

Explore Learning *Impact Report 2024*

A message from our CEO

“This year we achieved an exciting milestone - we tutored our 400,000th child since our launch in 2001. It is an honour to lead an organisation that is making a meaningful difference to so many families.

Combining brilliant people and smart learning tools, we are delivering personalised maths and English tuition to more than 27,000 children across the UK every week. As this impact report highlights, in just one or two hours a week, children are making mighty educational gains.

Every parent wants their child to succeed and flourish at school. Success may be seen in academic achievements, but underpinning that is a strong platform of skills and a positive mental attitude which sets children up for the future. Explore Learning is consistently delivering these foundations to academic success.

We continue to employ and nurture incredible tutors and invest in our smart technology which is backed by science and real intelligence. We believe that we can always do better and strive to innovate every day. We know the future of learning is led by incredible educators and engaging, personalised learning technology.

We hope you'll be a part of it.”



- Bill, Explore Learning Founder & CEO



Celebrating 2024 growth



50,000+
children supported
in 2024.



400k children
supported since 2001.

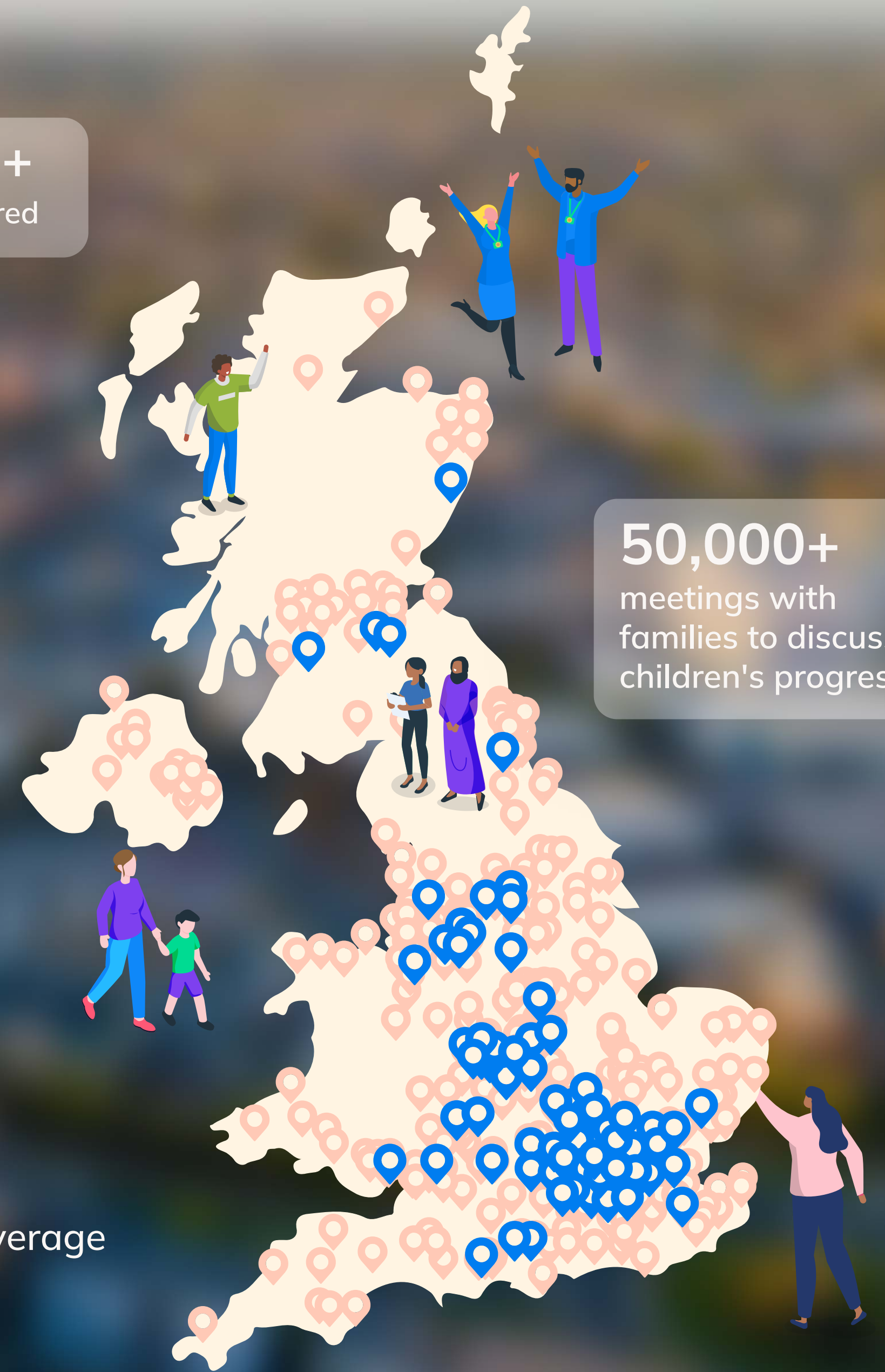
2 million+
Lessons delivered

50,000+ 
meetings with
families to discuss
children's progress

Nationwide coverage

Centres 

Online 





Delivering learning with impact



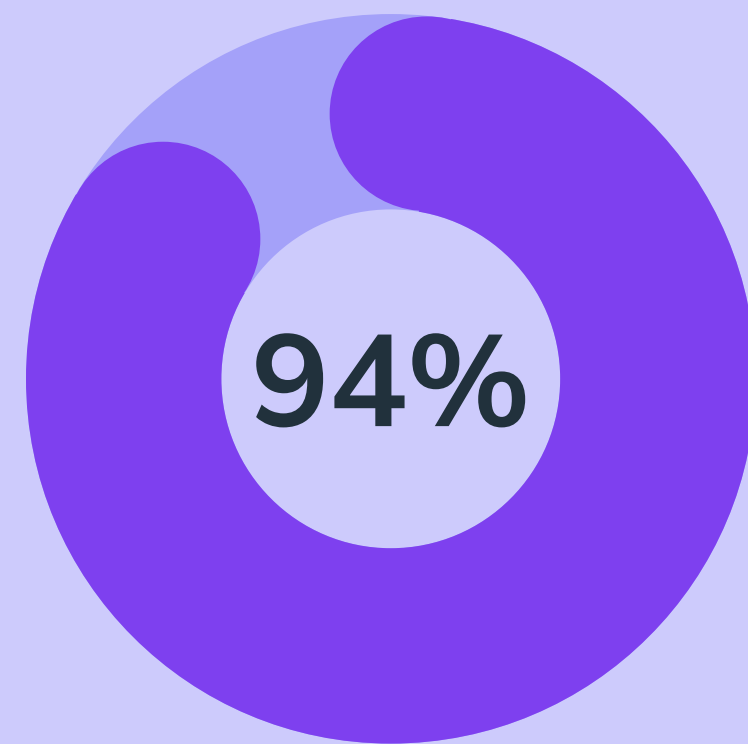
“Once again Explore Learning members have scored well above the national average in *all* assessed curriculum areas from the phonics screener, the multiplication check, SATs and GCSE maths. In addition our members are building essential learning skills. 97% of parents and carers surveyed report a positive impact on their child's learning, from building confidence to having a fearless attitude towards trying new things. These results are a testament to our personalised learning approach which combines our adaptive learning technology with the incredible support of our tutor teams.”

- Lisa, Chief Operating Officer

97%



of parents have seen a **positive impact** on their child's learning.



of parents said their child felt **more confident sitting their 11 Plus entrance exams.**

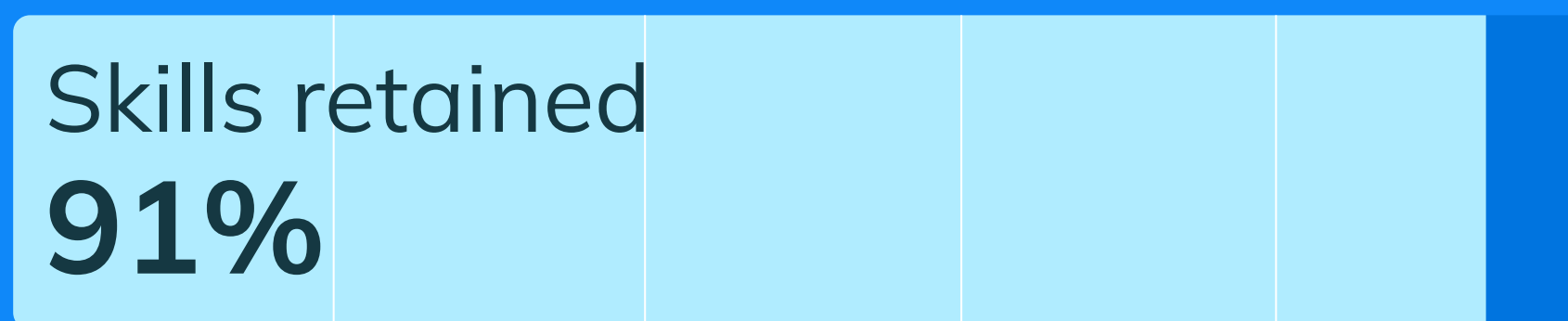
Skills mastered

5,818,125



Skills retained

91%



We know the relationship between parent, child and educator is essential in achieving progress. Our tuition centre managers dedicate on average **55 minutes per family** to discuss each child's learning needs.



Explore Learning Progress Meetings



Proven results

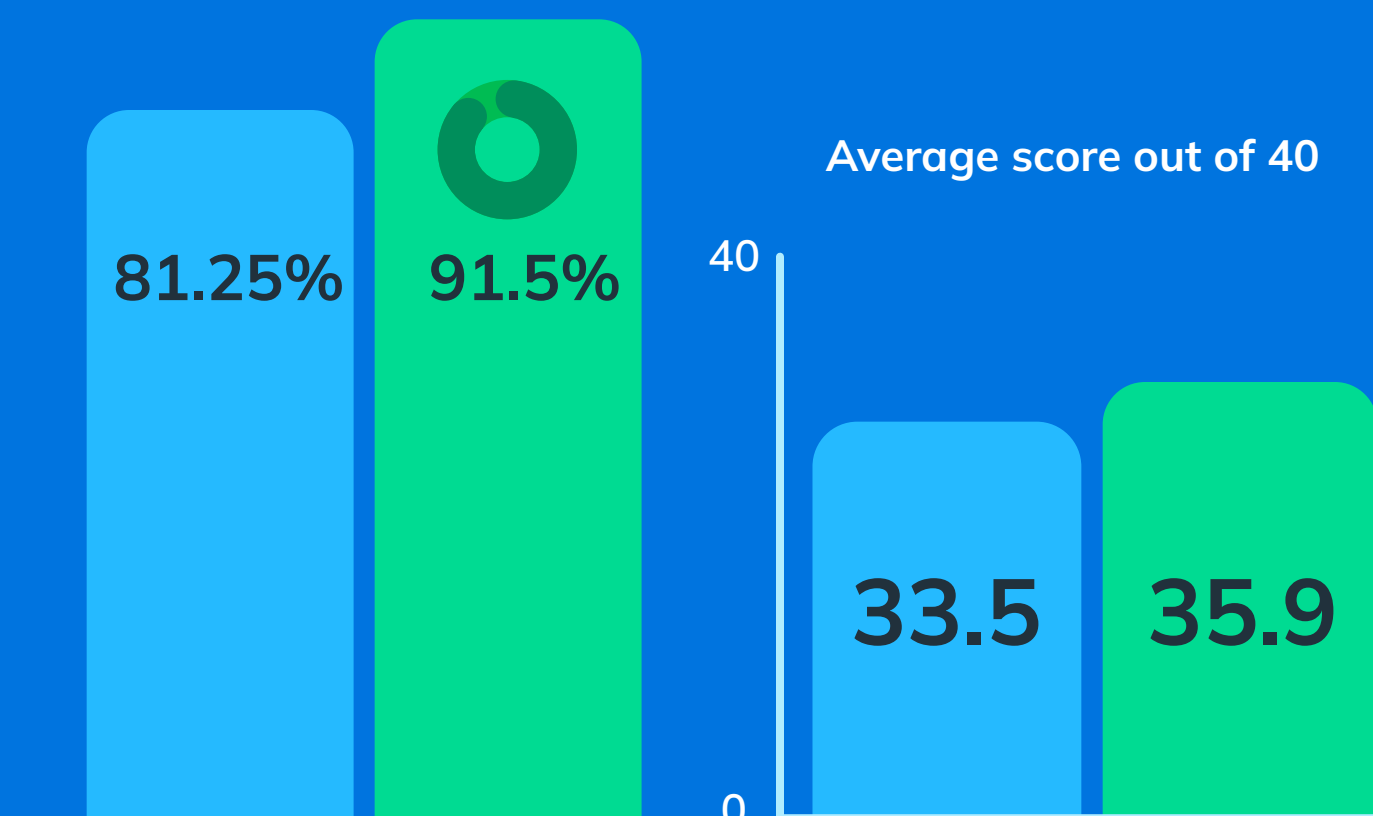
Explore Learning members score **above the national average** in all areas of the maths and English curriculum.



Phonics screener 2024

■ National average
■ Explore Learning members

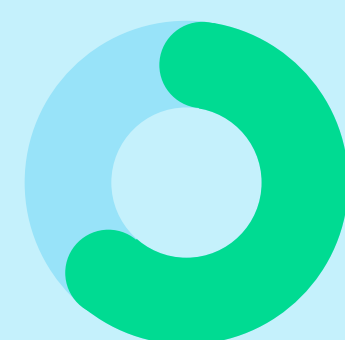
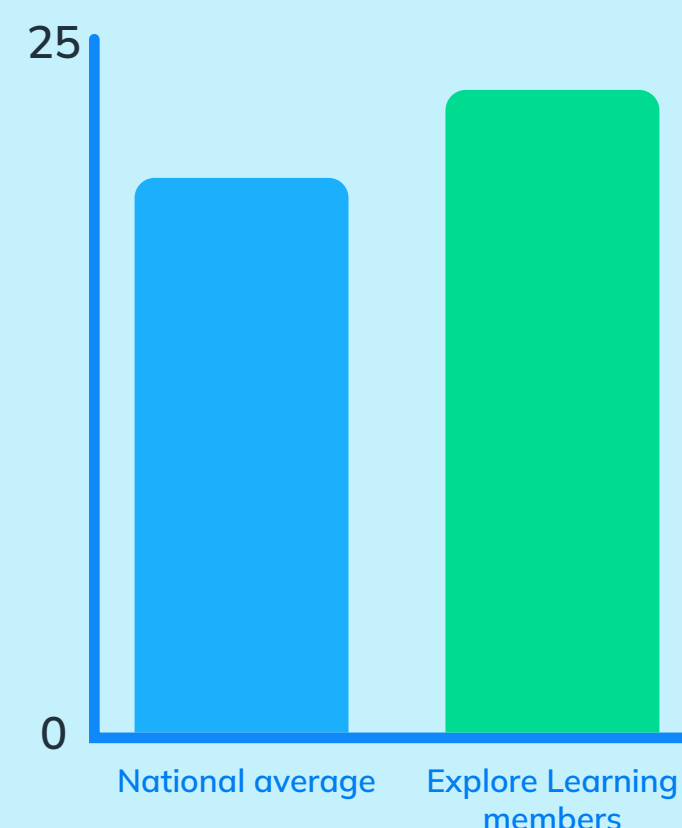
Met the expected standard



Year 4 multiplications check results 2024:

Average score out of 25

The top score of 25



60%
Explore Learning members



29%
Nationally

Year 6 SATs 2024:

■ National average
■ Explore Learning members

Reading

87%

74%

Maths

90%

73%

Grammar, punctuation & spelling

89%

72%

GCSE

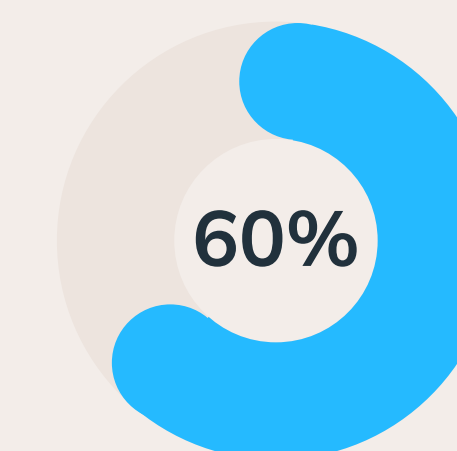
On average, Explore Learning students achieve 1 grade higher than their predicted grade in GCSE maths.

Pass rate



of **our members** passed their GCSE maths achieving a grade 4 or higher.

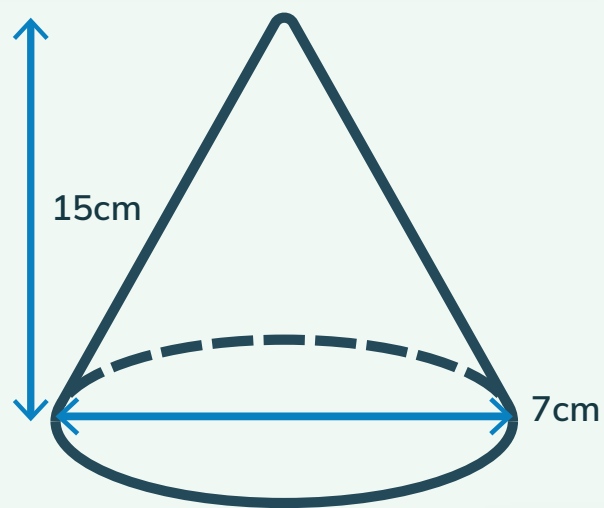
VS



National average

Driving technological innovation

Calculate the volume of the cone to one decimal place.



 cm³

Hello Matthew!



Next >>

 Engagement

 Progress

 Attitude

My Programme Coverage

25%

 Topic practice

 Exam level mode



“We are on a mission to build the most engaging, personalised and impactful learning experience. Our team of experts combine human-centric design with the latest innovations in AI, machine learning and data science to tailor learning to each individual child. We support our incredible educators to deliver the most effective and efficient learning pathways to each of our members every day and provide parents the feedback they crave.”

- Richard, Chief Digital Officer

Visible progress after every session

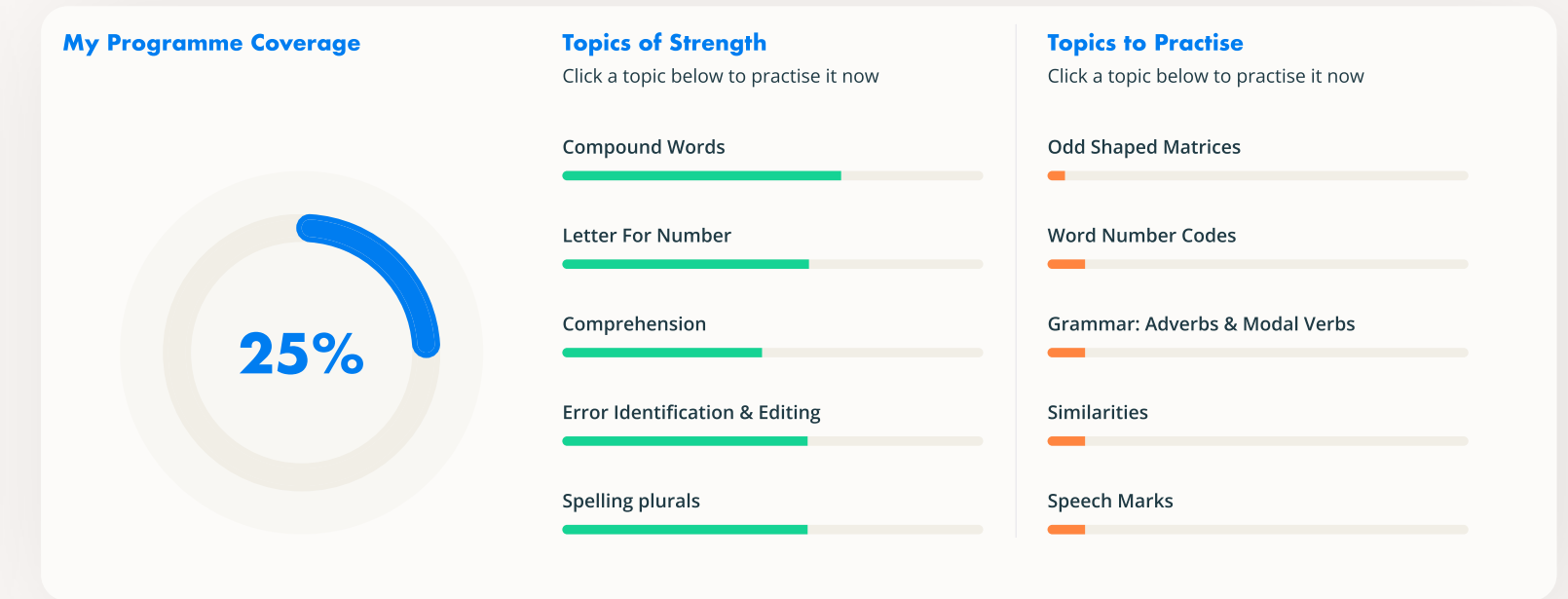
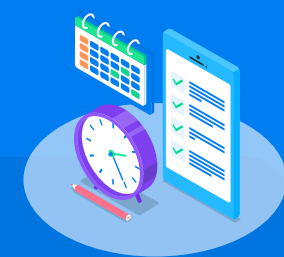
Our new member portal provides parents with essential information on the go:

- ✓ detailed progress reports
- ✓ flexible session booking
- ✓ unlimited access to practice materials

The screenshot shows a user interface for a member portal. On the left, under 'Topics of Strength', there is a list of five topics: 'Dividing fractions', 'Standard form', 'Distance Time Graphs', 'Cartesian plane and formulae', and 'Order of operations'. Each topic has a green checkmark and an 'Example →' link. Below this is a section for 'Areas covered' with buttons for 'Algebra', 'Geometry', 'Trigonometry', and 'Ratio & Proportion'. On the right, there is a session booking card for 'MON 9 AUG' at '17:30 with Joanna' at 'Abbey Wood'. Below the session card is a 'Manage sessions' button and three icons: a lightbulb, a calendar, and a speech bubble.

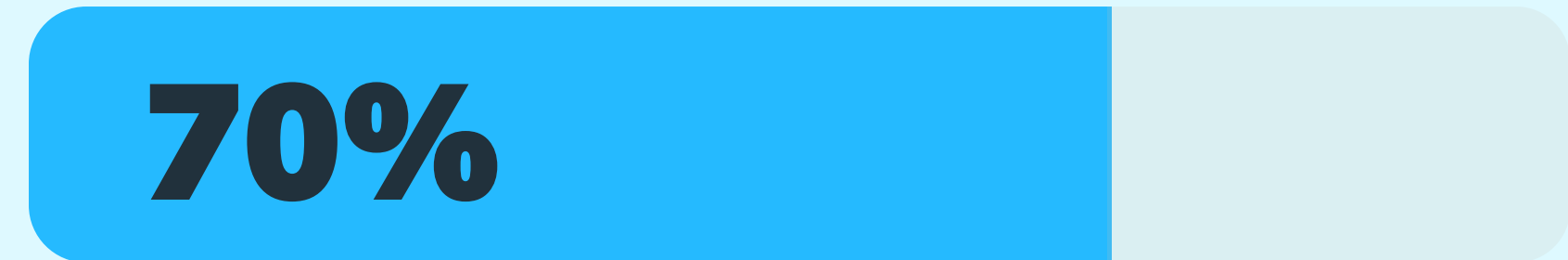
Member portal has reduced admin requests by

30%

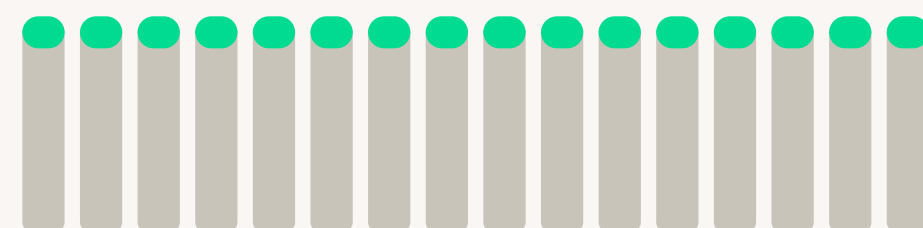


Using AI

we have successfully reduced each child's initial assessment by 70%, improving the time it takes to have **impact**.



16 new technical and design roles.



CTO100 Awards UK 2024

Recognising the best technology leaders in the UK.

Explore Learning CTO Richard Reynolds winner



Explore Learning is Cyber Essentials+ Certified

Our members can feel reassured knowing that we take the security of their data seriously with regular external auditing backed by the UK government.

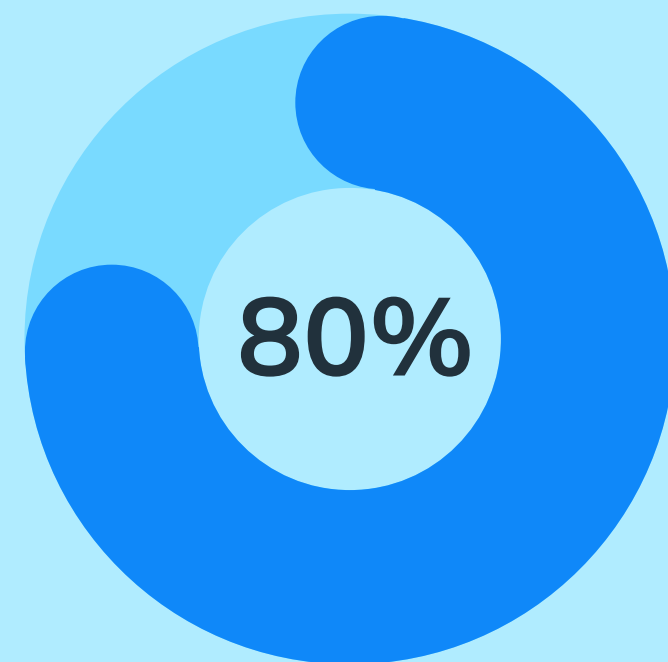
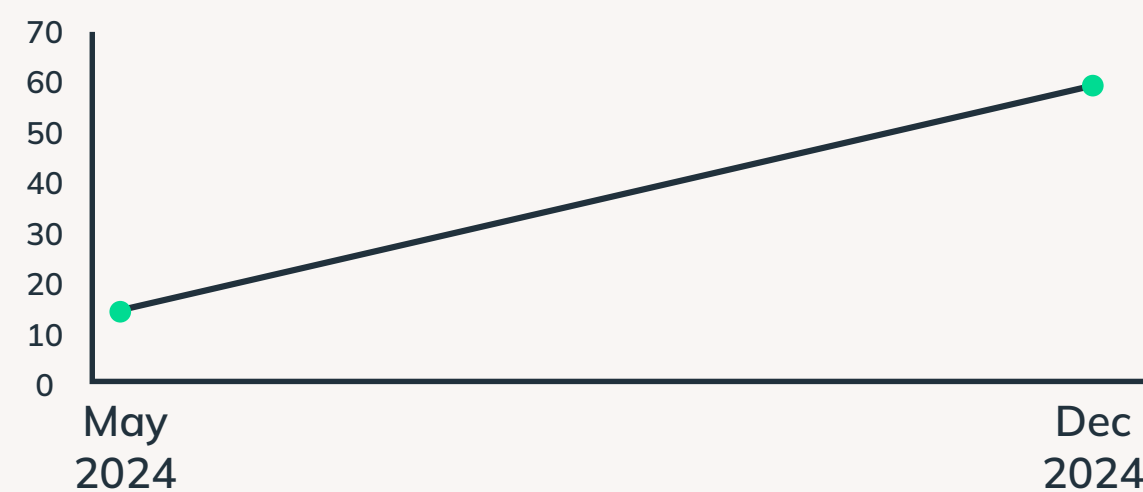
Harnessing technology to increase learning engagement

In 2024 we launched a new **Reward and Recognition** programme using the latest educational research. Children are rewarded for their engagement, progress and attitude. They earn points which they can use in their 'Character Studio' to create a character as unique as they are.

Increasing child engagement

Before character studio children were practising on average 15 minutes a week independently. Now they are averaging 1 hour of independent learning each week.

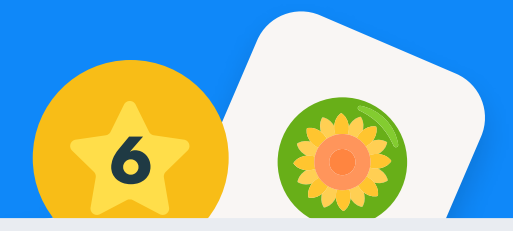
Independent session (mins)



of parents said their child enjoys learning more since joining Explore Learning.

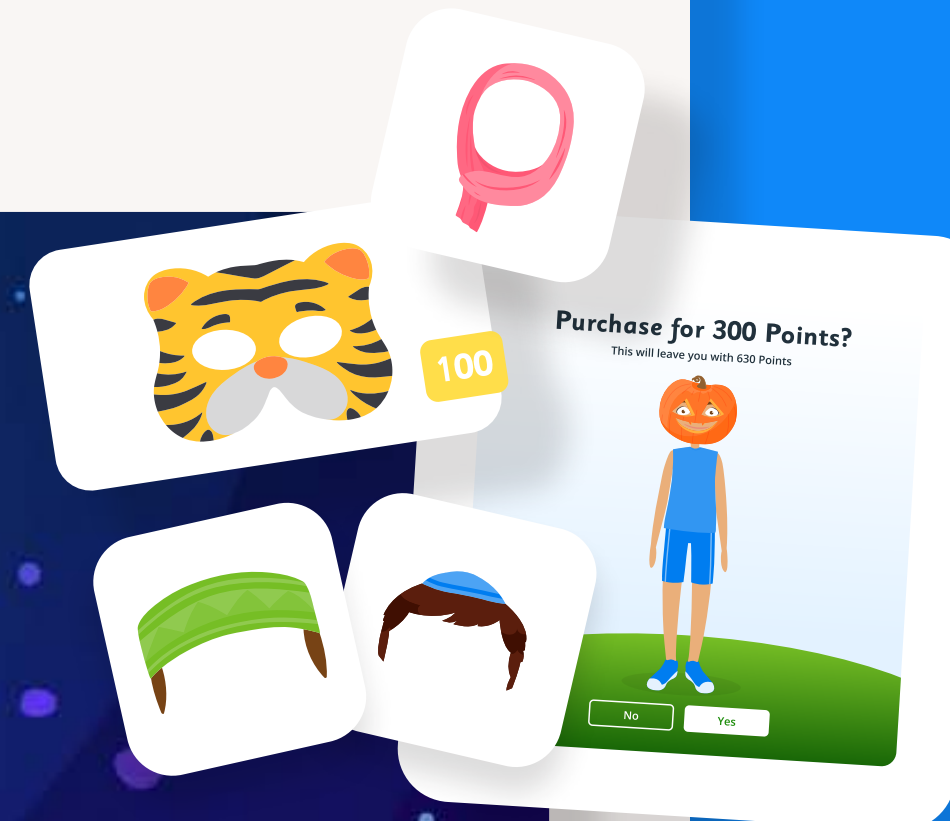
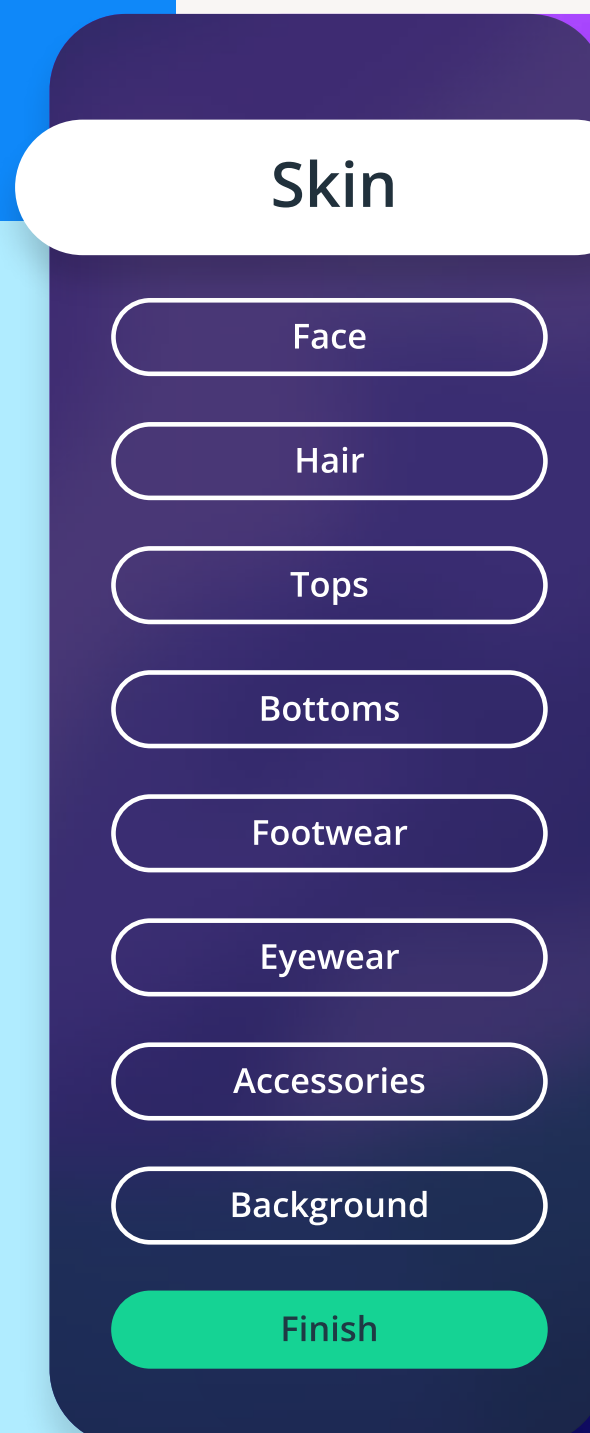
Customise

A completely personal experience



"I love it. I've made me. I love how personal it is"

- Explore Learning member, 13 years old



Over 1 million character combinations

Award-winning tuition



National Tutor's Association
People's Choice - Finalist



Education Investor Awards
Private Tutoring Provider of the Year - Finalist



Most Trusted Supplementary Education
Winner (Corporate Vision)



Excellence in Impact (BVCA)
Winner



Google reviews



All 95 tuition centres across the UK **rated 4* and above.**

Average centre rating up from **4.3 to 4.7.**

2,160
Reviews

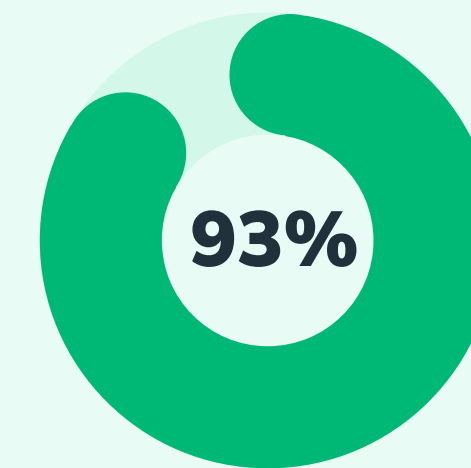
1,200+
new reviews in 2024.

4.6



Trustpilot rating

1,905
Reviews



of people rated us 'Excellent' or 'Great'.

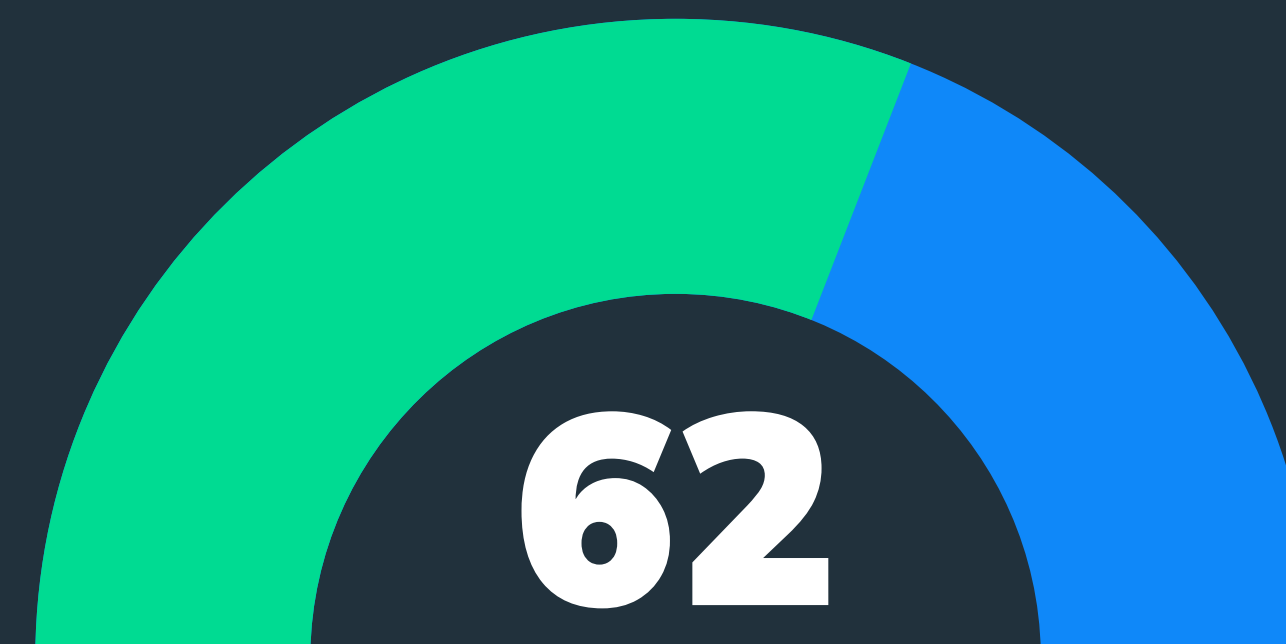
5,000+ families

referred us to their friends.



NPS

Customer satisfaction score





**Celebrating our
great people**



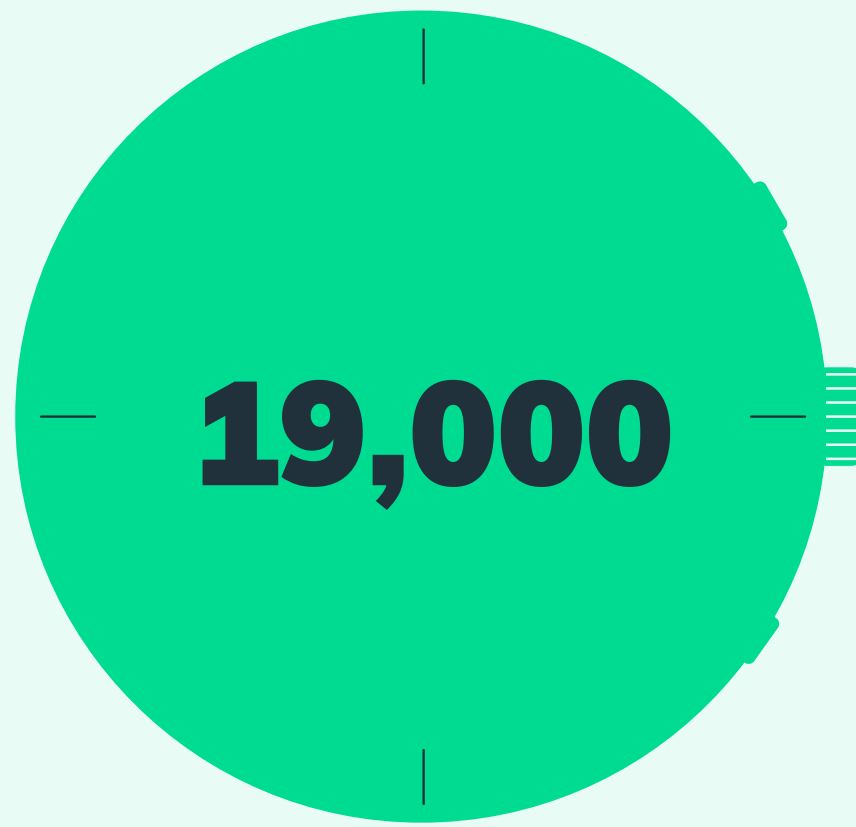
“Explore is fuelled by the uniqueness of its people and the variety of its development opportunities. We recognise the importance of each individual having a clear direction and a sense of purpose. We strive to offer 100% support and 100% challenge!”

- Yaelle, Chief People Officer

We have worked with over

5,000 tutors

this year.



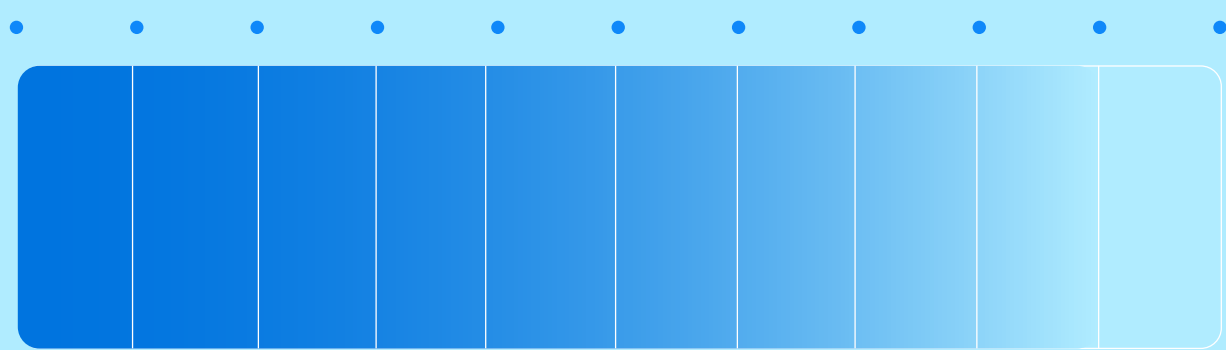
hours of coaching.

2016

new tutors joined
Explore Learning this year.

88%

of staff feel they
can be their authentic
self at work.



400+

hours

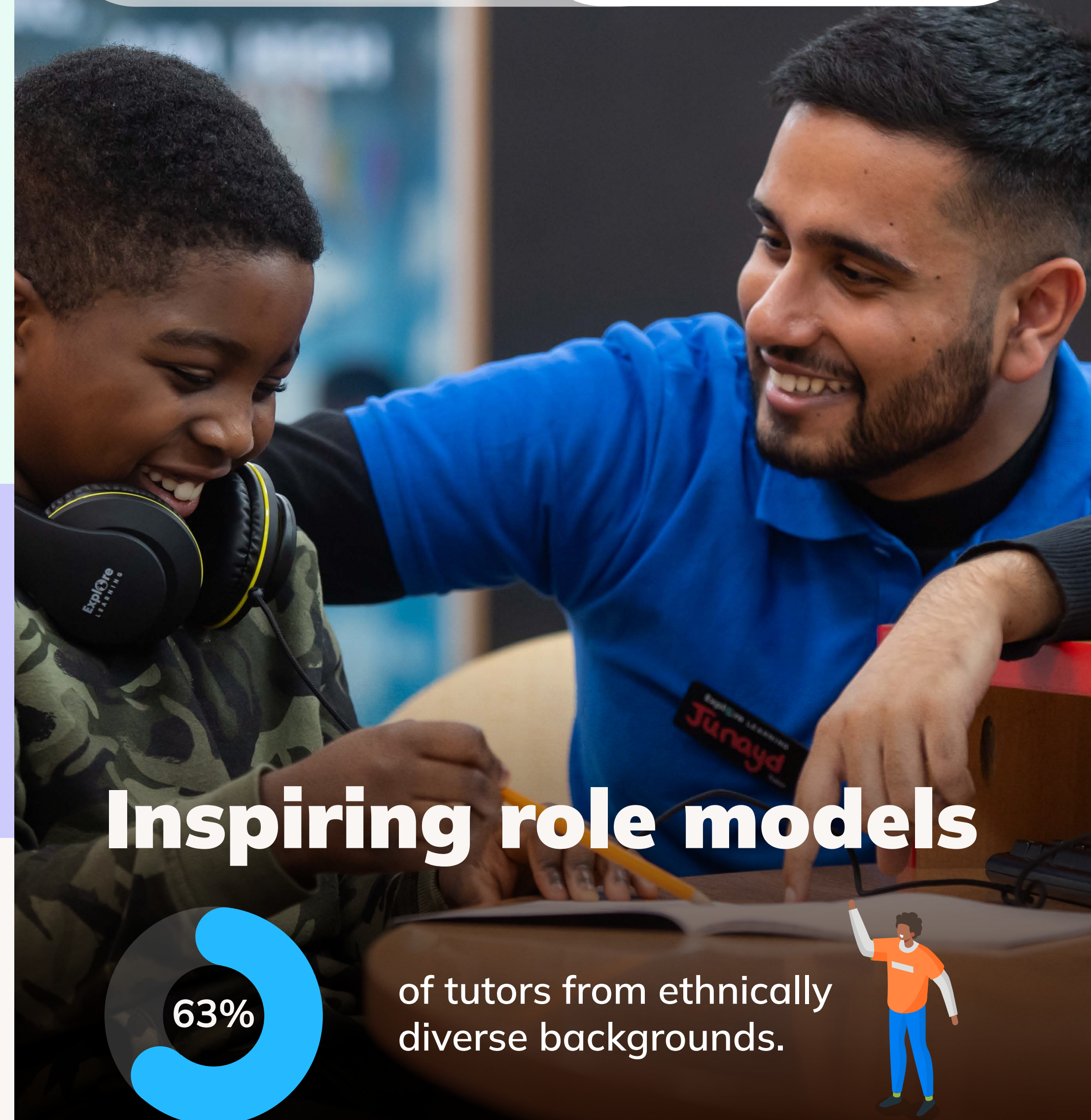


spent by Explore
Learning staff
volunteering
in their community.

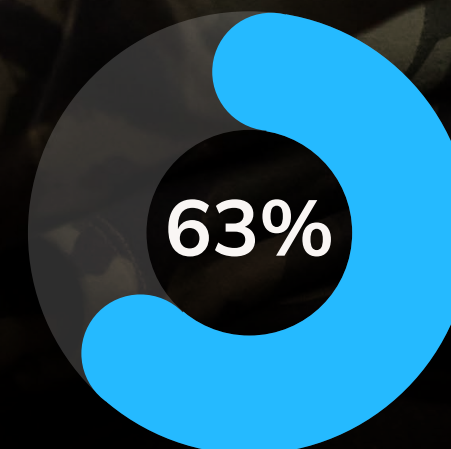
“Explore Learning
allows you to grow”

50+

manager roles
filled through
internal promotions.



Inspiring role models



of tutors from ethnically
diverse backgrounds.





Community impact



“We are passionate about closing the disadvantage gap. Our scholarships and Big Dream Programme are designed to provide accessible tutoring to under-resourced families. We have delivered over 35,000 scholarships since 2001 and this year provided 6,240 fully-funded tutoring hours to children in challenging circumstances to help address the balance.”

- Craig, Chief Financial Officer

35,000



subsidised scholarships provided for families in financial hardship since 2001.



“The Big Dream Programme by Explore Learning has enabled Refugee Education UK (REUK) to enhance the support we provide refugee students as they settle in the UK.

Through the tutoring sessions, we have seen young people's confidence increase significantly alongside their English language acquisition and subject knowledge.”

- Niwa Boer, Education Welcome Project Manager, REUK

We continue to have centres in the UK's most deprived areas.

24%

of Explore Learning's estate is located in

20%

most deprived areas in the UK



6 2 4 0

fully-funded tutoring hours committed to under-resourced children through the Big Dream Programme.

40

children from refugee families in partnership with REUK.

91

children in crisis through Buttle UK funding.

235

children received focused SATs tuition in their school, funded by a donor or trust, in disadvantaged areas of the country.





Partnered with

University College of Estate Management to provide support for their students' children, giving students more time to focus on their studies.



Winner

of the **Excellence in Impact BVCA award** for recognition of our commitment to supporting under-resourced families through our Big Dream and Scholarship programmes.



1,900

working families' children supported in 2024 through corporate partnerships.





Environmental impact

By introducing our new digital character design studio to reward children's efforts in place of physical prizes, we have removed over 100 tonnes of CO2 from the atmosphere. This is equivalent to preserving over 4,500 trees



All our learning spaces use LED lighting.

All 95 learning centres now receive their electricity from renewable energy suppliers.

In 2025 we will be making further commitments to reducing our carbon footprint and becoming more sustainable.

4,500 
preserved



We are proud to go above and beyond for our members every day.

"I am delighted with the progress I have seen from both of my KS2 children, after starting our online tutor sessions with Explore Learning.

Previously, my children appeared to be struggling at school, especially in maths and both lacked confidence in tackling new concepts. After purchasing many home study books and going round in circles, I realised I needed help from professionals!

The Explore Learning team made it so easy for me. They were so helpful and informative and were able to assess each child's ability and target their work accordingly. We chose the one-to-one online tutor option as it fitted in nicely with our hectic family schedule.

Our tutor was able to engage quickly with the children and her calm, positive and extremely patient approach has worked wonders! Both children have shown great progress in their maths and English skills and are so much happier and confident because of this. A huge relief to me!

Another plus is online practice questions specific to your child, that can be accessed every day online. I couldn't recommend more highly. I just wish I'd started this sooner!"

- Karen, Trustpilot



Discover more

explorelearning.co.uk