



22nd October 2025

Dear Noel,

We hope this message finds you well.

Pioneer is turning Purple!

We're delighted to share some exciting news about the future of our partnership with your school. As you may be aware, Pioneer Childcare has been part of the Junior Adventures Group (JAG) family for the past two years, since October 2023.

During this time, we've worked together to further enhance our programmes — including **Rise Then Shine**, **Stay and Play**, and our support through staff training and recruitment — to continue providing exceptional experiences for children and families.

From **5th January 2026**, Pioneer Childcare will rebrand as **Junior Adventures Group (JAG)**. This rebrand marks the next step in our shared journey, bringing even greater support for our teams and families through enhanced systems, quality assurance, and increased brand awareness.

This evolution builds on the amazing legacy that Pioneer Childcare has established — one grounded in quality, care, and community. While our name will change, our commitment to your school, families, and the children we care for remains exactly the same.

You'll continue to see the same familiar teams, the same great programmes, and the same passion for delivering outstanding care — now strengthened by JAG's wider network, national resources, and expertise to help us grow and thrive together.

Please note, **there will be no changes to team members or management structure**. Your Club Managers and Area Managers will remain the same and will continue to report into **Jo Wilkins**.

The purple rollout...

From **5th January 2026**, Pioneer Childcare will rebrand to **Junior Adventures Group (JAG)** — with the same great teams, venues, and programmes, now delivered under the JAG brand. Families will still enjoy the same clubs and staff they know and trust, now supported by JAG's enhanced systems and national network.

Key Dates at a Glance

Date	Action
30th October 2025	Parents notified of transition — "We're Turning Purple!"
17th November 2025	Families receive JAG account setup emails from hello@junioradventuresgroup.co.uk
November 2025	Wraparound bookings for sessions from 5th January 2026 move to JAG's Magicbooking system
5th January 2026	Pioneer clubs rebrand to Junior Adventures Group (JAG) — "We're Turning Purple!"

www.pioneerchildcare.co.uk | **01444 411388** | enquiries@pioneerchildcare.co.uk

Pioneer Childcare Limited

5a Millars Brook Business Park, Molly Millars Lane, Wokingham, RG41 2AD

Registered in England & Wales, Company Number: 8139506



What This Means for Your School

- The **same teams** and **great care** your school and families know — now in new **JAG-branded uniforms**
- The **same programmes**, refreshed under the JAG names:
 - **Rise Then Shine** (Breakfast Care)
 - **Stay and Play** (After School Care)
 - **Holiday HQ** (Holiday Clubs)
- A **new, modern website** for easier navigation and faster access to bookings
- Families will transition to **Magicbooking**, JAG's national booking system, for all sessions from **January 2026**
- **Pricing, programmes, and staffing** will remain unchanged for the remainder of the academic year
- **New marketing materials** (banners, flyers, posters, and digital assets) will be provided to support communication with families and your wider school community

We'll continue to work closely with you to ensure a seamless transition, providing updated materials and ready-to-use templates for your newsletters, websites, and parent communications.

Administrative Update – Novation of Contract

As part of this rebrand, we'll be sending a short novation letter to formally update our existing agreement so that it sits under Junior Adventures Group (JAG) instead of Pioneer Childcare.

This is a simple administrative step to reflect the rebrand and ensure your current contract continues under the same terms — no changes to pricing, programmes, or operations.

We'll provide clear guidance when the letter is sent, and our team will be on hand to answer any questions you may have.

Let's recap – who are Junior Adventures Group?

Junior Adventures Group (JAG) is one of the UK's leading providers of before, after-school, and holiday club care, operating in over **1,000 schools and clubs** across the UK, Australia, New Zealand, and Ireland.

With more than **30 years of experience**, JAG delivers high-quality, research-led programmes designed to inspire children, support families, and strengthen school communities.

Find out more here: <https://www.junioradventuresgroup.co.uk/>.

Need Support?

We're here to help every step of the way.

If you have any questions or would like to discuss how we'll support your school through this transition, please get in touch:

✉ enquiries@pioneerchildcare.co.uk

☎ **01444 411388**

🌐 <https://www.pioneerchildcare.co.uk/>

Warm regards,

Pioneer Childcare | Junior Adventures Group

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