place
- Rocket League (Female): Winners



EUROPEAN GAMES ESPORTS CHAMPIONSHIPS KATOWICE-SILESIA | POLAND 2023

EUROPEAN OLYMPIC COMMITTEES Global Esports

## MEDAL TALLY

		🥇	🥈	🥉
1	🇮🇹 Italy	1	0	0
1	🇳🇱 Netherlands	1	0	0
1	🇪🇸 Spain	1	0	0
4	🇬🇧 Great Britain	0	2	0
5	🇹🇷 Türkiye	0	1	0
6	🇧🇪 Belgium	0	0	1
6	🇭🇺 Hungary	0	0	1
6	🇷🇸 Serbia	0	0	1

#worldconnected globalesports.org/eg23



# EUROPEAN GAMES ESPORTS CHAMPIONSHIPS

## POLAND JUNE 2023

**Rocket League: Silver Medal**  
**eFootball (Female): Silver Medal**



# What is Esports?



- Esports (electronic sports) is organised, competitive video gaming, where people play against each other online and is also at spectator events in indoor arenas, usually for a cash prize
- Esports is played by both amateurs and professionals and is inclusive. It's open to all, regardless of gender, physical ability etc. Esports can be played on PCs, consoles and mobiles
- Depending on the game, the format can be 1v1, 2v2, 3v3, 4v4, 5v5, 6v6 etc. At the top level, leading global teams and players can earn significant sums in wages and prize money each year.

## **Multiplayer Online Battle Arena (MOBA)**

League of Legends  
Dota 2  
Arena of Valor  
Smite  
Heroes of the Storm  
Vainglory

## **First-person Shooter (FPS)**

Overwatch  
Call of Duty  
Valorant  
Counter-Strike  
Fortnite  
Rainbow Six Siege

## **Sports-based**

FC 24  
Rocket League  
F1  
NBA

## **Real-time Strategy (RTS)**

StarCraft  
Clash Royale

## **Fighting Games**

Street Fighter  
Smash Bros  
Tekken  
Mortal Kombat  
Marvel vs. Capcom

# Esports Industry

## Publishers

Riot, Valve, EA Sports, Activision Blizzard, Microsoft, Nintendo, Konami, Capcom, Epic, Warner Brothers.....

### Esports Orgs

100 Thieves  
Astralis  
Cloud 9  
Complexity Gaming  
Counter Logic Gaming  
Excel  
FaZe Clan  
FC Barcelona  
Fnatic  
G2 Esports  
Golden Guardians  
Guild Esports  
London Royal Ravens  
London Spitfire  
Method  
Natus Vincere  
Ninjas In Pyjamas  
Optic Gaming  
PSG  
Resolve  
Rogue  
Schalke 04  
T1  
Team Dignitas  
Team Liquid  
Team SoloMid  
Virtus Pro

### Tournaments/Events/ Organisers

British Esports Association  
Dreamhack  
Epic.LAN  
ESL Cologne  
Esports Awards  
FACEIT  
Game Belong  
Global Esports Federation  
IEM Katowice  
LCS  
LEC  
Major League Gaming  
Overwatch League  
Riot Games  
The International  
UKLC

### Apparel

Adidas  
ARMA  
Champion  
Gamers Apparel  
Nike  
Raven.gg  
SectorSix

### Hardware

Acer  
ASUS Republic of Gamers  
BenQ  
Blue  
Corsair  
Dell Alienware  
Elgato  
HyperX  
Lenovo  
Microsoft  
MSI  
Nintendo (Console)  
Oculus  
Razer  
Sony (Console)  
SteelSeries

### Streaming Platforms

AfreecaTV  
Caffeine  
Facebook Gaming  
HUYA  
Panda.tv  
Twitch  
YouTube Gaming

### Comms (Adv/Marketing/PR/etc)

Audiency  
Bad Moon Talent  
CodeRed  
Game Influencer  
Kairos Esports  
Knowscope  
Project-N  
Sizzle Creative  
Swipe Right PR  
Upfluence  
Viral Nation

### Coverage

BBC  
Daily Esports  
Dextero  
Dot Esports  
Esports Awards  
Esports Insider  
Esports News UK  
Gfinity Esports  
InvenGlobal  
The Esports Observer  
The Loadout

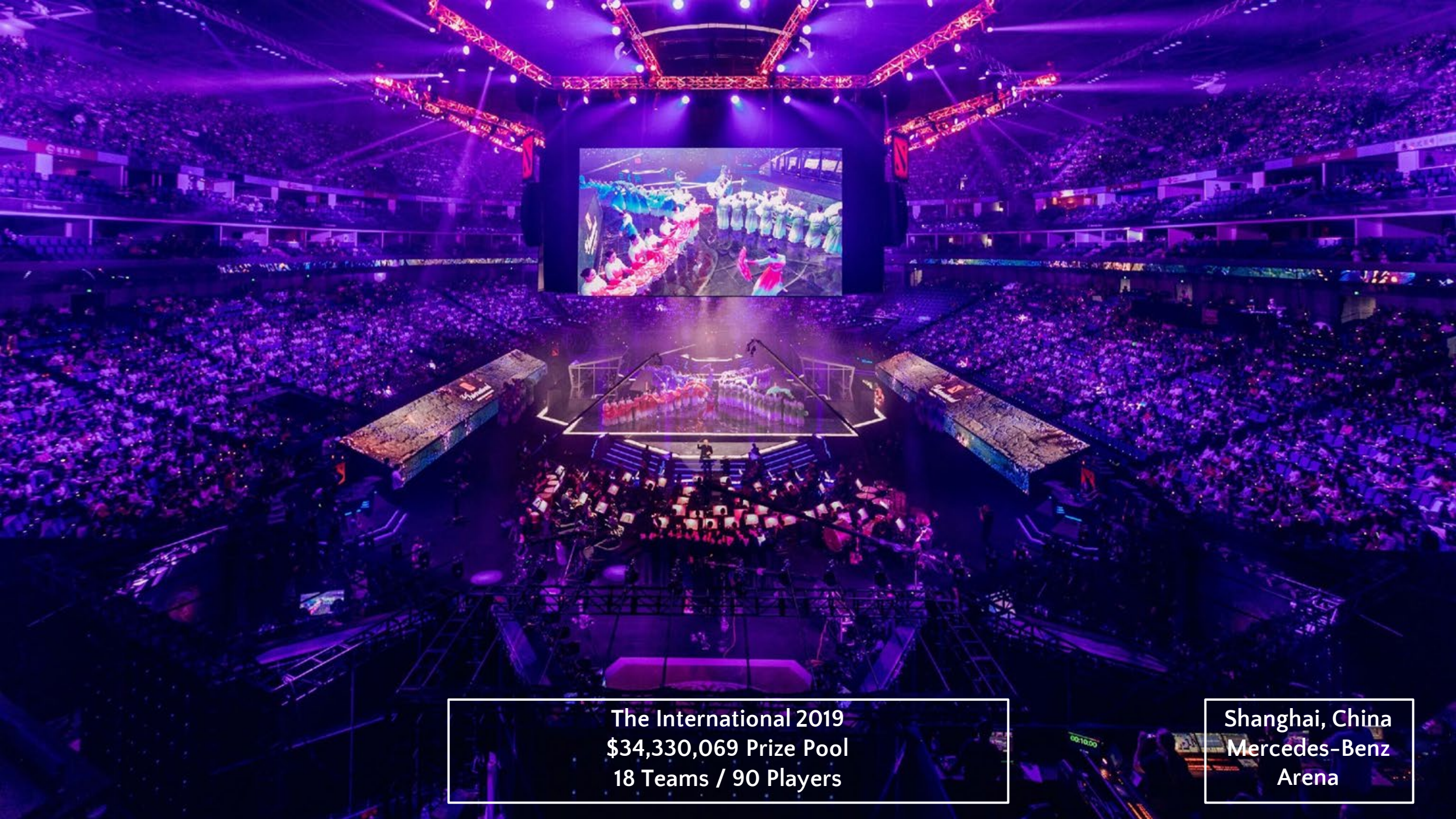
### Sponsors

Audi  
Barclays  
BT  
Gscience  
GT Omega  
IBM  
Intel  
Kia  
Levi's  
Mastercard  
MARVEL  
Mercedes-Benz  
Monster Energy  
Redbull  
Renault  
Samsung  
Secret Lab  
Twitch  
Xfinity



League of Legends 2019 World Championship  
\$2,225,000 Prize Pool  
24 Teams / 120 Players  
106 Million Unique Viewers

Paris, France  
Accor Arena



The International 2019  
\$34,330,069 Prize Pool  
18 Teams / 90 Players

Shanghai, China  
Mercedes-Benz  
Arena

# Why Esports?

- Happiness
- Positive Psychology
- Friendship/Community
- Transferable Skills
- Aids, Focus and Concentrations
- Cognitive Development
- Social Impact
- “Best Screen Time”
- Better Than Watching Passive Media
- Helps Makes School and College Relevant
- Shows Children Resilience
- How to Win and Lose
- Digital Wellbeing
- Health and Mental Wellbeing

## Intrinsic Rewards

Sense of Achievement  
Pride  
Words of Praise  
Recognition  
Freedom  
Autonomy

## SKILLS

Leadership	Flexibility
Communication	Teamwork
Dexterity	Cyber Skills
Motivation	Strategy
Responsibility	Problem Solving



## Meet young people where they are:

- 3+ billion gamers globally
- 500 million esports fans
- 40+ million gamers in the UK
- 12 million esports fans
- 9 in 10 children (aged 3-17) in UK play video games – equal until 16/17 when less girls are involved (94% B vs 80% G) – *Ofcom 2023*



# Esports career pathways

## TRANSFERABLE SKILLS DEVELOPED THROUGH PARTICIPATION IN ESPORTS:

Teamwork • Leadership • Communication • Strategic thinking • Problem solving • Decision making  
Analytical skills • Cyber skills • Ability to multi-task • Dexterity • Improving processing ability and reaction times



## ROLES IN ESPORTS

Professional Player  
Coach  
Shoutcaster / Host  
Analyst  
Journalist  
Observer  
Admin (referee)  
Broadcast / Production  
Community / Social Media Manager  
Team / Player Management & Operations  
Streamer / Influencer  
Video Editor / Photographer



## ACADEMIC LINKS

Computer Science  
ICT  
Sciences  
Technology  
Engineering  
Mathematics  
Creative Media  
Business Studies  
Entrepreneurship  
Games Development  
Sport



## CAREERS IN TECH / DIGITAL / STEM INDUSTRIES

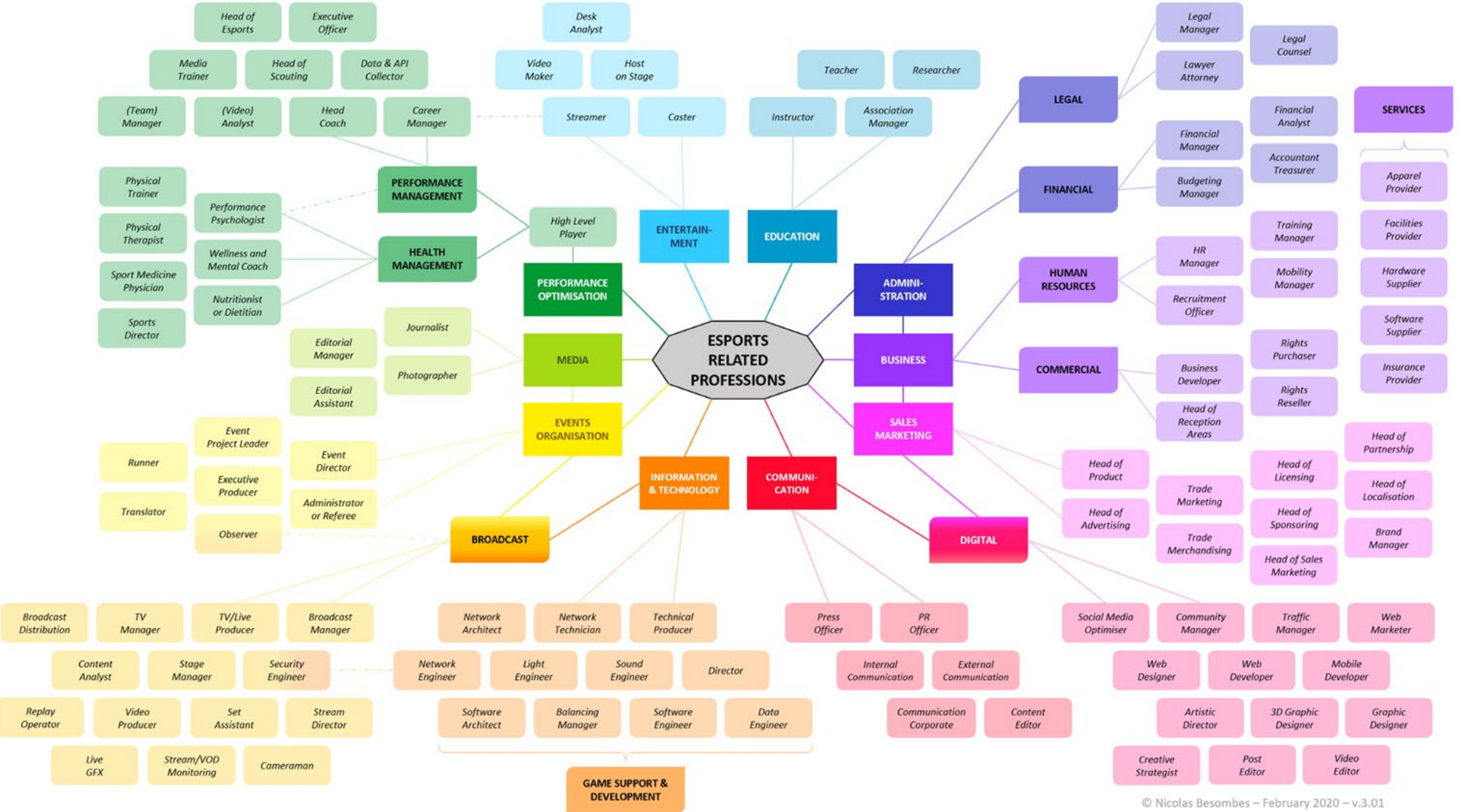
Cyber Security  
Software Development  
Big Data & Analytics  
Cloud Solutions  
Network Engineering  
Mobile Technologies  
Digital Engineering  
Artificial Intelligence  
UI / UX Design  
Network Management  
Virtual Reality  
Software Engineering

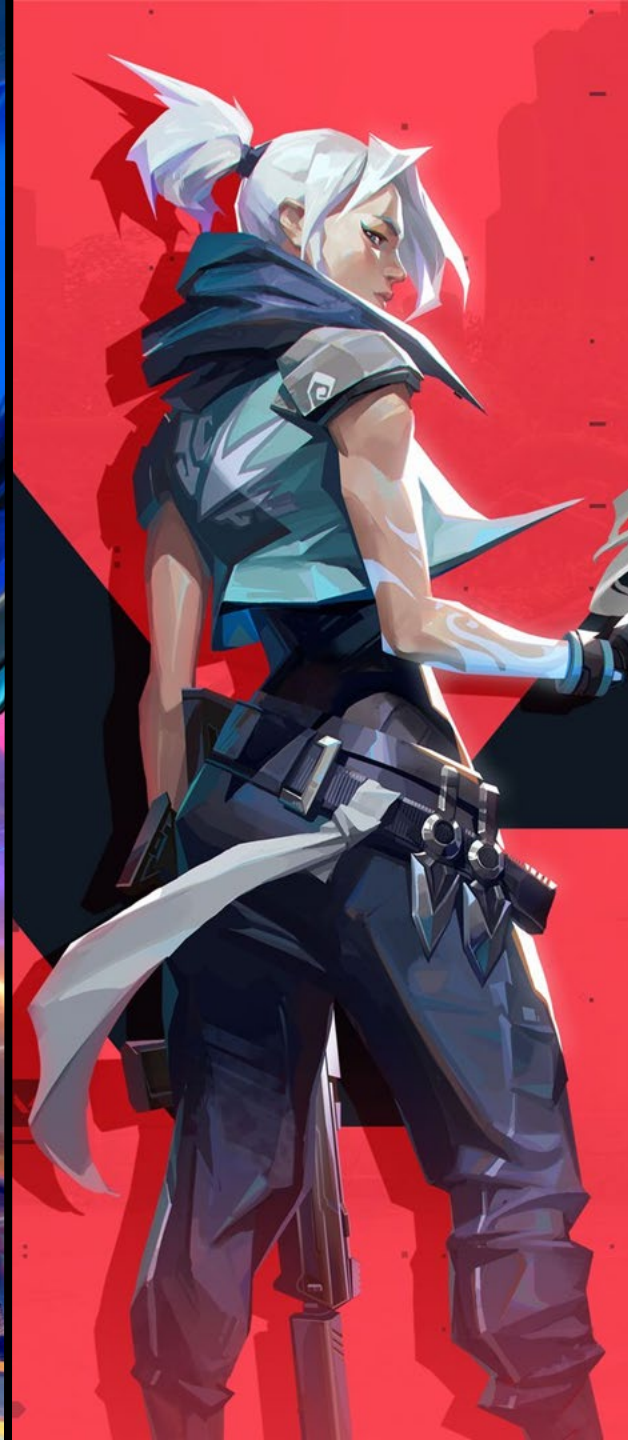


## GENERAL ROLES

Marketing • Sales • Advertising • PR • Branding • Merchandising • Media  
Event management • Social media • Design • Business development

# ESPORTS RELATED PROFESSIONS







# British Esports Students Champs

## *British Esports*

- 6<sup>th</sup> full year of the competition.
- Run for schools and colleges, the only PC based competition of its kind in the UK.
- 700+ teams playing each week on a Wednesday afterschool.
- Our live Grand Finals take place at the Confetti Institute in Nottingham. Viewership of the live stream via Twitch peaked at 250K last year.
- New season starts at the end of January 2024. Applications open start of January... <https://britishesports.org/champs/> - FOR FURTHER INFO...



**BRITISH  
ESPORTS**





FINALS // OVERWATCH



STUDENT CHAMPS FINALS







STUDENT CHAMPS FINALS





# Academic Pathways

## *BTECs in Esports*

- British Esports have partnered with Pearson, the global learning company, to create the first esports qualifications of their kind in the world for 16-19 year olds.
- 100% internal assessment (coursework), NO EXAMS.
- Approved by the Department for Education.
- L1, L2 & L3 versions are available (120 – 1080 Guided Learning Hours).
- First cohort of 15 centres and 330 students started in Sept. 2021
- From Sept 2023 = 160+ centres and 9500+ students.
- It is a truly cross-curricular programme
- [Esports BTEC](#)



**BRITISH  
ESPORTS**

## Structures of the qualifications at a glance

This table shows all the units and the qualifications to which they contribute. The full structures for these Pearson BTEC Level 3 National qualifications in the Esports industry are shown in **Section 2 Structure**. You must refer to the full structure for the relevant qualification to select units and plan your programme.

### Key

**M**

**Mandatory units**

**O**

**Optional units**

Unit (number and title)	Unit size (GLH)	Extended Certificate* (360 GLH)	Foundation Diploma* (540 GLH)	Diploma* (720 GLH)	Extended Diploma* (1080 GLH)
1 Introduction to Esports	60	M	M	M	M
2 Esports Skills, Strategies and Analysis	120	M	M	M	M
3 Enterprise and Entrepreneurship in the Esports Industry	90	M	M	M	M
4 Health, Wellbeing and Fitness for Esports Players	90	M	M	M	M
5 Esports Events	120			M	M
6 Live-streamed Broadcasting	60		O	O	O
7 Producing an Esports Brand	60		O	O	O
8 Video Production	60		O	O	O
9 Games Design	60		O	O	O
10 Business Applications of Esports in Social Media	60		O	O	O
11 Shoutcasting	60		O	O	O
12 Esports Coaching	60		O	O	O
13 Psychology for Esports Performance	60		O	O	O
14 Nutrition for Esports Performance	60		O	O	O
15 Ethical and Current Issues in Esports	60		O	O	O
16 Corporate Social Responsibility in Sport	60		O	O	O
17 Sports and Esports Law and Legislation	60		O	O	O
18 Launching Your Esports Enterprise	60		O	O	O
19 Customer Immersion Experiences	60			O	O
20 Computer Networking	60			O	O



# Introducing the Esports Leadership learning programme

**The Leadership Skills Foundation is a prominent awarding organisation dedicated to the development of leadership skills in young people. We bring these essential skills to life through practically applied qualifications and accredited awards across the curriculum and beyond.**

# Programme overview



BRITISH  
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- Education sector: schools, sixth forms, colleges and community organisations.
- Learner age: 11-19 year olds

	Level 1	Level 2
Guided learning hours	16	20
Independent learning hours	8	12
Total qualification time	24	32



# Women in Esports



Women in Esports is an award-winning diversity and inclusion initiative.

Established in 2019, Women in Esports has delivered numerous events, dedicated tournaments, community initiatives and educational content throughout the past three years.

In early November 2023 we hosted our inaugural Equality, Diversity and Inclusion Summit bringing together leaders from esports, sport, technology and business.

Our four key pillars are:

- 1. To educate**
- 2. To engage**
- 3. To empower**
- 4. To provide expertise**

**Educating  
Engaging  
Empowering  
Expertise**

# Esports Projects

Continued development



Esports Badge added to The Duke of Edinburgh Awards for young people in the UK in 2021. British Esports supported the Duke of Edinburgh's Award in recognising esports as part of their awards.



Gaming used as a successful tool to build relationships between the police and youth in Cops vs Kids pilot in York. British Esports worked with the police to show how esports helps to connect with young people. Similar project delivered in Sunderland in 2023.



British Esports partner with Microsoft to write and deliver the inaugural global Esports Teacher Academy. We asked teachers from around the globe, what are the benefits of esports to students and schools.

# Global Standards

Setting industry policy



## NSPCC

In collaboration with the NSPCC (National Society for Prevention of Cruelty to Children), we have developed a comprehensive parent and carer guide to esports, including best practice linked to safeguarding and online safety for young people.

We assisted the UK Government (DCMS) re online safeguarding and best practice for esports and players. Also via GEF's UN's ITU partnership.

Ongoing projects with NSPCC in 2024 including the NSPCC Game Safe Festival.



# National Esports Performance Campus



**National Esports Performance Campus** in Sunderland, with industry leading venues (total 45,000 sq.ft):

- **THE PLACE**, an esports and gaming hub in the city centre - **opened September 2023**
- **THE HOUSES**, for esports teams in the city centre (connected to The Place) - **opened December 2023**
- **THE ARENA**, by the Stadium of Light - **opening end of Q2 2024**





# National Esports Performance Campus

## Services and facilities

- Educational courses: BTEC, Uni, Employability and Skills
- Coaching courses
- Performance training: Talent ID, national and pro players
- Classroom private hire
- Sim training and hire
- Streaming courses and hire
- Podcast/interview training and hire
- Bootcamps for pro players
- Office space
- Houses/Accommodation
- Masterclasses, lectures and watch parties
- Camps: Half-terms, Easter, Christmas and Summer
- Arena private room hire
- Content studio hire and broadcast
- Video editing
- Marketing and consultancy services
- Product launches/shoots/activation
- Venue, event and meeting hire
- Match day and concert activity (Sunderland AFC)
- British Esports events: Student Champs, Education Summit, Home Nations





## THE HOUSES

Used as three separate houses with dedicated gaming suites.

Multiuse: esports teams, content, media, concert and football fans.

25 beds across the three houses:

- Sapphire 12 beds
- Emerald 7 beds
- Ruby 6 beds

All overlook The Place courtyard.

December 2023 launch.



WELCOME TO  
THE PLACE

EMPOWERING  
THE FUTURE

DELL ALIENWARE intel









## THE PLACE

- 18,200 sq.ft (internal)
- Esports and gaming hub
- Classrooms
- Bootcamp Rooms
- Private Offices
- Meetings Rooms
- Incubator
- Gaming Lounge
- Bar and Function Room
- Private Courtyard
- Entrance for The Houses
- Best in class hardware (Dell, Intel and Alienware) and connectivity
- 24 hour Concierge







# THE ARENA



1.1 acre freehold site with a 11,000 sq.ft building next to Stadium of Light  
Planning approval granted (with change of use and additional 5,400 sq.ft)  
Opening March/April 2024

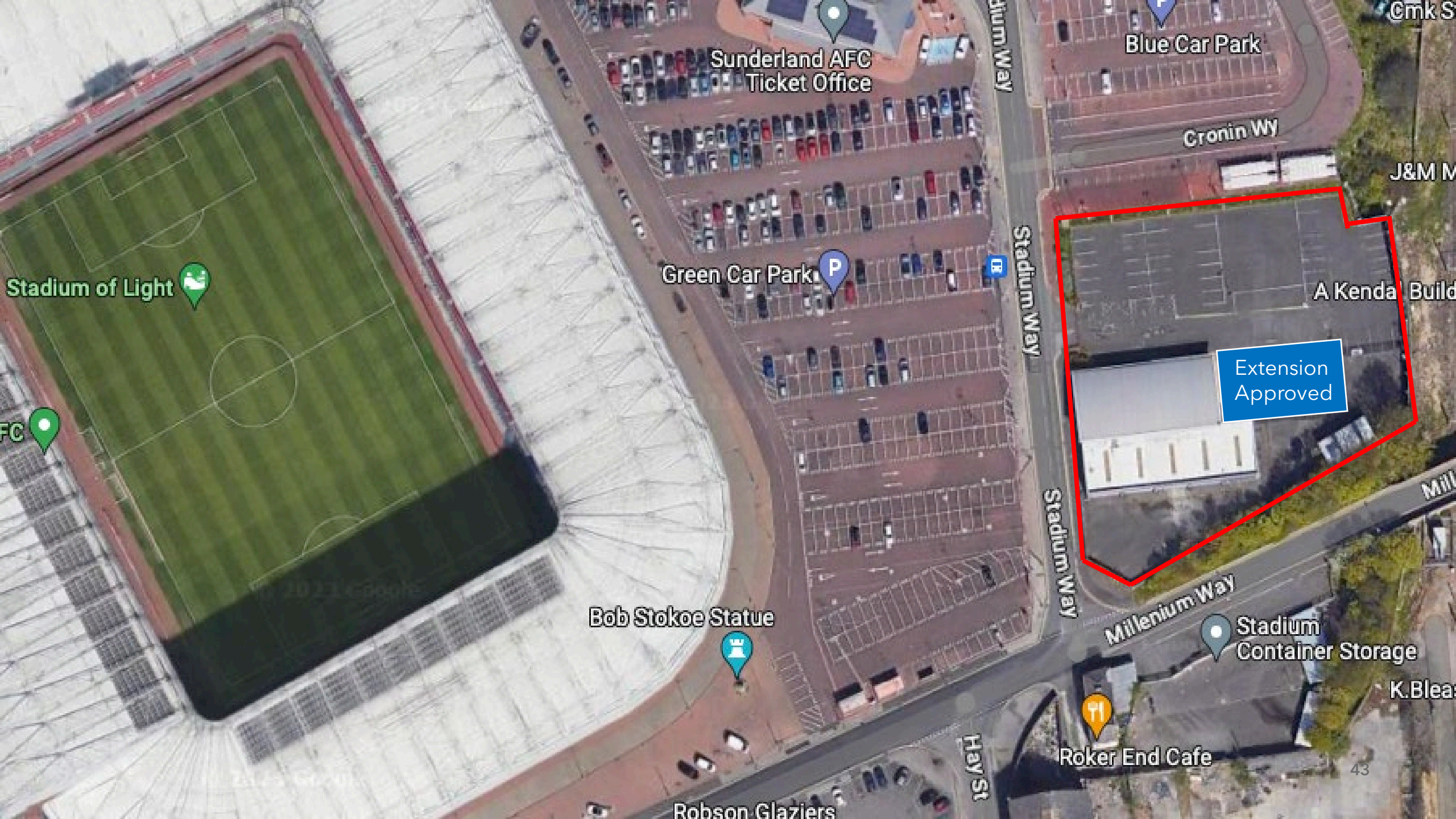
## Ground Floor:

- Arena space:
  - Large screen (17m x 3m)
  - 200+ seated spectators
  - Raised stage for teams
  - High definition broadcast
  - Multi use - esports, music, events
- Large social space/bar
- VIP area
- Arcade machines/sims/social play
- Retail area/product launches
- Performance Rooms
- Broadcast and Content studio/Green room
- Podcast/Interview/Streaming Booths
- Broadcast & Editing Suite

## Outside:

- Large outdoor garden space/s
- Exterior 6m x 3m video screen facing stadium
- Car parking





Cmk S

Sunderland AFC  
Ticket Office

Blue Car Park

Cronin Wy

J&M M

Stadium of Light

Green Car Park

Stadium Way

A Kenda Build

Extension  
Approved

FC

Bob Stokoe Statue

Stadium Way

Millenium Way

Stadium  
Container Storage

K.Blea

Roker End Cafe

Robson Glaziers

Hay St



Welcome to the home of British Esports

BRITISH ESPORTS

BRITISH  
ESPORTS



BRITISH ESPORTS  
PERFORMANCE CENTRE



NATIONAL ESPORTS  
PERFORMANCE CAMPUS

Welcome to the home of British Esports  
BRITISH ESPORTS



# Thank you!

Tom Dore  
tad@britishesports.org

