



## Contents

|                                 |           |
|---------------------------------|-----------|
| <b>10-year trends</b>           | <b>4</b>  |
| The growth of digital           | 6         |
| Flexible work and study         | 8         |
| Company development             | 10        |
| <b>Defining moments</b>         | <b>14</b> |
| 2020: The free of charge offer  | 16        |
| 2022: New course specifications | 18        |
| 2023: The Partner Hub           | 20        |
| <b>Our approach</b>             | <b>22</b> |
| Developing our technology       | 24        |
| Academic expertise              | 26        |
| Working in partnership          | 28        |
| Focusing on learners            | 30        |
| Looking to the future           | 31        |

# Welcome to our 10-year birthday booklet!



Scan to read more about  
our 10-year birthday



It's wonderful to celebrate Mindful Education's 10th birthday!

In many ways it's hard to believe that a decade has passed since we first started the business, but there's no question that a lot has changed since 2015 within our company, the education sector, and the wider world.

In 2025 Mindful Education is an established business with over 50 staff, more than 70 partners, and a substantial portfolio of courses and apprenticeships. Over the years we've been able to significantly advance our technology and partner support and we're proud to have won multiple awards along the way. More importantly, we've empowered over 25,000 learners to acquire new skills and advance their careers.

As Mindful Education has grown, the landscape of further education and edtech has also evolved. Our partners have navigated significant challenges with staffing, funding, and regulation, while adapting to the changing demands of stakeholders. In the meantime, high-quality blended learning has gone from being a

'nice-to-have' to an absolute essential for colleges and training providers.

The growth in blended learning is due in no small part to the pandemic, which arrived halfway through Mindful Education's first decade. The sudden shift to fully online education created immense challenges for schools, colleges and universities. We were proud to provide some measure of support by offering our courses free of charge to all FE colleges during the enforced closure.

As we reflect on the last 10 years and look forward to the future, I'd like to thank our partners and learners; without them, our business wouldn't exist. I'd also like to say a huge thank you to the Mindful team and everyone who's contributed to the company since that day in 2015 when we sat in a small office with a blank flipchart and some big ideas.



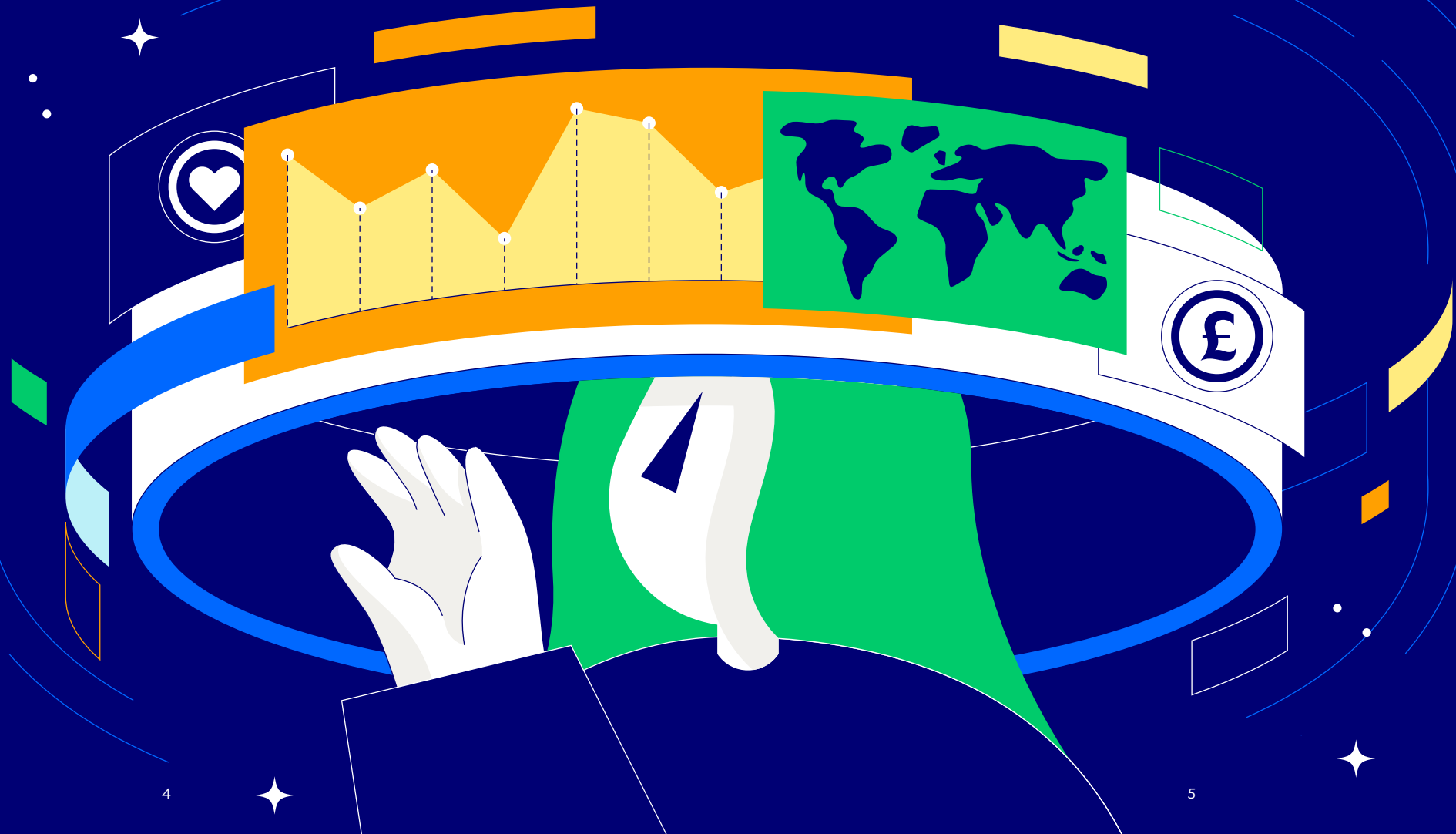
*M. McKenna*

**Mark McKenna**

Founder and Managing Director  
Mindful Education

# 10-year trends

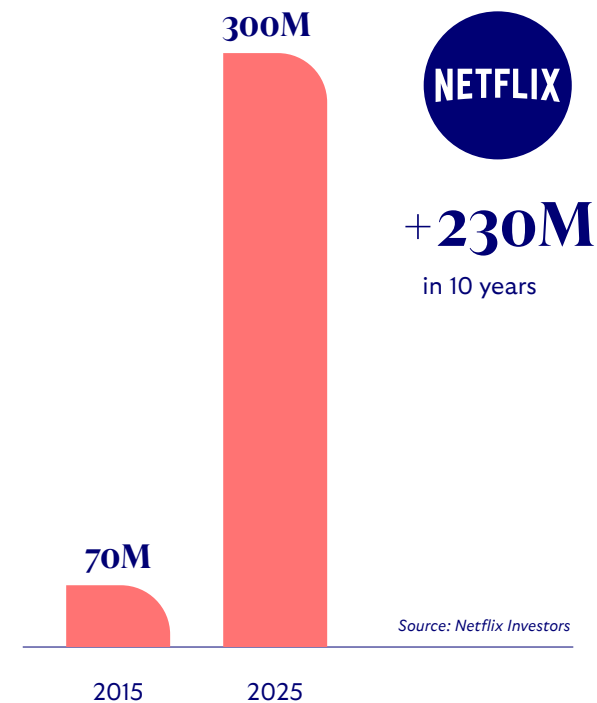
The training and education landscape has been transformed in the last 10 years. The pandemic acted as a catalyst, accelerating the impact of advances in technology and infrastructure and driving changes in behaviour. Online content, services and applications have permanently impacted the way we work, how we consume media and entertainment and how we study.



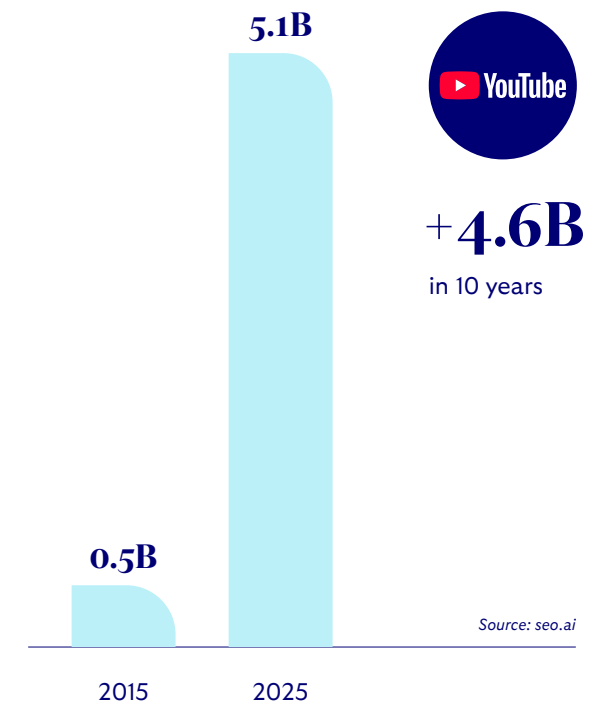
# The growth of digital

Since Mindful Education was founded in 2015, we've seen significant changes in how the world works and studies. Driven by huge increases in online content consumption, smartphone adoption, and internet usage, this shift is further evidenced by a substantial rise in working from home and the rapid growth of the e-learning market.

Netflix worldwide subscribers

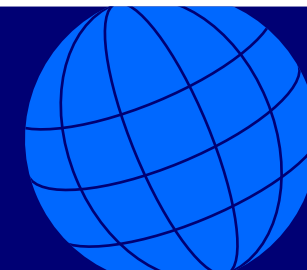


Number of videos on YouTube



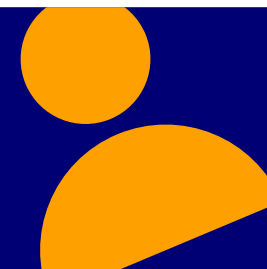
At the beginning of 2025

97.8%



of the UK population was using the internet

54.8M



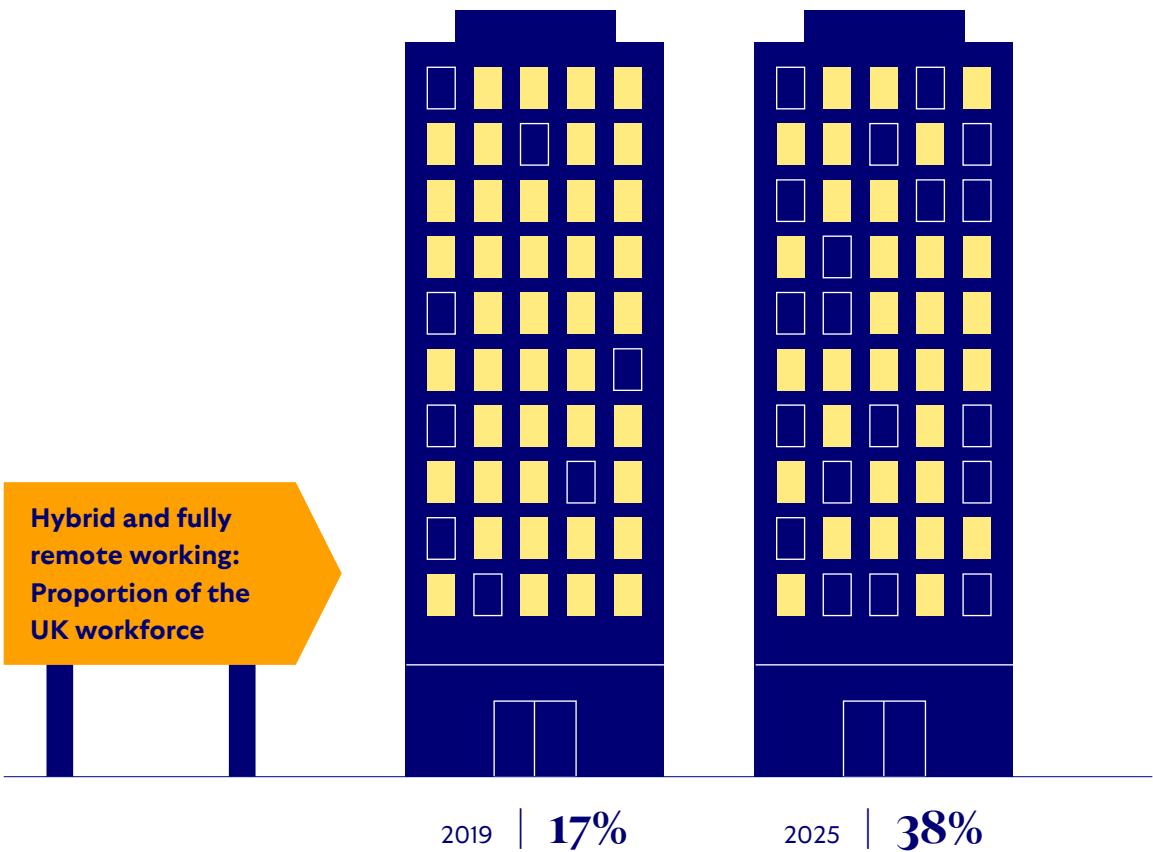
active social media identities were in use in the UK

Source: DataReportal: Digital 2025: The United Kingdom

# Flexible work and study

## UK flexible working

The UK continues to experience the effects of the pandemic on working practices. While there is a trend of returning to the office, a significant portion of the workforce still operates either fully or partially from home.

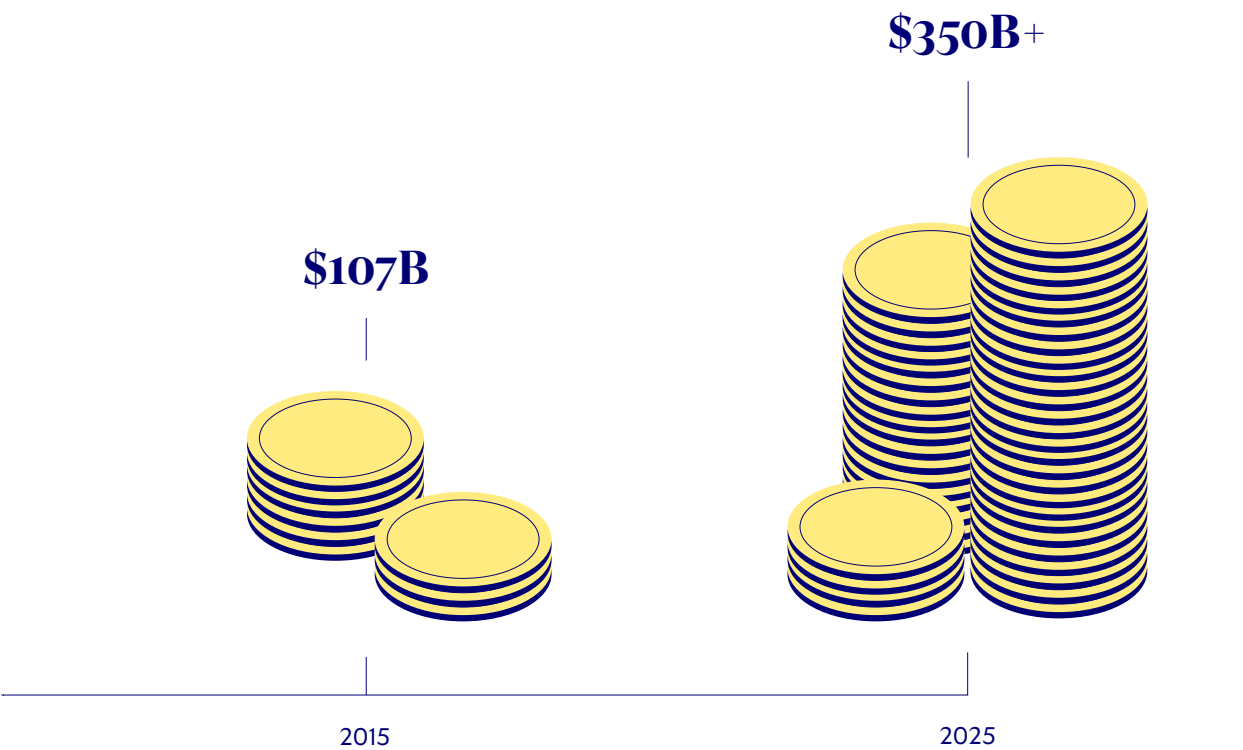


Source: UK Parliament; Statista.com

“One of the things that I really loved about the Mindful Education VLE was the flexibility that it gave me. So I think for me and for my employer, that was the perfect solution.”

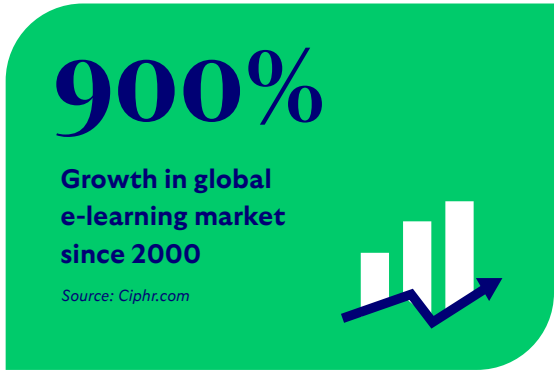
**Madelaine Ackers**  
Deputy Chief Pharmacy Technician, Greater Manchester Mental Health Foundation Trust

## Value of the global e-learning market



Source: TrainingZONE.co.uk / Woolcap.com

Collectively these trends demonstrate how widespread the use of digital solutions has become in our everyday life and work. And at the same time we have seen a substantial shift in attitudes towards the use of technology in education, with schools, colleges and universities adapting approaches to meet the demands of learners and employers for flexible online study options.



“The benefits of studying the Mindful Education apprenticeship is first and foremost flexibility. Apprentices can still do their day job and learn whilst they earn with little disruption to the business.”

**Nicki Artwell-Ikwele**  
HR Business Partner, Bristan Group

# Company development

Over the last 10 years the world has changed – and so have we.

2015-18

**mindful**  
education

2018-23

**mindful**  
education

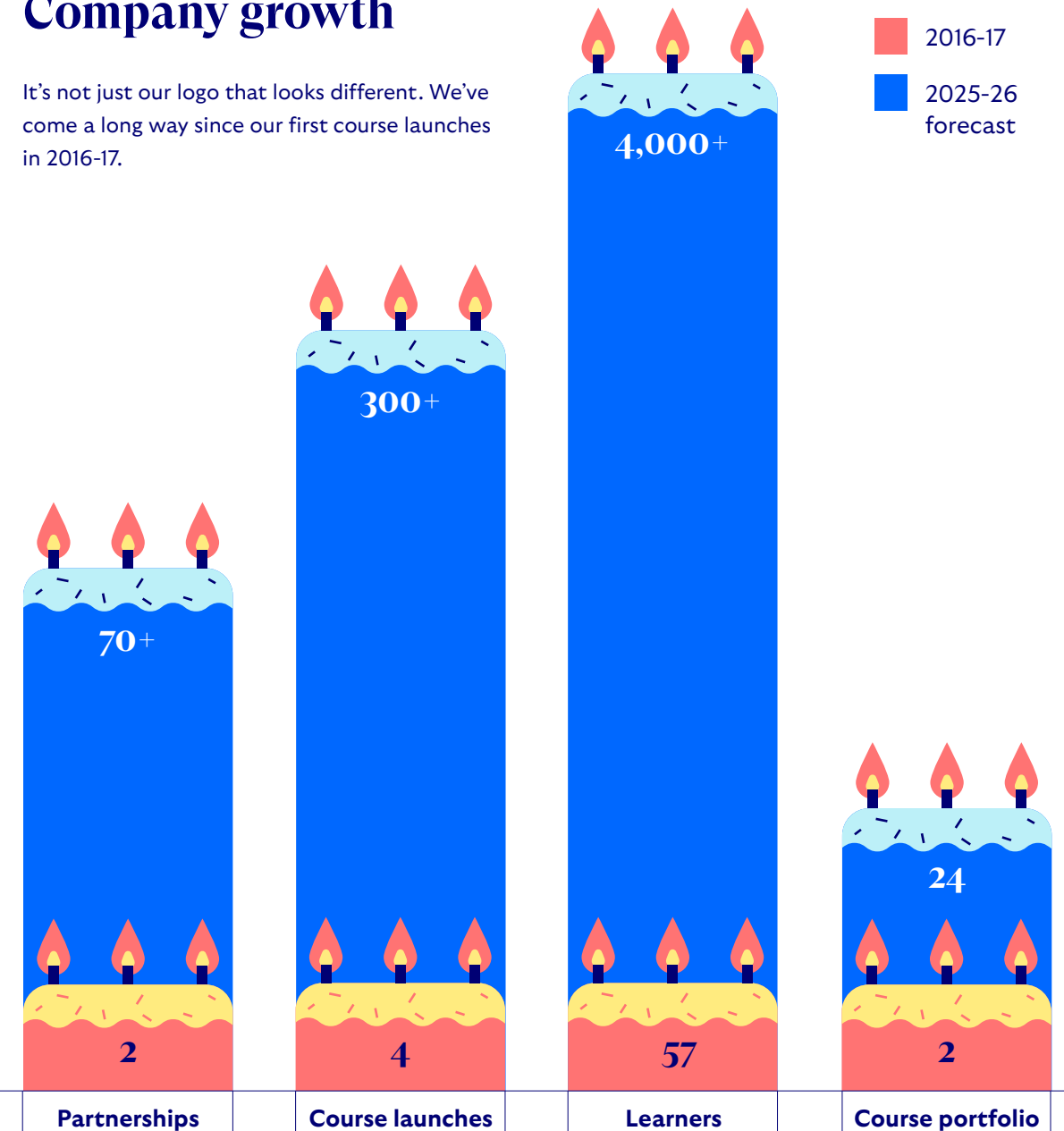
2023-present

**Mindful**  
Education



## Company growth

It's not just our logo that looks different. We've come a long way since our first course launches in 2016-17.



Over the past decade, we've achieved significant growth and development, forming many productive partnerships with further education colleges and training providers. We've built a comprehensive course portfolio, and most importantly, helped over 25,000 learners advance their careers and achieve their ambitions.

Scan to find out more about Mindful Education



# Our course and apprenticeship portfolio 2025

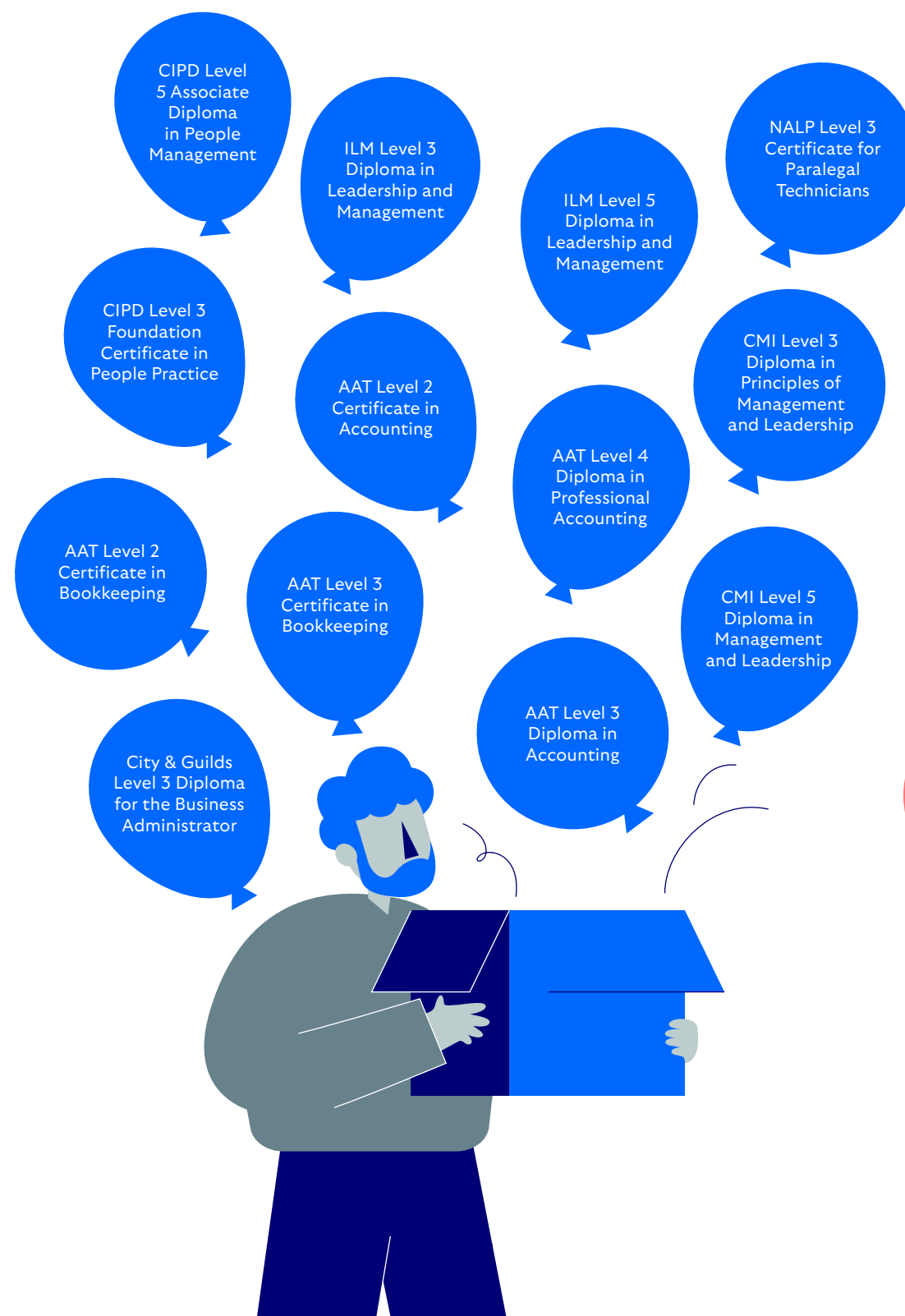
**“Working in partnership with Mindful Education allowed us to leverage their expertise in marketing, curriculum support and resource design in an online environment. It’s allowed us to grow our professional offer to introduce new courses, and also to upskill our staff in a really important area.”**

**Paul Emberlin**  
Group Director of Online, Activate Learning

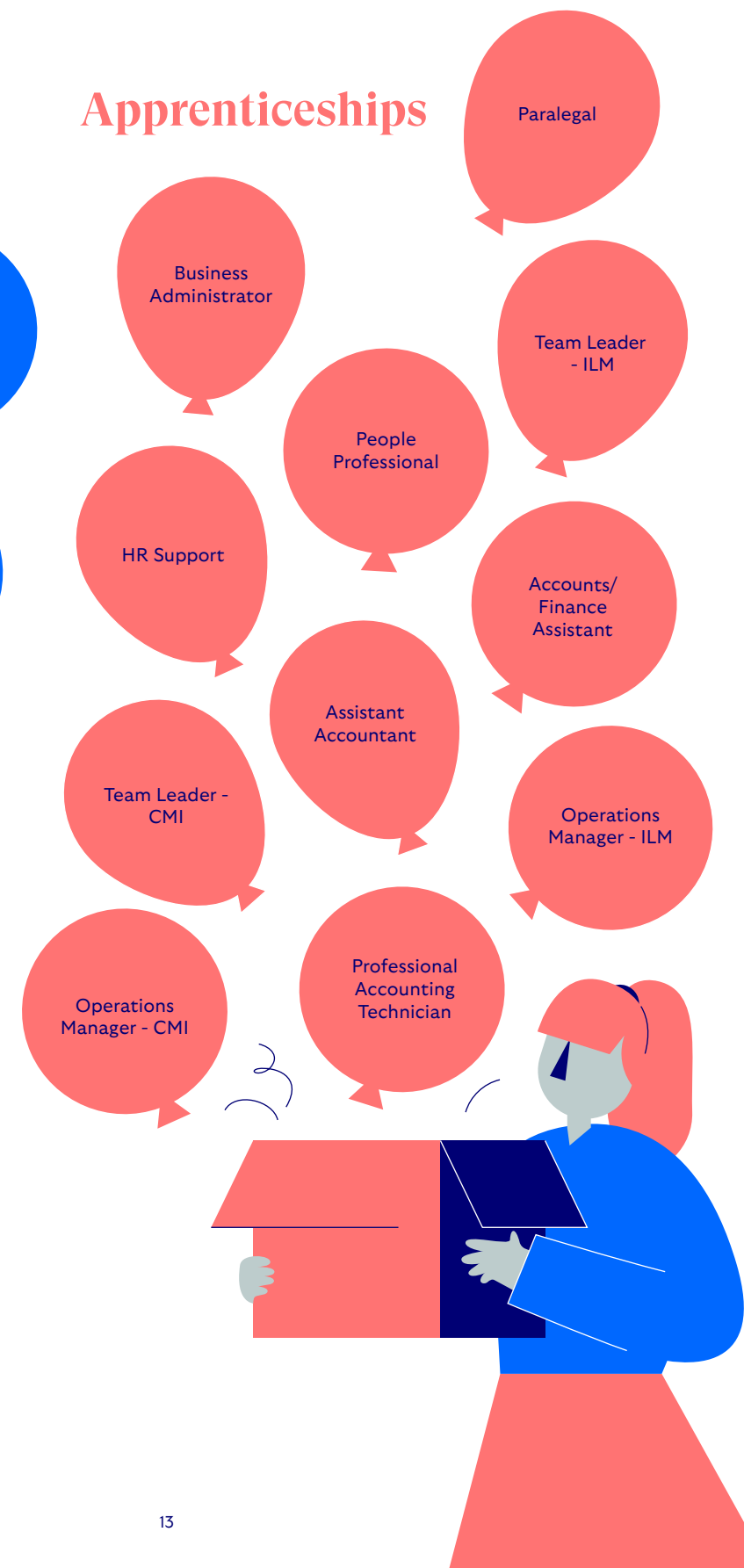
**“Mindful Education’s blended learning pathways are a fantastic way for individuals to really learn and understand the AAT qualifications.”**

**Marlon Thomas**  
Employer Account Manager, AAT

## Part-time courses



## Apprenticeships



Scan to hear from  
our learners

# Defining

# moments



## Some quotes from 2020

**“I found the Mindful Education lessons excellent. They have been extremely helpful and valuable during this period.”**

**Level 3 accounting learner**

**“As an Online and On Campus learner, Mindful has been exceptional in facilitating my learning in a way that is flexible, succinct and accessible.”**

**Melody Attwood**

*AAT Level 2 part-time learner,  
Cardiff and Vale College*

**“I just wanted to say how much we appreciate this offer of support for our AAT students. In what are very challenging times for all sectors, this really brought home to me how important it is to have developed strong partnerships with like-minded professionals, all focused on providing high quality education and support in whatever circumstances we find ourselves.”**

**Jenny Craig**

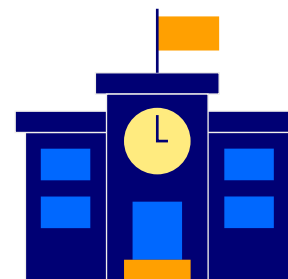
*Vice Principal, Abingdon & Witney College  
(now Principal and CEO, Buckinghamshire College Group)*

# 2020 – the free of charge offer



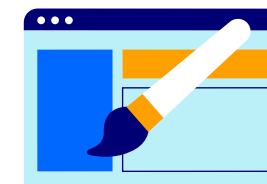
In March 2020, as the pandemic forced colleges to close, the Mindful Education team offered our AAT Level 2 and Level 3 courses to all colleges free of charge for their learners. Over one hundred colleges took up this offer and thanks to an amazing team effort we were able to provide a seamless, college-branded virtual learning environment for over 6,000 learners.

## The free of charge offer in numbers



122

Colleges used our AAT  
courses free of charge



246

Custom branded VLEs  
created by our digital team



669

Separate cohorts set up on  
our VLEs



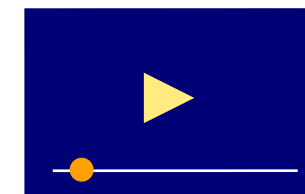
6,072

Learners benefitted from  
free access



68,038

Custom branded PDFs  
created



771,115

Video views in 2019-20

# New course specifications

When awarding organisations update course specifications, the Mindful Education team moves quickly to update and adapt our courses ready for the launch of the new syllabus. For more significant changes, we will completely re-make our courses from the ground up. We work closely with awarding organisations to ensure our courses are always up to date.

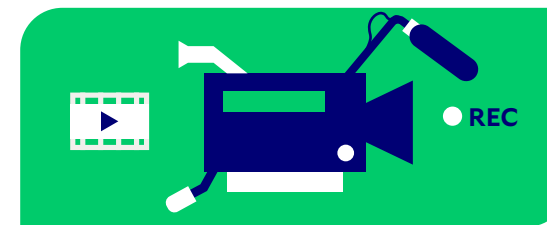


## AAT AQ2016 to Q2022

In 2020 AAT announced brand new specifications for their Level 2, 3 and 4 courses.



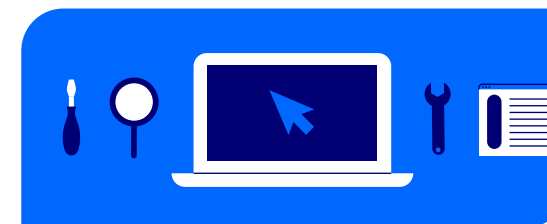
Mindful Education's investment in fully updating our accounting courses for Q2022



Video lessons were **refilmed from scratch**



We ran a series of **free webinars** for college tutors to update them on the new specifications



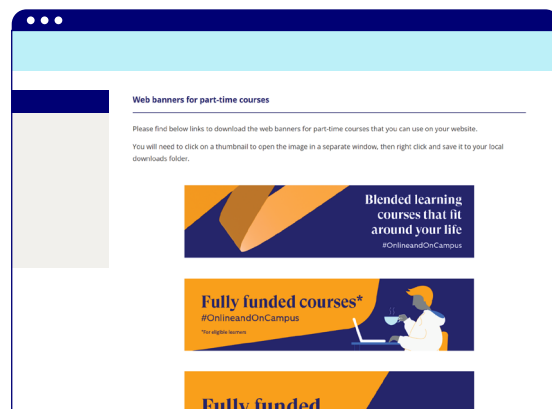
Our VLEs were upgraded, with **enhanced accessibility and user experience features**



We created an improved tutor resources section including **new mapping documents and lesson materials**

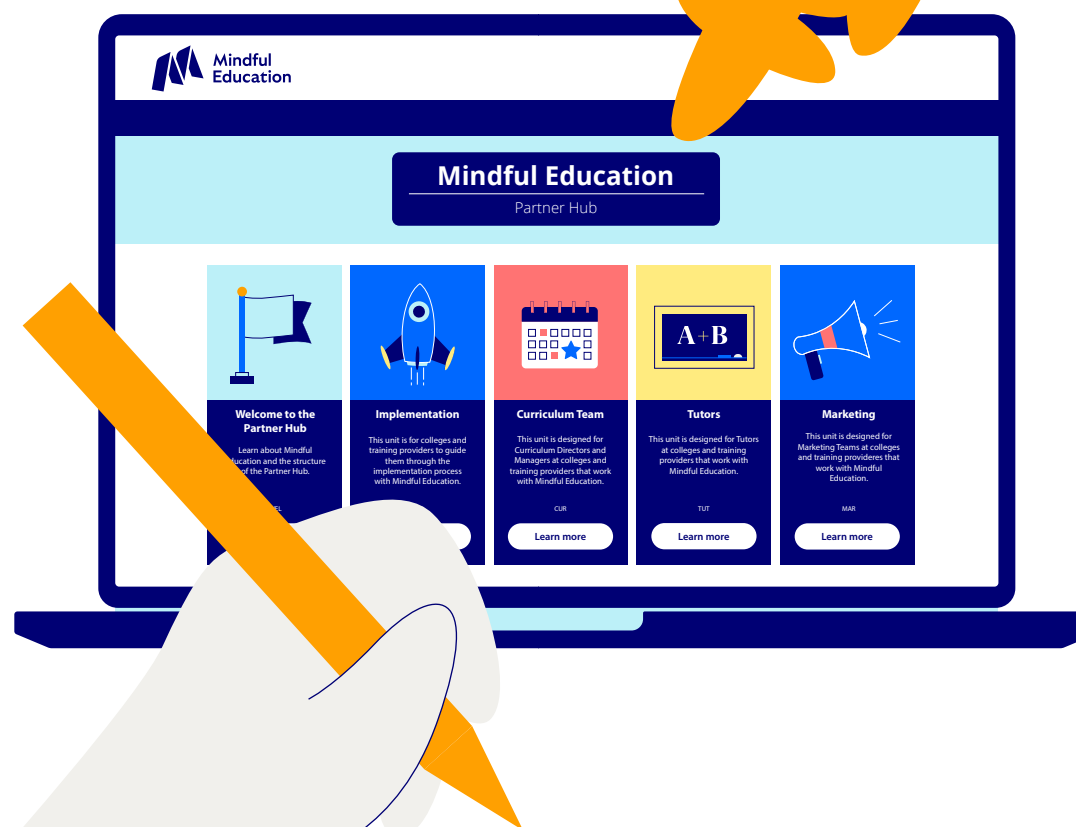
# The Partner Hub

Created as a bespoke resource for our partners, and powered by our award-winning virtual learning environment, the Mindful Education Partner Hub is a one-stop-shop for college teams to access and download information about our courses, our partnership and the services we offer.

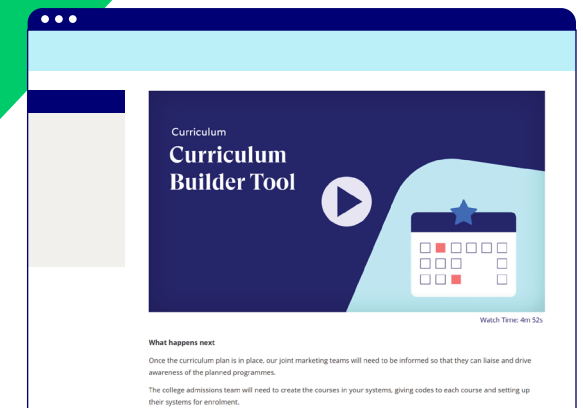


## Marketing assets

Our partner marketing teams can download copy, images, videos and guidance documents – everything they need to promote Online and On Campus courses and apprenticeships.

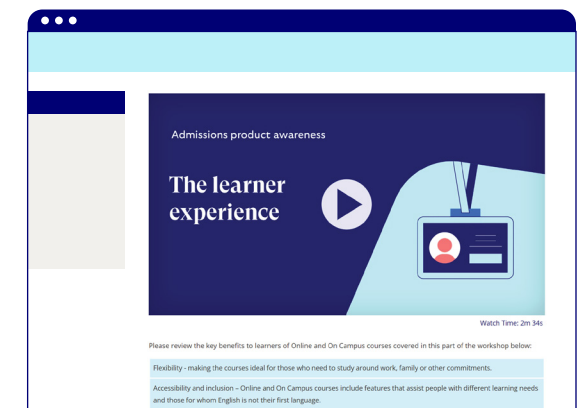


Scan to hear from our partners



## Curriculum Builder

Located in the Partner Hub's Curriculum team unit, Curriculum Builder is an essential tool providing comprehensive information for planning effective course delivery. It contains funding information, awarding organisation details, and best practice guidance gleaned from our extensive experience in delivering blended learning courses alongside colleges and training providers.



## Admissions course information

We provide a short online product awareness workshop for partner admissions teams that explains the unique features of our courses, enabling college teams to provide accurate information, advice and guidance to potential learners.

# Our approach



**“With Mindful Education you have high-quality resources, access to real professionals who understand the curriculum and a system that allows you to track, monitor, onboard learners. And they even help you with marketing, so they are fantastic!”**

**Karen Spencer**  
*Principal and CEO,  
Harlow College*

**“The college works with Mindful Education due to the fantastic product and support they offer. It complements the study, it helps elevate the grades.”**

**Danielle Judge**  
*Assistant Principal - Apprenticeships, Higher Education and Skills,  
Trafford and Stockport College Group*

# Developing our technology

In 10 years we've gone from building our first ever VLE for a single group to delivering a portfolio of 24 courses and apprenticeships to 400+ cohorts each year on bespoke, partner-branded VLEs, containing hundreds of questions, links and downloads. At the same time we've been continuously improving the user experience for learners and tutors. It's fair to say our digital team has been busy!

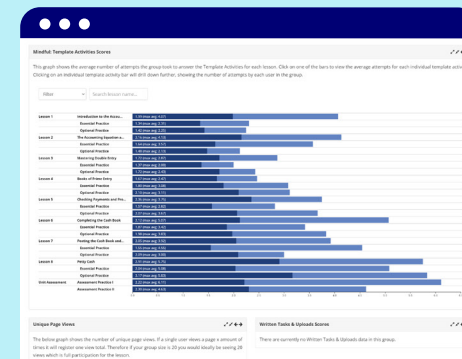


An early design concept

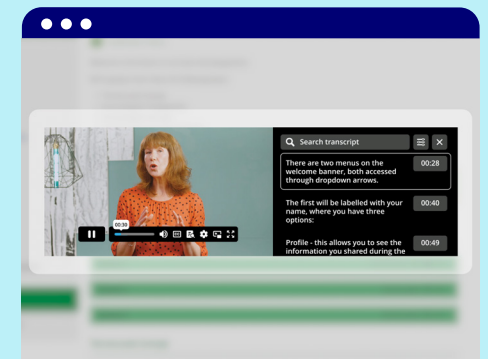
(we didn't like this one!)



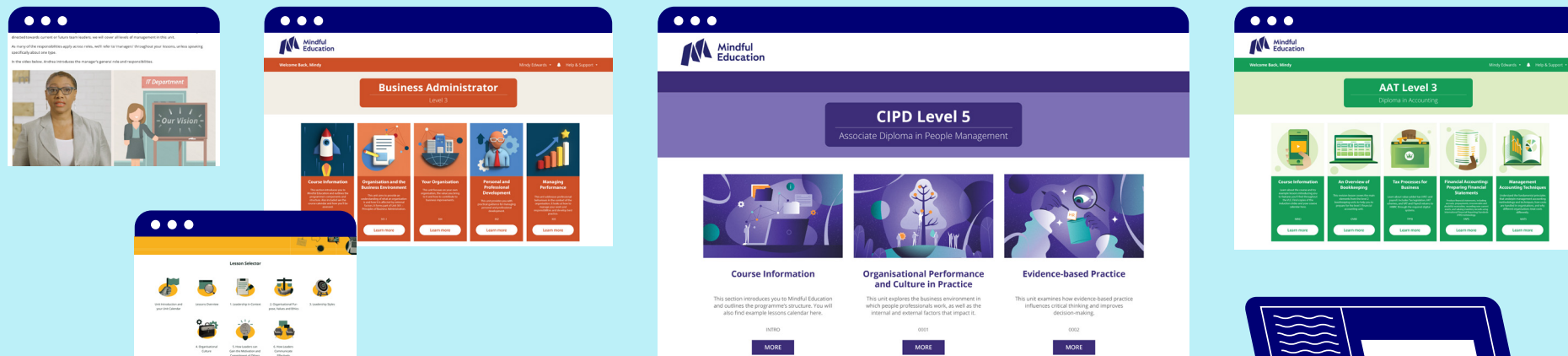
First management VLE



Tutor analytics



Video transcripts



A selection of our current VLEs

# Academic expertise

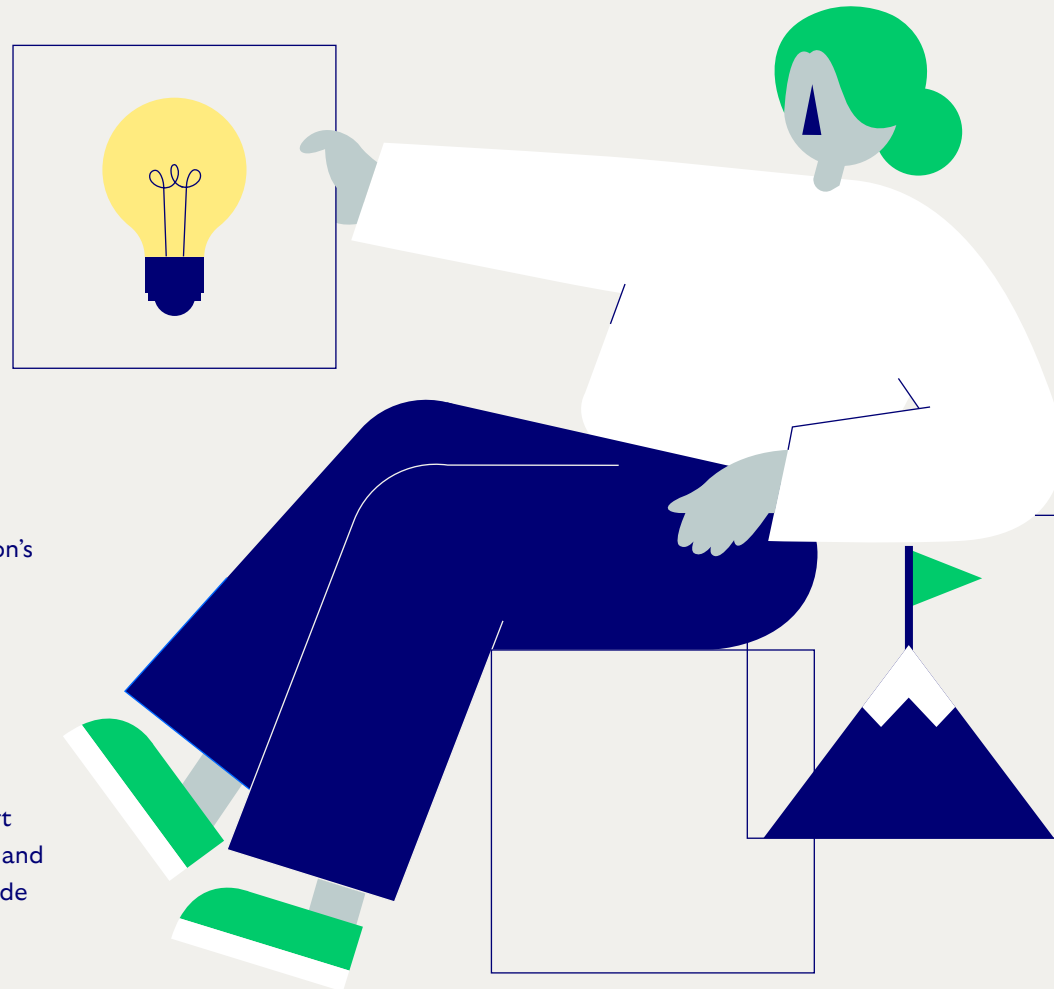
Our course development is underpinned by a consistent pedagogical approach and commitment to quality. All of our courses are written by academic experts and all cover the full awarding organisation specification.

## Sequence of learning

Each unit is carefully mapped to the awarding organisation's learning and assessment outcomes. The unit sequence of learning document enables tutors to see what is being delivered when – making lesson planning more straightforward.

## Activities

Videos and activities on the VLE are scaffolded to support learning. Questions develop themes, building knowledge and understanding from the videos. Extension activities provide support and challenge for learners seeking additional reinforcement or to further expand their knowledge.



## Teach to learn, not teach to test

Lesson materials are designed to prepare learners for the workplace, giving a range of scenarios and exemplars which build understanding and application of theory.

## Feedback

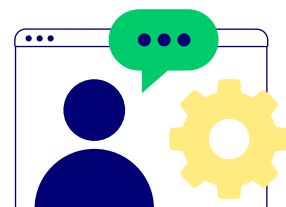
Exemplars and self-marking questions provide feedback. Correct and incorrect answer text supports and reinforces learning.

## Academic updates

Our academic team continually monitors changes to assessments, specifications and relevant legislation. We are able to update our courses throughout the year so that tutors and learners never see out-of-date materials.

## Comprehensive analytics

Tutors can easily track learner participation and progress including which questions they have attempted and how often. Every attempt is captured so that tutors can see all the answers provided by each learner. This is vital for monitoring and planning purposes.



Scan to view our  
thought pieces

# Working in partnership



**“Working with Mindful Education is like having another member of the team!”**

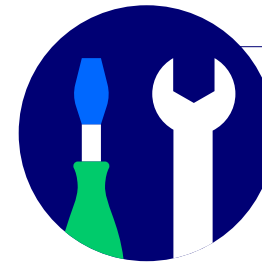
**Sandra Cook**  
AAT Tutor, Brockenhurst College

**“Mindful Education are excellent, they are always available to support tutors.”**

**Dr. Prathibha Bachu**  
Course Leader and Tutor,  
Buckinghamshire College Group

We’ve always provided a range of services to partners, offering our time and expertise in areas where colleges sometimes have limited resources. As Mindful Education has grown, economies of scale have enabled us to substantially enhance these services for our partners. At the same time we’ve been able to offer partners a significantly increased share of joint income.

## Supporting across the college



### Student experience and technical support

- Live online inductions, led by our operations team
- A unique, college-branded VLE for each cohort, managed by our digital team
- Direct support for learners through the ticketing system on our VLEs
- Regular learner satisfaction surveys



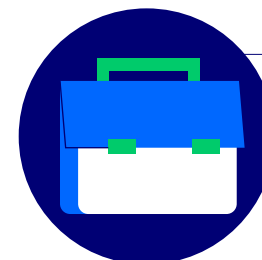
### Quality and curriculum support

- A dedicated account manager
- Bespoke calendars, agreed for every cohort
- Curriculum builder provides comprehensive course and funding information
- Unlimited tutor training on the use of the VLE and analytics
- Learner engagement tracking and termly progress meetings



### Marketing support

- Paid online advertising to support recruitment for Online and On Campus part-time courses
- College-branded videos, print and website assets for learner recruitment
- Ongoing support and advice on learner recruitment strategies
- Product awareness training for admissions teams



### Employer engagement support

- Practical support for employer outreach work, including branded email templates
- Employer-focused videos, fliers and website assets using college branding
- Unlimited bid writing planning and support
- Product awareness training for employer engagement teams

# Focusing on learners

★★★★★

Net promoter score for all our courses and apprenticeships

+33

Our learner rating for flexibility

98%

25,000+

Learners have studied a Mindful Education course or apprenticeship

**AAT results**  
For every unit, on every AAT qualification we deliver, average results achieved by Mindful Education learners were above AAT’s published worldwide averages.

2024-25 results: Collated in October 2025 from 49 partners, with an average of 253 sittings per unit

**I have a learning disability and struggle to take in information. With Mindful Education the videos allowed me to pause, rewind and replay them so I could learn at my own speed.”**

**AAT Level 3 learner**  
*Brighton Metropolitan College*

**“My level 2 learners, all 17 of them, in various abilities, sat their exams and passed the first time - seven of them scored a distinction!”**

**Eve Jones**  
*AAT Lecturer, Matthew Boulton College, BMet*

# Looking to the future

The Mindful Education team is focused on continually enhancing the products and services we offer, and we’re looking forward to introducing further innovations to support our partners and learners. Our ambition is to keep expanding the range of work we do with our partners, so that we can help more and more people to access the very best blended learning experience and advance their careers.



Our company goal

10,000

learners developing their careers with Mindful Education every year

Scan to hear from our founders

**Mindful Education**

1 Giltspur Street, London EC1A 9DD

0203 6060 365 | [mindful-education.co.uk](http://mindful-education.co.uk)