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JUNIOR MEMORY CHAMPIONSHIP

Working with schools to promote memory skills for children

Founder and Arbiter

Jonathan Hancock BA (Oxon) PGCE

"We feel developing memory skills is a priority at school and your materials have given such a clear structure in how to implement this in school"

Anna Cvijetic

Headteacher, Crowle Primary Academy

JUNIOR MEMORY CHAMPIONSHIP™
created by the Learning Skills Foundation®

For details of this important educational initiative go to:
www.juniormemorychampionship.com



Summary

We are seeking to raise £30,000. This is the funding required to further develop and expand the Junior Memory Championship to enable the maximum number of teachers and schools in the UK to participate in the competition and benefit from vitally important memory systems.

Who we are

The Junior Memory Championship is the nationwide memory championship for State and Independent primary schools in the UK. Now in its seventh year it is an important educational initiative created by the Learning Skills Foundation bringing valuable memory skills to the forefront of learning.

In the first six years we have engaged with over 1,000 primary schools throughout the UK and with some 1200 teachers and with over 61,000 pupils in an age range of 10-11 years old. We wish to grow this project to reach most primary schools in the UK and to promote it heavily, preferably to become an annual TV programme.

Founder of the Junior Memory Championship



Jonathan Hancock is a former World Memory Champion, holder of two Guinness World Records and author of nine books on memory and learning skills. Importantly he is also a primary school teacher and ensures that every element of this project is keyed into the real learning needs of children, and the practicalities of teaching in a crowded curriculum. As a teacher he sees for himself how memory and learning techniques are central to educational success.

The memory techniques used are based on making links and connections. Creative memory strategies help children to build complex networks of memories and to navigate them effectively. The JMC helps children to handle information in a fast-moving world. They may have easy access to the internet, but children also need the flexible thinking skills to explore information effectively, connect it with other pieces of knowledge, do

useful things with it and learn key facts and ideas in a meaningful and lasting way.



To achieve their full potential in school, children need to be equipped with the best strategies to absorb information in an efficient, coherent and creative way. They need to feel confident in their ability to learn a wide range of material in a form that is useful and lasting - to succeed in tests and exams, but also to achieve an education rich enough to drive lifelong success.

Too many children fail simply because they are not let in on the secrets of memory; the phenomenally powerful yet often beautifully simple learning techniques that have existed for centuries and are needed more urgently now than ever before.

Why is this project important?

Today's primary school pupils may be adept at using the latest computer games and the internet, but they can still have difficulty learning the information and skills they're taught at school. Their brains are flexible and fast when using digital equipment and negotiating virtual worlds, but in the real classrooms their teachers are reporting increasing problems with concentration, motivation and memory.

To tackle these issues, and to make the most of the way the 'iPad Generation' thinks and learns, ancient memory techniques are being put to use as part of this national competition.

The Junior Memory Championship involves 10 and 11 year-olds being shown how the ancient Greeks and Romans taught their students to remember, using strategies remarkably similar to today's interactive computer games and social-networking sites.

"I believe these skills should be on offer to all children in school as they are so effective. During the training, every single child in the class was engaged and motivated and all looked forward to each lesson. Children in the class that would not normally be as motivated, or would not normally show such high achievement, showed that both were possible using these techniques. As a result of the success, the head teacher in our school is keen to apply the teaching of these skills throughout the school."

**Andy Robson, Year 6 Teacher,
Calderwood Lodge School, Glasgow**

How the Junior Memory Championship works

We deliver a range of learning materials (developed by Jonathan Hancock) for primary teachers to use, helping their pupils to explore information as if they were moving around a computer game or navigating an internet site. These materials include lesson plans, INSET pack, video clips, a full memory training programme for the Year 6 children and materials to develop learning skills in other year-groups.

From the very first phase, the emphasis is on improvement and showing children what can be achieved with the help of powerful memory and learning skills. The project is designed to be a positive experience for every participant. We help schools develop the very best memory strategies, incorporating them in lessons across the curriculum, equipping children with a range of powerful learning techniques.

The schools begin their training in September and in March their pupils participate in an on-line competition. This competition reveals the 20 best young learners from around the UK who are then invited to the Final at London Zoo in June where the new Junior Memory Champion is crowned. To encourage the children to get involved, every pupil who participates in the training process receives a Junior Memory Championship Certificate.



We have spent the past six years developing this project, creating all the materials and 'testing' the effectiveness of the memory skills on children. We have seen the benefit these techniques have brought children and have many testimonials from teachers thrilled at the results they are getting with their pupils.

Our Ambition

We want the Junior Memory Championship to become a major nationwide event in the schools' year. We want to involve over 1,000 Schools, 1,700 teachers and therefore over 60,000 children every year.

At the moment we are registering about 170 schools each year from all over the UK. We have kept the number of schools deliberately small in order to test the project effectively.

Now we know that the scheme works well, we wish to expand it, to promote it heavily and get it into as many schools as possible - hopefully culminating in an annual TV programme.

We currently charge each school a registration fee of just £50 which barely covers the administration costs. We feel that we should keep the registration fee at this low level in order to encourage the maximum number of schools to participate.

Developing and expanding the project



1. Database and Competition Delivery System

The existing JMC consists of an online registration facility, delivery of an extensive library of training materials and secure registration and delivery of tests for all competing children. Currently the results are extracted manually from the database tables. The existing system was adapted from a standard commercial server-based application which has proved insufficient for the number of schools now registering annually.

In order to expand this important educational project and to reach many more schools, we need to commission a purpose built server application which would be designed with reliability, performance and security in mind and the specified requirements of the JMC.

maintenance of the office based database, essential for the smooth running of the competition. The Administrator oversees and manages registration, authorises access by registered schools to the downloadable materials and the online competition pages. He or she will monitor the addition by the schools of pupils' names as candidates for the online testing and produce weekly and monthly reports of the statistics of the competition as well as the results table. The Administrator will also be available to resolve any difficulties and correct errors including the provision of phone and email support to registered schools. In conclusion the Administrator runs the system.

2. Redesign and implementation of JMC web site

Following the system redesign, to upgrade the pages accessible both to the general public and the registered schools. It is proposed a demonstration test would be offered to prospective schools and their children as a 'taster'.

3. System Administration and Maintenance

The Administrator is responsible for the communications to schools and the day to day

4. PR and Marketing

The principle objective of the Junior Memory Championship is to make more teachers aware of the importance of learning skills such as these memory systems, and thence show children how successful they can be in their learning tasks. We are, therefore, keen to secure media coverage in as many national and regional newspapers, educational papers such as the Times Educational Supplement, and on radio and television. To do this we need to employ a part-time PR and marketing person to promote the Junior Memory Championship.



The Costs

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| | |
| Database and Competition Delivery System | 15,000 |
| Redesign and implementation of JMC memory web site | 2,500 |
| Competition Website Development Management | 5,000 |
| Part-time Marketing / PR Officer | 7,500 |
| | 30,000 |

Sponsorship Opportunities

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|--------------------------------------|---|
| Main Sponsor £30,000 | <ul style="list-style-type: none"> · Naming rights for Junior Memory Championships · Highlighted sponsor listing on home page with hyperlink · Company name highlighted on all educational materials · On Sponsors' Page (website) - half-page message of support · Large banner advert across home page |
| Major Sponsors £15,000 x 2 | <ul style="list-style-type: none"> · Listing on home page with hyperlink · Company name on all educational materials · On Sponsors' Page (website) - quarter-page message of support · Medium-sized banner advert across home page |
| Sponsors £10,000 x 3 | <ul style="list-style-type: none"> · Basic listing on home page · Small banner advert across home page · Company mentioned on some educational materials |

Remember

Your sponsorship will help many children throughout the UK learn vital memory techniques. This in turn will help them be more confident and successful with their studies which will lead them towards better grades and a better educational and working future.



QUOTES FROM PARTICIPATING SCHOOLS OF THE JUNIOR MEMORY CHAMPIONSHIP™ 2013 and 2014



"It never ceases to amaze me that children can become so engaged in the variety of activities. This is the third year I have entered my school and having produced the previous two winners, it was great that a third place was achieved this year. Now working in a different school, with a different set of children, it is clear that the benefits of entering the JMC, is more far reaching than one can imagine. It shows that all children have the capability to develop memory skills and, under pressure, produce tremendous results. I am delighted with the school's achievement this year and look forward to next year's championship."

Ashley Winters, Head Master, Lodge Farm Primary School, Willenhall, West Midlands

"The competition created excitement that ran through the school and so much so other year groups now want to have access to the materials and tests. There was a real buzz around the place. The children's learning was enhanced and the children linked everything to the methods given, always creating fun and enjoyable ways of remembering things. We will definitely be involved again next year!"

Ken Baker, Year 6 Teacher, Haddenham Junior School, Bucks

"This boost in confidence and achievement can be applied to all our children who entered the JMC. To suddenly find that they can remember a long string of numbers or words, that initially they thought impossible, absolutely blew them away! They were thrilled with what they learnt how to do using the techniques they were taught."

Elizabeth Reynolds, Year 6 Teacher, Lacey Gardens School

"The competition and training fits in with the shifting paradigm within schools - that of focusing upon the learner, their needs and how we can improve their learning. Pupils enjoyed the sessions and were very curious about the psychology and the research behind the techniques. They found many of the strategies fun and they were quick to incorporate them and personalise them. I will sign up next year. I would like to do an INSET for staff."

Andrew Raspin, G & T Coordinator, Hymers College, Hull

"It was so good to be able to challenge the pupils in a motivating and very practical way. I wish I had been given the opportunity to acquire these essential life skills when I was at school!"

Liz Papier, Year 6 Teacher, Akiva School, London

"Thanks once again for hosting this fascinating project and competition. Our pupils have thoroughly enjoyed exploring different memory strategies, and they all agree that they will continue to benefit from these skills in Year 7 and beyond"

Joanna Moe, Learning Support/Learning Enhancement Teacher, The Red Maids' School, Bristol

"This year, for the first time, our Year 6 children have taken part in the Junior Memory Championship. This involved a test where incredible feats of memory were required. I have been thoroughly impressed by what the children have been able to achieve."

Andy Taylor, Year 6 Teacher, Stockport Grammar Junior School

PRESS RELEASE



Junior Memory Championship™ 2014

Created by the Learning Skills Foundation®

Isla's Marvelous Memory!

Isla Flett is officially the best young learner in the UK. On Sunday 15th June the Year 6 pupil from St Mary's School in Twickenham became the new national Junior Memory Champion, winning a thrilling final at London Zoo and amazing the audience with her learning skills.

Isla was one of 18 finalists who had congregated in London from all over the UK. These were the top performers in a series of memory tests taken by thousands of children online - in the most popular competition so far. Since September they had been all been following a specially-written training programme, preparing to take part in The Junior Memory Championship - organised by The Learning Skills Foundation.

At London Zoo the very best children were put through their paces by the championship's Founder, former World Memory Champion Jonathan Hancock. This year's challenges included a memory test about Regent's Park, as well as numbers, words, and a collection of names and faces.



Callum Wass, Isla Flett and Megha Burri with Jonathan Hancock

The competition was fierce and unusually tight, but in the end Isla's strong all-round performance gave her the top score. On the way to the title she managed to memorize 43 random words in perfect order, 39 names, and 90% of an information page - each feat after just 5 minutes of study.

Callum Wass from Witham Hall School was second. He remembered 37 names and a 26-digit random number.

Third place went to Megha Burri from Highclare School. He impressed the audience by perfectly recalling 49 out of the 50 random words.

Jonathan Hancock said: "Every year I've been blown away by the children's feats of memory and learning, and this year was no different. It was great to have children from all around the UK - all clearly very well-trained by their teachers to use these powerful memory techniques. It's wonderful to hear about the positive impact the training has had on their school work, and I'm sure they all have very bright futures. If they keep using these memory strategies, they're destined to achieve impressive results in their learning - and in all the other challenges they take on".

Since its launch in 2008, the Junior Memory Championship has introduced memory techniques to tens of thousands of children across the UK.

Caroline Shott, CEO of The Learning Skills Foundation said: "We are delighted to support Jonathan Hancock in establishing the Junior Memory Championship. This is a wonderful project, bringing powerful memory techniques to the front line of learning. In the six years since we launched, The Junior Memory Championship has become extremely popular with teachers and children alike as they see the very real benefits of memory skills. And the news is spreading: this year we worked with around 300 schools and estimate that 25,000 children took part in the training. Our finalists represent some of the brightest young minds in the UK - all taking their learning to the next level by using Jonathan's memory training techniques".

Schools are now registering for the 2014-2015 Junior Memory Championship, which promises to be the biggest yet.

People

Sir Brian Tovey KCMG (Founder Patron)

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| Professor James Tooley | Head of Education Policy, Newcastle University |
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