



Contact us:

01943 854 800

educom@wordsandpics.co.uk

“
Electricity distribution can be a difficult subject to engage students on, but Words & Pictures has managed to create a truly engaging and interactive session that conveys both the dynamism and importance of the industry. Never afraid of a challenge, the team made the process seamless and have delivered a session that will form the cornerstone of our KS3/4 education programme going forward.

Jonathan Collins, Corporate Social Responsibility
Manager - Electricity North West



Words&Pictures Case Study

ELECTRICITY NORTH WEST – ELECTRIC AVENUE

Electricity North West owns, operates and maintains the North West's electricity distribution network, connecting over two million properties to the National Grid.

Words&Pictures worked with Electricity North West to co-develop an interactive, learning experience for students in KS3 and KS4 to educate them on their key CSR areas: community, work and the environment. Together, we decided the best solution would be a board game – designed to parachute into a standard lesson slot, supporting the national curriculum.

The premise of the game is to connect a new build to

the National Grid. Teams of five act as a Distribution Network Operator (DNO) and move across the board, installing electricity poles. Students are given a budget, teaching them about spending in the business environment. They answer multiple-choice questions resulting in costs as well as earning points in three categories: finance, environment, and health and safety.

Each individual is given a character, from roles within the business. This encourages students to debate answers as each role has different priorities. Students

are able to imagine working at a DNO – helping to form connections with audiences identified as 'hard to reach' by the Engineering Industry, such as females.

Alongside the board game is a supporting introductory animation, explaining the aim of the game. The design of this, and all other assets, is bold and appealing, using both new design and ENW's existing graphics – tailored to the target audience.

The pilot board game was used at a science fair in Manchester before roll-out across their region.

Animation: <https://vimeo.com/120457484>