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Accelerator Case Study

Learn to Shine Education Ltd

Sector: Education **Location:** North East Derbyshire **Size:** Small **Turnover:** £120k

About the business

Learn to Shine Education Ltd is an award-winning Alternative Provision* supporting local schools and students, through face-to-face and online support, to re-engage with education through inclusive, welcoming and engaging practice.

It also provides private education to support mainstream students in catching up, keeping up or providing challenges ensuring they are positive and content when at school. The team of 23 staff members support families through consultancy, dyslexia/dyscalculia services and more recently have become an ADHD coaching centre.

The business which began in 2018, is based in Eckington and covers North East Derbyshire, Sheffield and Rotherham.

*(*customised support for students needing a flexible environment.)*

Challenges faced

Throughout the pandemic there were many new entrants into the market setting up tuition businesses but luckily with a strong reputation, Learn to Shine Education was able to maintain its customer base. In fact, the business has grown.

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However, because of this additional competition, often offering cheaper rates, the business has not raised its prices even though all its own costs including taxes, energy bills and rates have increased. This has put extra pressure on managing the business and cashflow.

Recruiting the right staff can be a challenge too with larger companies offering various ways of working which suit some people better, however, staff turnover is low which is a positive for the business.

Most crucially it has not been easy for Learn to Shine Education to scale up. There's been a lack of knowledge of how to expand online, competition from others and difficulties in finding the right contacts for new premises and local authority contacts.

Solution - Support Given

Learn to Shine Education has been supported by the Accelerator project and East Midlands Chamber Business Adviser, Richard Crowden. Richard has worked with Managing Director and Principal Teacher, Katie McDonough on a one-to-one basis to review where the business is now and where it wants to be.

Richard provided guidance with its application for a £2,000 Accelerator Growth Voucher which has funded specialist consultancy services for SEO and enhancing its website. The consultancy has also helped to create new online education modules which can be sold via the website and created a process manual so the site can be updated internally.

In addition to this support, the team have attended a number of Accelerator workshops to enhance knowledge and build their own skills. This includes HR Essentials, Using AI for SEO, the One-hour Google Ads Course, Introduction to Marketing AI and ChatGPT and Getting Started with Monthly Accounts.

Impact - The Difference it's Made

The support has allowed Learn to Shine Education to understand HR processes and SEO better. The consultancy work has helped the business be found by the right kind of customers, increasing its visibility and ensuring it is ranking above competitors.

Katie estimates that they have saved around five hours per week improving efficiency and productivity, not to mention the many hours of stress/energy saved!

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A word from the business:

"The support has been imperative to our business. We have learned so much through the workshops and are excited to join more in the future. I have every confidence that our next steps will be supported just as well."

Katie McDonough, Managing Director

Accelerator has provided:

- 1 to 1 Advice
- Growth Voucher
- Workshops

Impact to business:

- Upskilling Workforce
- Adopting New Processes
- New Technology
- Time Savings

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.