



Shakespeare[®]

Reel Education 'The story so far'



South

Neil Wylie

North

Chris Holden



What is Reel Education?

- Primary school project where students are taught about the importance of our lakes, rivers and seas, but also to generate an interest in angling.
- Delivered by Licensed Angling Coaches – P.E style angling games
- In-class delivery – national curriculum based activities - delivered by teachers – Science, Maths and Art. Lesson plans, exercises and activities.
- Sponsored by Shakespeare – Delivered using Shakespeare kit
- Develop local links to angling – Provide exit routes where children can ‘have a go’
- Completely free to the school
- Developing an environmental module

What have we done so far?

- Project was formed back in February 2022 – Chris and Neil started roles in March 2022
- Pilots completed across multiple schools
- Trialled the games to multiple ages – Reception to Year 6 (ages 4 – 11)
- Official media launch in March 2023
- Attended over 50 schools & 20,000 children already participated
- Over 10 coaches now delivering across England
- Reel Education fishing match – 8 schools attended – looking to build on this next year

How can schools get involved?

- Contact Neil or Chris
- Local coaches are now promoting events
- Plenty of space 23/24 school year
- Contact AT staff

How can coaches get involved?

- Contact Neil or Chris
- Complete small application form
- Must be minimum Level 1 angling coach for delivery (sports coaching/ teachers)
- Contact local schools, councils, education authorities
- Flexible working available – multiple deliveries
- Delivery – day rate & expectations
- Kit and clothing provided
- Coach feedback



lolburyrcps @OurBury · 22 Jun

We 'cod' not 'bait' to have 'fin' learning 'about' the 'fishue' of litter in our oceans. We 'sardinely' 'haddock' a 'reely' 'brill-iant' time. We will 'dolphinly' be inviting them back to our 'school' #NSSW2022 #OLOLYear5 @YouthSportTrust



lolburyrcps @OurBury · 22 Jun

Bream-ing with pride at how r-eel-y good Year 4's skills were yesterday! They were very e-fish-ent! @ReelEducationUK #NSSW2022 @YouthSportTrust #Year4



lolburyrcps @OurBury · 21 Jun

Year 2 have been 'fishing' for jokes all day but we 'cod' not find any funny ones. In the end we just didn't 'sea' the point. We've 'floundered' at trying to think of ones. However we have truly been 'hooked' today and 'haddock' amazing time thanks to the @ReelEducationUK 🐟



lolburyrcps @OurBury · 21 Jun

Year 3 'cod' not believe how fun fishing is! What a great oppor'tuna'ty! #NSSW2022 🐟🐟🐟



lolburyrcps @OurBury · 20 Jun

It's of-fish-ally #SportsWeek! What a start with @ReelEducationUK ! #RecOLOL have been reel-y getting into it! 🐟🐟

Social posts

Competition for best fish puns in their classes

Judged and prizes at the end of day

Marketing and brand awareness for Shakespeare and AT

Any questions??



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