

east village  
london E20



London's newest neighbourhood  
proudly sponsors Chess in Schools  
and Communities in Newham



**Chess in Schools and Communities announces first Charity-Public-Private initiative in ground breaking project to teach 20,000 children how to play chess in London Borough of Newham.**

Chess in Schools and the Communities (CSC), a UK registered charity and Newham Borough Council are working together with East Village in an innovative project to deliver chess to all 64 primary schools in Newham and teach 20,000 children to play the world's most enduring game.

The 'Urban Chess' program will be launched on **13<sup>th</sup> March**, just **2** days ahead of the World Chess Candidates Tournament in London - which will see 8 of the world's greatest players including world number one Magnus Carlsen compete for a €500,000 prize fund - East Village will celebrate its sponsorship of CSC, by welcoming local schools to Stratford Library for a fun and educational morning of chess games and classes on a giant board - led by British Champion Grandmaster Gawain Jones.

Spurred by celebrity advocates such as Jay Z, Carly Rae Jepsen, Jude Law, Lily Cole and even fashion brand Prada, who used chess within their autumn/winter 2012 campaign, recent research has found the game to be played by over half a billion people worldwide. However, this popularity has most importantly been amplified by its proven educational benefits - encouraging greater one-on-one interaction and the ability to think strategically – hence why East Village, Newham BC and CSC are so determined to bring chess to the younger generations.

CSC's 'Newham Chess Project' began in the London Borough of Newham in June 2010 when England women's international Sabrina Chevannes began teaching at Ravenscroft Primary School. The innovative approach of teaching the game to an entire class in school time led to her work being featured on Breakfast Television: <http://www.bbc.co.uk/news/education-13343943>.

As a result, 5 Newham schools and over 500 children have already enjoyed the arrival of chess into their classrooms, a programme of weekly chess lessons, and entry into national tournaments – such as the Delancey UK School's Chess Challenge.

The additional support from East Village will allow CSC and Newham Council to extend this innovative programme to a further 10 schools, reaching thousands more children across the local area Participating schools are:

- Ravenscroft Primary School
- Selwyn Primary School
- Sheringham Primary School
- St Antony's Primary School
- St Stephen's Primary School
- Tollgate Primary School

- Upton Cross Primary School
- Carpenters Primary School
- Calverton Primary School
- Dersingham Primary School
- Keir Hardie Primary School
- Lathom Primary School
- William Davies Primary School

Mayor of Newham, Sir Robin Wales, said: “Chess is a great way for our young people to build their confidence, concentration and problem-solving skills. I hope as many children as possible take up the opportunity to play this wonderful game. This is a great example of how Newham Council works with other organisations to innovate. Every child in Newham matters and they should have the same chances as youngsters in wealthier parts of the country.”

As well as promoting chess in schools, the partnership will develop chess clubs and lessons in libraries, look at hosting a chess festival and provide giant chess sets in the borough’s parks if there is a significant take up of the scheme.

## **ENDS**

Notes to editors

Announced by Qatari Diar Delancey and Triathlon Homes, East Village will initially deliver 2,818 new homes (a mixture of private rental and affordable), to create a brand new E20 neighbourhood. East Village will also be home to Chobham Academy – a world-class education campus for 1,800 3-19 year olds (and part of the prestigious Harris Federation), a state-of-the-art medical centre and over 30 independent cafes, shops and restaurants. It will combine the vibrancy of city living with the best of green, sustainable space – spanning over 27 hectares of land (the equivalent of St James’ Park) including landscaped gardens, park areas and courtyards.

Commenting on the sponsorship, Stuart Corbyn from East Village said: *“East Village will be London’s most exciting new neighbourhood with a fantastic education campus in its heart and outstanding facilities on its doorstep. We are delighted to be able to support such an educational initiative with CSC and really hope the local children will enjoy the benefits of fun, strategic training and logical thinking which chess can develop.”*

Malcolm Pein, Chief Executive of Chess in Schools and Communities added: *“The social and academic benefits of teaching chess to young children have been well proven to improve concentration, critical thinking and build self-esteem. We are thrilled that East Village and Newham Council has so generously supported The Newham Chess Project, allowing us to extend our programme for the benefit of many more. This partnership with both the public and private sector is something the charity hopes to replicate nationally. -Ends-*

**About CSC**

CSC is a charity established two years ago with the aim of introducing chess into primary schools, with particular emphasis on areas of economic disadvantage. The charity already delivers chess to over 180 schools in 35 boroughs across England and Wales, teaching chess as a classroom subject. Participating schools receive chess sets, software, training for teachers and 30 lessons per year from a CSC chess tutor. This innovative approach was recognised with an award from the Sports and Recreation Alliance: <http://tinyurl.com/CSC-Awarded>.

For further details look at [www.chessinschools.co.uk](http://www.chessinschools.co.uk)

**Contact Malcolm Pein:**

**T: 0207 935 3445**

**E : malcolm@chessinschools.co.uk**

## **About East Village**

### **New homes for Londoners**

- A total of 2,818 homes, including 1,379 affordable homes
- Homes range from 1 bedroom apartments to 4 bedroom townhouses
- Designed for modern, sustainable living by 16 world renowned architects with construction, fittings and finishes to the highest standard
- Built to Code for Sustainable Homes Level 4
- 11 individually designed areas provide neighbourhood character

For further details look at [www.eastvillagelondon.co.uk](http://www.eastvillagelondon.co.uk)

**For further information please contact W Communications:**

**Grace Henwood**

**T: 07828 040 605**

**E : grace@wcommunications.co.uk**

**Newham Council contact:**

**T: Chris Smith – 0203 373 0698**

**E: chris.smith@newham.gov.uk**