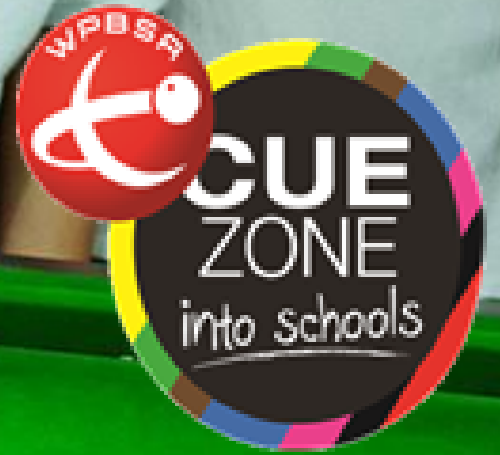


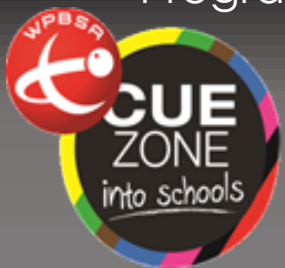
Cue Zone into schools

Educating through sport



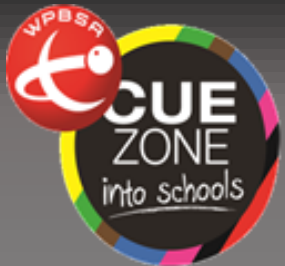
Concept

- Cue Zone Into Schools operating under the World Confederation of Billiards Sports is a World Wide Grass Roots development programme; its main objective is to develop the game of snooker within schools using a concept known as Functional Snooker.
- Functional Snooker has been recognised by OFSTED as a good practice in teaching English and Maths through sport. This concept removes traditional scoring, replacing it with numbered balls which retain their values, whilst others have symbols to indicate whether to multiply, subtract or use addition to calculate the value of the shot. Within the programme there is a facility for schools to develop their own Cue Zone, which contains six- foot snooker tables, which can be used as a teaching and learning resource or as an enrichment tool.
- Youngsters can train and achieve the Official Governing Body Coaching Award which can be linked to the BTEC Sport Qualification, this will give young people the empowerment to develop their own facility within school. With each programme there is a scholarship for a teacher or a nominated person to take part in the two day WPBSA World Snooker Coach. Programme to become a qualified Snooker Coach, led by Six Times World Snooker Champion Steve Davis, 1979 World Snooker Champion and the sports Terry Griffiths and NLTG's Chris Lovell who is responsible for the sports Grass Roots Development and Coaching Programmes and who developed the concept.



Initial UK Pilot

- Scheme pilot rolled out in 20 schools across UK.
- Mixture of Primary and Secondary schools.
- Total possible pupil reach of 35,010
- Schools in the Cities of Liverpool, Sheffield, Newcastle, Salford, Bath and London



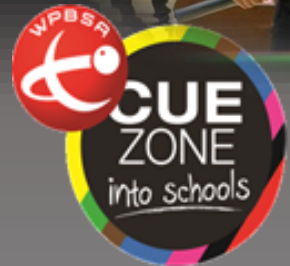
International Communities

- Centres of Excellence and Academies opened in China and Thailand engaging many schools across Asia.
- Scheme being rolled out in India sported by Indian Government and the BSFI.
- Snooker viewed in over 87 countries with 8000 hours of TV coverage reaching 500 million viewers.
- Olympic ambitions – World Confederation of Billiards Sports has aspirations to join the programme for Tokyo 2020 Olympic games.



Expanding across Asia

- Already significant take up of schools in China.
- Plans underway for Cue Zones in Thailand and India.



Sheffield Project

After engaging with and successfully implementing the scheme across the differing schools across the UK pilot. The WPBSA has decided the next step will be to implement Cue Zone into Schools across a city to be able to identify the positive behavioural and economic impacts the scheme has on a specific area. As the home of the World Snooker Championships Sheffield was the ideal place to start.

- Additional fifteen schools in Sheffield from February 2015.
- Includes three disability specialist schools.
- Addition possible pupil reach of 13,764 meaning scheme has potentially reach to 48,774 pupils.
- Inter school championships and exhibitions at World Championship in Sheffield with exposure to BBC coverage.



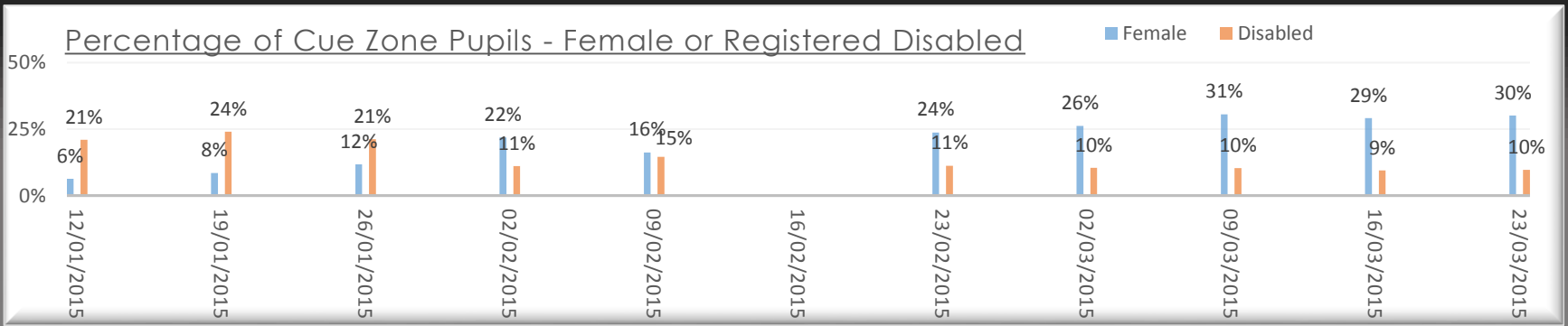
Increasing Diversity

- Scheme a way to outreach to girls.
- Scheme implemented at several specialist disability schools.
- Possibilities for those that don't like traditional mainstream Physical Education sports (Football, Rugby, Cricket)
- Special Days to encourage diversity linked to professional tour.



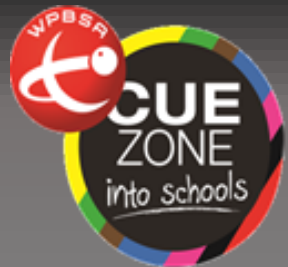
Disability Day at World Snooker Championships

Taken from Sheffield Cue Zone into School Project 2015



Continuing the ethos of the game

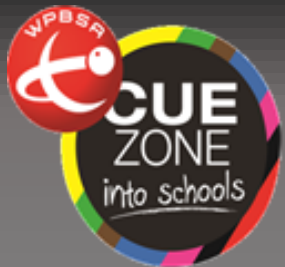
- Passing on to the next generation the hundreds of years of history of the sportsmanship and gentlemanly conduct within Billiards Sports.
- Crossing barriers of gender, class and ethnicity.
- An equal playing field for all in a sport with no barriers where fairness and integrity are ingrained.



Behavioural Impact

- Breakfast and after school clubs help those most vulnerable pupils interact with each other in a fun and educational environment.
- Clubs mean pupils are spending more time in school and stopping potential anti-social behavioural issues in the local area.
- Improved behaviour of pupils involved in scheme.

"Billy regularly attends the snooker clubs at school, and he is always the first one there to help me set up the tables and then pack them away at the end. He has undertaken some coaching with the project. He now aids children who are of lower ability and offers them coaching tips and ways in which they can improve. He has taken on knowledge and coaching I have offered him and expanded on these through his own initiative. Billy has started to play snooker out of school in preparation for the snooker festival on 17th April, which sets a great example for other students. He has 0 negative points for the whole year so far, which didn't happen last year for Billy. He is now a pleasure to teach and work with."



What the Children Said

'I am looking forward to the student v Teacher competition coming up soon. Even if I get beaten it will be good fun'

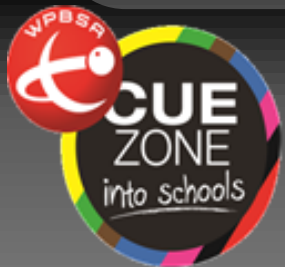
'It's great that we can do FS in our PE lessons; it's a totally new sport and a lot of fun. I wouldn't have ever tried it otherwise'



'I have helped with coaching some Year 7 students and want to become a 'Snooker Ambassador' at Sheffield Park Academy'

'I have been coming to lunch club at Cue-Zone since January and I have improved my skills so much. I like the challenge of having to think where I need to put the cue ball for my next shot to score the most points'

'I'm not very good but I like refereeing the games and doing the maths'



A learning alternative

- Opportunity to engage with young pupils who are looking for an alternative sport to mainstream physical education sports.
- Introduces and encourages use of Maths and English to those not interested within an normal classroom environment in a practical and fun way.



What the Teachers Said

“The students enjoyed learning a new game but found some of the maths difficult so we adapted the game to suit their needs (Heritage Park Special School).”

“The students are really involved and love playing. Maths have used the tables to improve lower ability maths”

“The scheme has been a great success. As well as in lessons we have a hard-core group 15-20 who attend every session after school and then 12-15 students from each year group every lunchtime.”



“We have provided opportunities in curriculum for all pupils in specific year groups to be involved in the game as a taster. It has proved very popular.”

“Students have been introduced to a sport that engages them mentally and physically but in a different way. This activity has engaged students that have sometimes struggled to find focus within lessons. It is working well within our school and students are still continuing to attend after school clubs with great enthusiasm.”



Commercial Opportunities

- Possibility to reach hundreds of millions of pupils with agreed appropriate sponsors.
- Possibility to reach parents and wider community through schools involvement with scheme.
- Potential to reach hundreds millions of Billiards Sports fans through social media announcements (World Snooker 67,800 Twitter followers, 89,000 Facebook followers, 5,748,319 Weibo reads) press articles (World's press) and television segments within World Snooker Championships (Worldwide broadcasters including CCTV, BBC and ESPN - 570 Million viewers worldwide).
- Core links with Professional Billiards Sports Events Worldwide – exhibitions within major tournaments across the globe.



Support from World Snooker Stars



Ronnie O'Sullivan

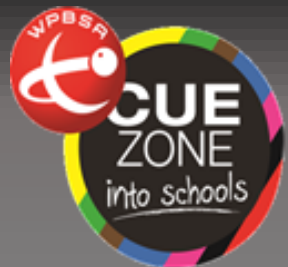


Steve Davis



Stuart Bingham

Shaun Murphy



Just the beginning

- Looking to prove economic, social and behavioural impact of Cue Zone into Schools on local community surrounding schools participating.
- Develop analysis of how breakfast clubs and after school clubs are improving behaviour, grades and social interaction for vulnerable pupils.
- Expand the scheme to new countries and continents rising awareness of sport to younger generation and furthering message of education through sport.
- Start by creating interschool championships within cities and then expanding regionally until in a position for national and international tournaments.
- Developing online formats of 'Function Snooker' to appeal to a younger market and encourage a virtual learning environment which also promotes the sport of Snooker.

