

Race to Learn case study

Delivering award-winning
digital learning that teachers value





Goals

Williams F1 is one of the world's leading Formula One™ motor racing teams. The company employs 520 personnel at a 40ha technology campus in the heart of the UK's Motorsport Valley!

The company's Corporate Social Responsibility (CSR) goals are:

- ✓ Develop Education as one of the company's CSR objectives.
- ✓ Produce a resource that is valued by teachers and is pedagogically sound.
- ✓ Engage with as many UK schools as possible
- ✓ Support STEM (Science, Technology, Engineering, Maths) in schools and higher education.



Our approach

Williams F1 approached Cambridge-Hitachi to create an educational resource based around their CSR objectives. Cambridge-Hitachi was seen as the ideal partner because of its experience in developing educational software and its reputation for excellence.

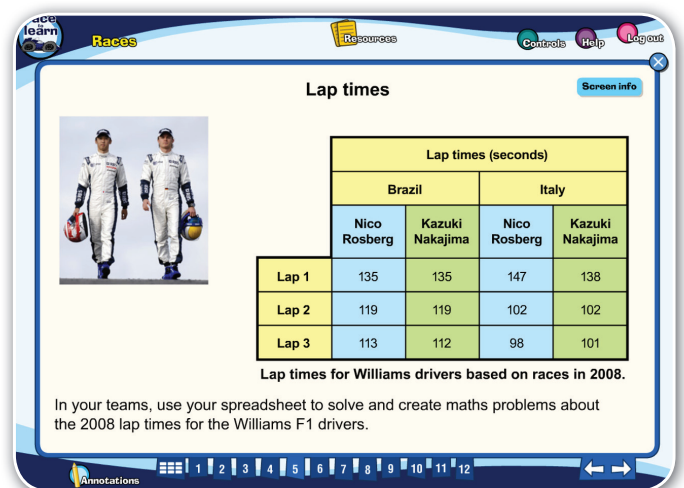
Together we developed the Race to Learn concept with the following key features:

- ✓ Interactive whiteboard resource for whole-class teaching.
- ✓ Focus on Primary education as more flexibility for cross-curricular resource.
- ✓ Excellent cross-curricular links to the National Curriculum.
- ✓ High quality teacher support material.
- ✓ A multi-media experience to engage and capture children's interest.

We also identified the opportunity to reach children before they had lost interest in Science. Research shows that this interest declines as children pass through Secondary school and if the interest is not there when children leave Primary school, it is rarely ignited during their Secondary years.

Key stages in the development of the digital learning resource were:

- ✓ Thorough review by the Cambridge-Hitachi product development team and the client to determine product requirements.
- ✓ Ideas refined through focus groups in Primary schools across different demographics.



The user interface for the software reflected the brand colours of Williams F1

- ✓ Selection of the Subject Matter Experts (SMEs) for the project.
- ✓ Planning of the content to make sure it linked to the National Curriculum.
- ✓ Prototypes built to test the content in a real classroom situation.
- ✓ Image, video, animation and audio assets commissioned.
- ✓ Copy edited by team of experienced subject matter editors to ensure a quality product.

From original concept work to production of the final CD, the project took just 6 months – in time to meet William F1's deadline of a launch at the British Grand Prix.



Outcomes

Cambridge-Hitachi delivered the following results for Williams F1:

- ✓ A digital learning resource that is valued by teachers for:
 - ✓ Cross-curricular coverage
 - ✓ Highly engaging content
 - ✓ Excellent teacher support materials
- ✓ Winner of BETT 2010 Award for Primary Digital Content
- ✓ Voted 10/10 by the leading primary education magazine, *Teach Primary!*
- ✓ Online delivery to 2,000 primary schools via *London Grid for Learning*
- ✓ Adoption by Randstad Education for its network of supply teachers



Everyone gets involved, with friendly competition between teams emphasising the importance of group work

“Cambridge-Hitachi has helped us deliver our education messages into primary schools through *Race to Learn*, a curriculum-based resource that teachers definitely value – not just because of its educational content but also because the multimedia experience is highly engaging for children.”

Gordon Day, Business Development Manager, Williams F1

“*Race to Learn* strongly supports the SEAL (Social and Emotional Aspects of Learning) outcomes with each activity involving group working in one way or another. There's no doubt that London's school children will benefit by developing these skills which are so valuable in life.”

Bob Usher, Content Manager at London Grid for Learning.



2010 BETT Award for Primary Digital Content

BETT is Europe's foremost educational show with 30,000 visitors and the awards associated with the event celebrate the very best ICT in education.

Many of the features in *Race to Learn* that were identified as important at the outset were appreciated by the BETT Award judges.

“The software is an excellent resource with the ability to use it as a teaching tool throughout the curriculum. It can also be used as a child-led and group-work activity package.”

“This is a very high quality resource that includes visual, audio, and kinaesthetic learning tools, with excellent real life footage, interviews and resources.”

“There are extensive links to the creative curriculum and excellent opportunities to develop real life enquiry skills. There are also numerous opportunities to enhance personal and social development, citizenship and peer working.”

“It provides stimulating and innovative tools and subject content with fabulous cross-curricular links. The superb activities are highly engaging for children.”

How we can help you

We work closely with our clients to help them implement their CSR objectives within the education sector, and deliver resources that teachers value and use in their classrooms.

Our expertise is in developing digital learning resources for whole-class teaching on interactive whiteboards and for delivery on the web that support the National Curriculum within four areas:

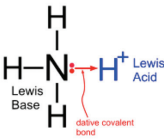
STEM

Chapter 10 Self-test 3

1. What is the best definition of a free radical?

- An atom formed in a chemical reaction
- A species formed by heterolytic fission of a chemical bond
- A species with an unpaired electron
- A molecule that has lost an electron

Check answer Reset Show answer 1 of 10



STEM (Science, Technology, Engineering, Maths): key to addressing the UK's skills shortage.

PSHE

Teaching Screens

Random risk



What are the risks of each situation? What are the risks of doing it? What are the risks of not doing it?

Annotations 1 2 3 4 5 6 7 8 9 10 11

PSHE (Personal, Social, Health and Economic education): covering everything from healthy eating to coping with bullies.

Sustainability

Building a wind park

Siting a wind park

Is this a good place to build a wind park?



Yes No

Check answer 1 of 3

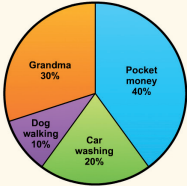
Sustainability: studied in all its aspects from water usage to global warming, and from transport choices to green energy.

Personal finance

Budgeting

Sophie's income

How Sophie received £5 last week



How much money did Sophie get from each source?

Annotations 1 2 3 4 5 6 7 8 9 10 11 12

Personal finance: children from 5 to 16 are taught these vital skills in school.

Cambridge-Hitachi is a joint venture between Cambridge University Press and Hitachi Software Engineering. The company combines Cambridge's expertise in publishing high-quality educational resources and Hitachi's innovative technology.

For more details on how Cambridge-Hitachi can help you, contact the Account Management team at csr@cambridge-hitachi.com or call **01223 326267**.

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