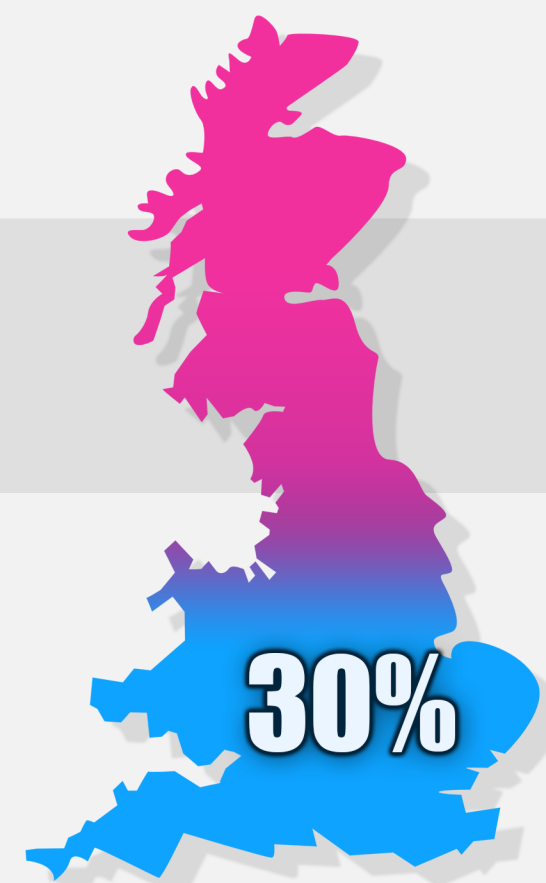


# Out of School Revolution

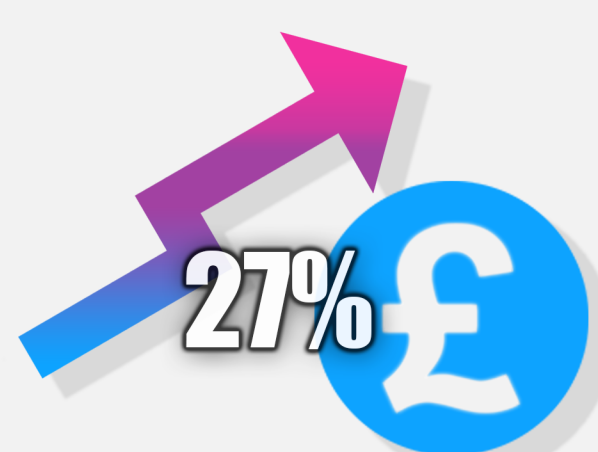
a nationwide journey to affordable out-of-school care for 4 - 11 year olds

## Background



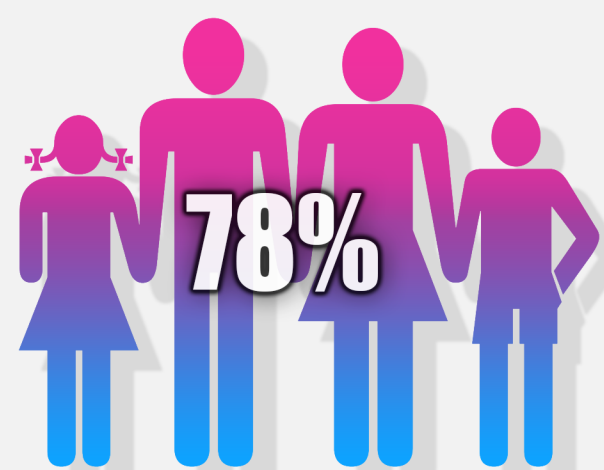
### Sufficiency

3 in 10 parents (30%) say there are not enough childcare places in their local area.



### Affordability

Childcare costs have risen 27% since 2008, more than twice the rate of inflation; unaffordable and unsustainable for families.



### Demand

78% of all families in England with children aged 0 to 14 use some form of childcare.

# ONE IN FOUR



## Who Are We?



### Class Of Their Own

An independent family run out-of-school club provider based in Brighton & Hove, United Kingdom.



### Successful

Delivering out-of-school care to over 3000 families with 150 staff.



### Exceptional

Achieving an industry-leading number of Ofsted 'Outstanding' ratings.



## SCHOOL CHILDREN USE AN OUT-OF-SCHOOL CLUB



### Working Parents

Vital service for working families and the British economy, with 66% of working couples using out-of-school clubs between 3pm and 5pm.

### Quality Care

55% of teachers believe that attendance at an out-of-school club raises educational motivation and confidence.

### Proven Model

Class Of Their Own is one of the largest providers in the country with a £1.2 million turnover and 20% year on year growth.



## The Need

### Economic Vulnerability Of Single Business Region

Class Of Their Own lost 20% of their business during the 2008 recession.

### Saturated Local Business Market

Operating in over 70% of Brighton & Hove schools, the company has exhausted growth opportunities in the local market.

### Lack of Internal Business Expertise

Limited knowledge of strategy within the organisation, restricting the ability to grow strategically.

### Better Childcare For Families Across The Country

With the government spending £6 billion on childcare annually Class Of Their Own's affordable, sustainable and high quality business model can be beneficial to children, parents and the economy.

## The Aim

### Identify New Markets For Geographic Expansion

Under guidance from the University of Brighton, use marketing research to identify alternative geographic business regions.

### Produce New and Complementary Services

Research and develop complementary services that use existing capabilities to target new and current customers.

### Produce an Innovative Scalable Business Model

Revolutionise the childcare sector by developing a scalable and national out-of-school club business model.



October 2014



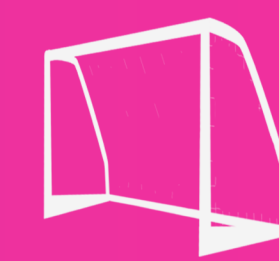
October 2015



# Journey



October 2016



Research and Audit

Create Business Model

Implement and Embed

Data and information sourced from the locations below:

NatCen  
Social Research



department for  
education and skills  
creating opportunity, releasing potential, achieving excellence

Innovate UK

University of Brighton

Class Of Their Own