

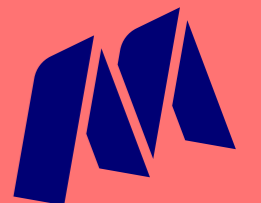
Your blended learning partner for professional qualifications

Flexible courses and apprenticeships for colleges



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Your blended learning partner for professional qualifications

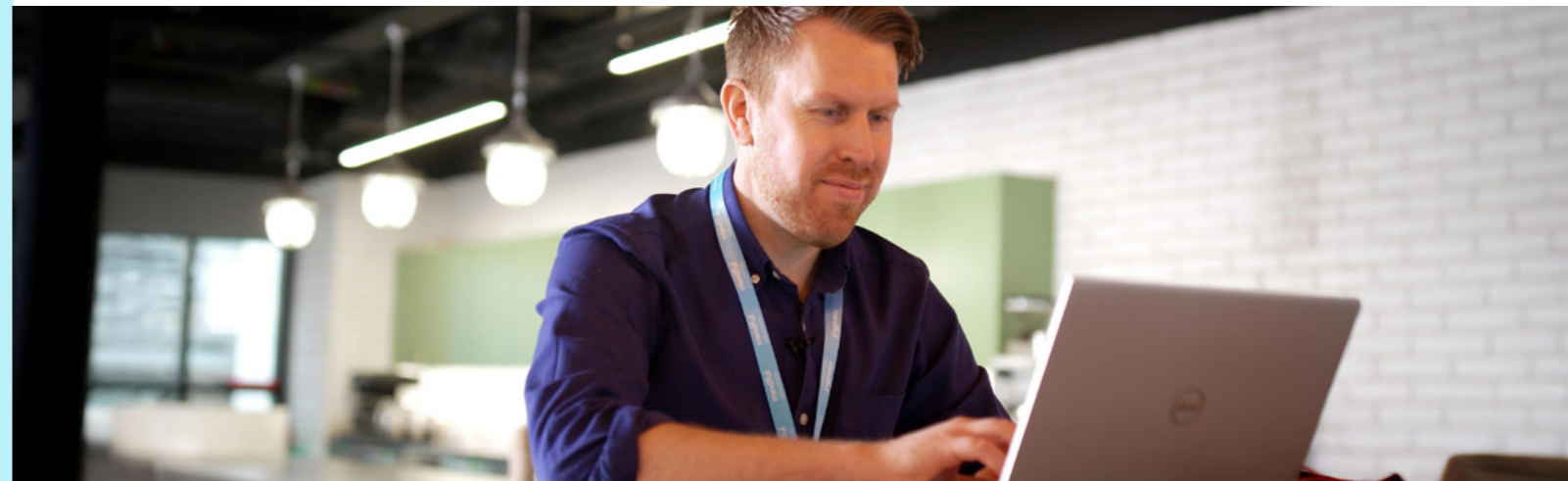
At Mindful Education, we believe everyone should have the opportunity to achieve new qualifications. That a busy family or work life, learning differences, or a previous lack of opportunity shouldn't be a barrier to accessing a high-quality, empowering education.

Founded in 2015, we're an edtech company that specialises in blended learning for professional qualifications. We create flexible, accessible courses and apprenticeships. A compelling mix of academic expertise, technology and creativity, our courses bring learning to life and achieve outstanding results.

Working in partnership with hundreds of colleges and employers, we support thousands of learners each year, helping people to take the next step in their careers and realise their ambitions.



Using technology to drive accessibility and inclusion



Colleges are seeking ways to make learning more accessible, addressing learner and employer demand for flexible options. We help our partners to deliver high-quality blended learning solutions that meet the needs of learners, employers and local communities.

A partnership with Mindful Education enables colleges to offer ready-made, flexible part-time courses for adult learners. Our virtual learning environments deliver features and tools that empower people with different learning needs. And since Online and On Campus courses typically require attendance at college for only half the time of more traditional classroom-only delivery, they are ideal for those with busy work and family lives. Our award-winning technology, combined with a flexible

learning model, enables more people to access professional qualifications and boost their careers.

Online and On Campus apprenticeships also help colleges to meet the needs of employers. With a boom in hybrid working, managers are seeking staff training solutions that flex around work requirements. Our apprenticeships also offer regular infilling opportunities, enabling colleges to respond quickly to employer requirements and build cohorts throughout the year.



“With Mindful Education you have high-quality resources, access to real professionals who understand the curriculum and they even help you with marketing, so they are fantastic!”

Karen Spencer
Principal and CEO
Harlow College



“In Mindful Education we found a partner that matches our values in terms of quality of learning experience.”

Jenny Craig
Principal and Chief Executive
Buckinghamshire College Group



“The blended option will always be the preferred option because it offers flexibility to all the parties involved. Therefore the current option we have with Mindful Education and the college works really well for us.”

Emma Hart
Deputy HR Director
Ambitions Academies Trust

Working in partnership

Mindful Education supports the introduction of new technology and new ways of teaching, helping colleges to future-proof their provision. We're experts in delivering flexible blended learning qualifications, and through our extensive partnership services we help colleges to improve quality and outcomes and increase recruitment and retention.



“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

Working hand-in-hand with our partners, we ensure learners and delivery teams are fully supported from day one. Our teams collaborate with your curriculum, marketing, admissions and employer engagement teams to support all aspects of recruitment and delivery.

A partnership with Mindful Education helps colleges to reduce uncertainty around new delivery formats; our experienced team is always available and we offer unlimited support to tutors. We're trusted by 70+ colleges and training providers and our track record speaks for itself. Please let us know if you'd like to be introduced to our partners to find out more about working in partnership with Mindful Education.



Scan to hear from our partners



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



Curriculum support

- A dedicated account manager
- Bespoke calendars, agreed for every cohort
- 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, fliers 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



“The quality of the videos, the quality of the online resources, the questions and answers – we’re getting everything and it’s just amazing. It really makes my job so much easier.”

Michael Webster
Lecturer in Accounting / AAT Programme Coordinator
Cardiff and Vale College

Partnership promises

At Mindful Education, we will...



Build collaborative partnerships with learners, employers and colleges



Create courses that innovate, educate and inspire



Support social mobility by offering flexible study options for adult learners



Create value for our partners through expertise and the use of technology



Consider all views equally and interact with everyone with integrity and respect

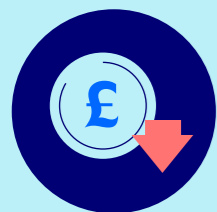
Supporting our partners

As specialists in the further education sector, the Mindful Education team is perfectly placed to provide a range of benefits to our partners. From helping colleges to navigate awarding organisations' centre accreditation processes, to input on curriculum design and offering unlimited support for curriculum teams – you can trust the Mindful Education team to deliver.



Learner outcomes

Our blended learning courses are the best in the market and we help colleges drive better outcomes for their learners. Achievement rates for our courses are outstanding: 80% of Mindful Education learners who complete their qualifications achieve a merit or distinction and our results are consistently above awarding organisations' published averages.



No up-front costs

Our fees are wholly contingent, with no up-front cost for colleges. This means we are true partners, with a shared interest in learner recruitment, retention and achievement. And as more of your learners study on our courses, our fee percentage is reduced.



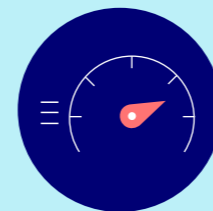
Minimum 50% contribution margin

We provide bespoke curriculum and financial modelling for every partner, based on learner numbers, staffing needs and preferred delivery approach. Through this work, we ensure that college partners are able to plan for a minimum 50% contribution margin across all courses and apprenticeships.



Free up valuable staff time

Mindful Education courses significantly reduce marking and administration for tutors, meaning fewer staff delivery hours are needed. This means you can utilise valuable teaching hours elsewhere. Our courses are ideal for colleges with staffing shortages, plans to focus teaching hours in other curriculum areas, or those seeking growth in professional subjects.



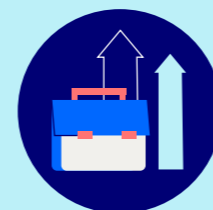
Partnership implementation

We believe that a comprehensive implementation is essential to ensuring that our partnership is successful. Our implementation process has been developed through our experience of working with 70+ further education colleges, which means that new partners are quickly up to speed.



Paid marketing campaigns

The Mindful Education marketing team will work closely with their counterparts at the college to help boost applications and enrolments. We will fund and deliver paid online adverts that link directly to your website, driving potential learners to your course pages.



Infilling to boost cohort sizes

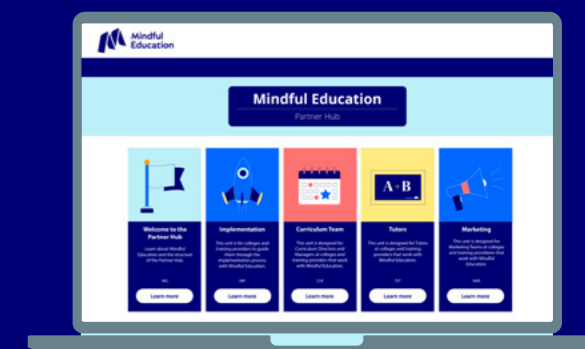
Our courses and apprenticeships are designed with regular infill points, so our partners can grow cohort sizes throughout the programme, maximising contribution margins without compromising outcomes for learners.

The Mindful Education 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.

The Partner Hub is the home of our Curriculum Builder tool, which contains a wealth of information on our courses and apprenticeships including pricing information, funding options and recommended delivery models and infill points.

Our partners tell us that the Partner Hub has been transformative for their teams in terms of the breadth and quality of the information and assets available.



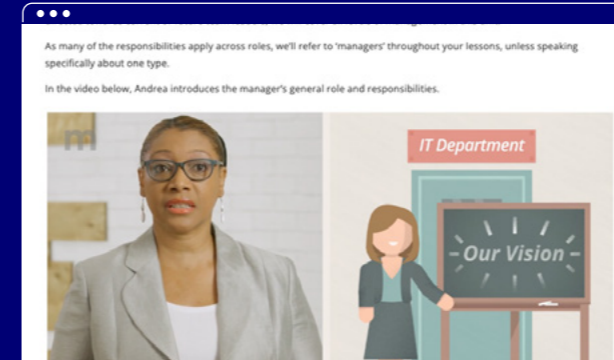
Online and On Campus – learner experience

Flexible, inspiring and engaging, Mindful Education courses are expertly designed to bring learning to life and help learners to achieve outstanding results.



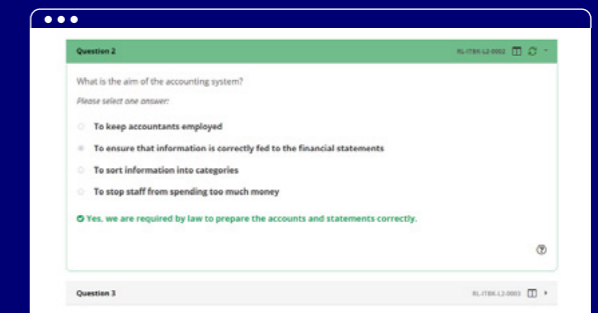
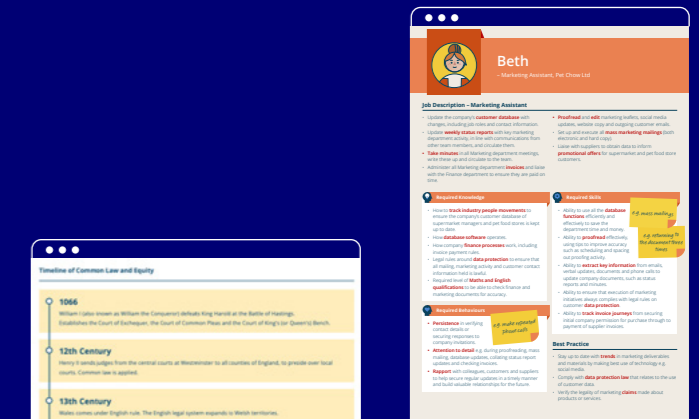
Video lessons

cover the full specification of the professional qualification



Motion graphics

boost learner engagement



Quizzes, questions and case studies

deepen understanding and embed learning

Specialist in-house filmmakers, graphic designers and web developers collaborate with our experienced academic teams to create innovative ways of learning.

Our courses include high-quality video lectures, motion graphics and illustrations, which make the next online lesson something to look forward to.

Mindful Education's technology helps our partners to drive flexibility and inclusion by empowering learners to study on their own terms.

“The video content and quality is great and the concept of rewinding and rewatching is amazing.”

Aguadelupe
Accounting learner
WAES

“The option to rewatch videos really helped as sometimes I find it difficult to understand when I’m learning. For my Level 2 accounting course I used to watch videos, and read transcripts all the time. With my level of English I wouldn’t be able to understand and pass the course just by attending the on campus lessons. I need to read, watch, rewatch and relisten multiple times so that I can learn concepts and improve my English writing.”

Level 4 accounting learner
Birmingham Metropolitan College



Scan to hear from learners

Online and On Campus – delivery



Working with Mindful Education makes delivering professional qualifications easier for tutors. Our award-winning, flexible courses bring significant benefits to delivery teams, both Online and On Campus.

Online

Tutors and managers have full access to a bespoke virtual learning environment (VLE) and can review learner progress via detailed analytics. Tutors can prepare for lessons by reviewing the VLE analytics for their class, helping them to understand where their learners need additional support.

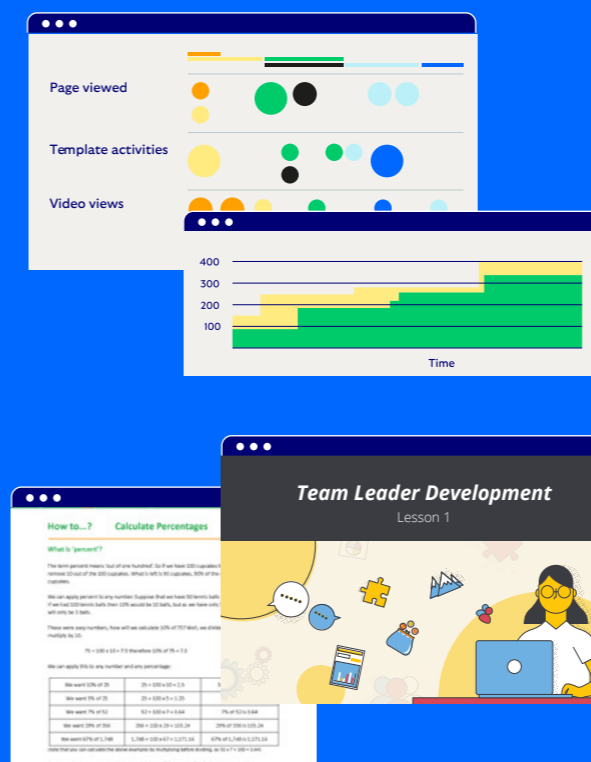
On Campus

Tutors control the structure and content of on campus sessions, enabling them to focus on areas that learners are finding more challenging. On campus sessions are designed to help embed key concepts and maximise the value of classroom time, with comprehensive Mindful Education lesson materials available to support tutors every step of the way.



“Mindful Education’s courses are the benchmark for anything we look at in any other sector and, as far as I know, nothing else even comes close to it.”

Fiona Tierney
Deputy Head of Business
Cardiff and Vale College



Activity	Date	Description
Online Lesson Unlock(s)	03 Nov - 09 Nov	Complete online lesson 1
Online Lesson Unlock(s)	10 Nov - 16 Nov	Complete online lesson 2
Online Lesson Unlock(s)	17 Nov	Attend on campus class
Online Lesson Unlock(s)	17 Nov - 23 Nov	Complete online lesson 3
Online Lesson Unlock(s)	24 Nov - 30 Nov	Complete online lesson 4
Online Lesson Unlock(s)	01 Dec	Attend on campus class

Ofsted comment on the Online and On Campus approach in partnership with Mindful Education:

“In adult Level 2 accountancy courses, tutors make effective use of online exercises to check that learners have understood a particular theme.”

Boston College Ofsted report
Inspection December 2023

Learner analytics

Our detailed analytics offer insights to tutors and managers to help them plan their on campus sessions while also enabling them to track learner progress.

Tutor resources

The resources provided on our VLEs enhance the teaching experience. Each VLE also offers ready-to-use materials and lesson plans so tutors have more time to focus on what matters most: supporting and engaging with their learners.

Bespoke calendars

College learners will study on the Mindful Education VLE, with online lessons released according to a calendar that we agree together. Learners also benefit from regular, scheduled on campus sessions with a college tutor. Our courses are structured and paced, so the group learns together and has already studied each lesson before attending their college class.



“The Mindful Education approach has embedded technology in our teaching. It has

not taken away the role of the teacher, but I can focus more on reinforcing knowledge and coaching students.”

Raymond Njoroge
Senior Tutor - AAT and Business
Harlow College



Supporting delivery teams

Mindful Education offers unlimited tutor training and support to our partners, and our team will always be on hand to provide assistance – whether it’s technical support or guidance on blended delivery. We can also provide insight on how best to integrate our technology into your teaching.

Unlimited support

Our team is made up of passionate subject specialists with extensive backgrounds working in further education. They act as a valuable sounding board for our partners, with advice on how to deliver specific concepts, understanding analytics and assessing learner progress. And with unlimited tutor training and support, college leaders, managers and delivery teams can be reassured that any questions the team may have will be answered quickly.

Curriculum manager brochure

We’ve created a stand-alone guide for managers with more detail on delivering Online and On Campus courses and apprenticeships. This new brochure includes information about the support and guidance curriculum teams can expect as part of the college’s partnership with Mindful Education.



Scan to download our manager brochure

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

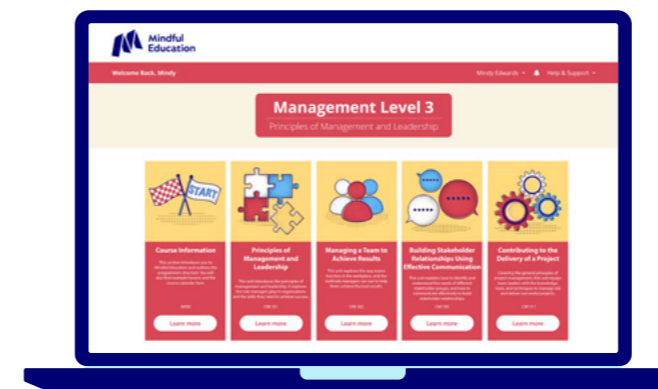
Sandra Cook
AAT Tutor
Brockenhurst College

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

Dr. Prathibha Bachu
Course Leader and Tutor
Buckinghamshire College Group

Professional courses and apprenticeships

We specialise in blended learning for professional qualifications. Our award-winning virtual learning environments give learners the flexibility to study on their own terms across a range of subject areas, including accounting, management, law, business and human resources.



Our blended learning courses cover the full syllabus of each professional qualification, and are equally suited to delivering both part-time professional qualifications and the knowledge component of the related apprenticeship standard. Our courses and apprenticeships are accredited by nationally recognised bodies and associations, including AAT, CMI, ILM, CIPD, NALP and City & Guilds.

Our course content

Course materials are written by our in-house academics and undergo rigorous quality assurance to ensure they meet course specifications. We provide fully updated virtual learning environments whenever awarding organisations make changes to their specifications, and we back this up with workshops and training for tutors and managers.

Awarding organisations

The Mindful Education team works closely with respected awarding organisations. Many of our academics hold senior roles within these organisations and we maintain strong relationships with their leadership teams. This means we are well placed to assist our partners with navigating the centre accreditation process.



“NALP has been working together with Mindful Education for a few years now and we’ve found

that learners really benefit from the blended learning that’s available through Mindful Education.”

Jane Robson
CEO
NALP

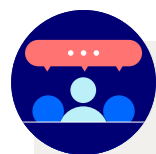
Our course and apprenticeship portfolio

Subject area / awarding organisation	Level	Part-time professional course	Apprenticeship	Start dates (terms)	Potential infill points
Accounting Association of Accounting Technicians	1	Award in Bookkeeping	N/A	Autumn, spring and summer	N/A
	2	Certificate in Accounting / Certificate in Bookkeeping	Accounts / Finance Assistant	Autumn, spring and summer	1 / 1
	3	Diploma in Accounting / Certificate in Bookkeeping	Assistant Accountant	Autumn, spring	3 / 1
	4	Diploma for Professional Accounting Technicians	Professional Accounting Technician	Autumn, spring	3
Business City & Guilds	2	N/A	Administration Assistant	Autumn, spring and summer	4
	3	Diploma for the Business Administrator	Business Administrator	Autumn, spring and summer	4
Management Chartered Management Institute	3	Diploma in First Line Management and Leadership	Team Leader <i>Available until 31 August 2026</i>	Autumn, spring and summer	5
	5	Diploma in Management and Leadership	Operations Manager <i>Available until 31 August 2026</i>	Autumn, spring and summer	6
Management ILM	3	Diploma in Leadership and Management	Team Leader <i>Available until 31 August 2026</i>	Autumn, spring and summer	3
	5	Diploma in Leadership and Management	Operations Manager <i>Available until 31 August 2026</i>	Autumn, spring and summer	2
Human Resources Chartered Institute of Personnel and Development	3	Foundation Certificate in People Practice	HR Support	Autumn, spring	2
	5	Associate Diploma in People Management	People Professional	Autumn, spring	2
Law National Association of Licensed Paralegals	3	Certificate for Paralegal Technicians	Paralegal	Autumn, spring	3

Start your journey

A consultative approach

We know that no two colleges are the same, so we will take the time to understand your organisation. We'll provide a full partnership proposal with detailed financial modelling based on learner numbers, staffing and preferred approach.



Step 1: Initial meeting

Our aim is to build a partnership, so we'd like to start with an in-person meeting with key college decision makers. We'll introduce Mindful Education and our courses and discuss how our partnerships work.

Key points to cover:

- An introduction to Mindful Education and the services we provide to our partners
- The Online and On Campus blended learning model
- Explore your requirements and the potential scope of the partnership
- Brief product demonstration

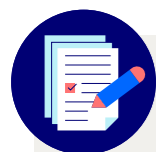


Step 2: Follow-up meeting

This is an opportunity for more detailed discussions and for you to ask any questions you might have. This second meeting can involve a wider group of college stakeholders if you choose.

Key points to cover:

- The proposed scope of the partnership – subject areas and delivery
- The target start date for the partnership
- A more detailed product demonstration if required



Step 3: Partnership proposal, financial models, references

We want to ensure that you have the full picture before deciding on our partnership.

We'll provide:

- A full written proposal, covering the areas we have discussed in our meetings
- Bespoke three-year financial modelling based on your data
- The opportunity to speak to some of our current partners

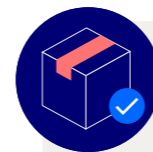


Step 4: Partnership sign-off

We understand that entering into a partnership is an important decision so we are very happy to arrange further meetings and discussions as needed.

Key points:

- We have a simple framework agreement to cover our partnerships
- We are transparent about our fees and apply the same fee structure to all our partners



Step 5: Partnership implementation

Through our experience of working with 70+ colleges and training providers, we've developed a partnership implementation approach which ensures that all college stakeholders are engaged and that the partnership gets off to the best possible start.

We'll deliver:

- A structured implementation process, managed by a Mindful Education account manager and overseen by a steering group composed of senior staff from both partners
- A partnership 'kick-off' meeting, ideally held face-to-face, with all the stakeholders from both partners
- A supportive and collaborative approach, with our curriculum support, marketing and employer engagement teams working closely with their counterparts at the college, supporting the initial work to set up the partnership



Next steps

To begin your journey with Mindful Education, please contact our partnerships team to arrange an initial discussion.

partnerships@mindful-education.co.uk

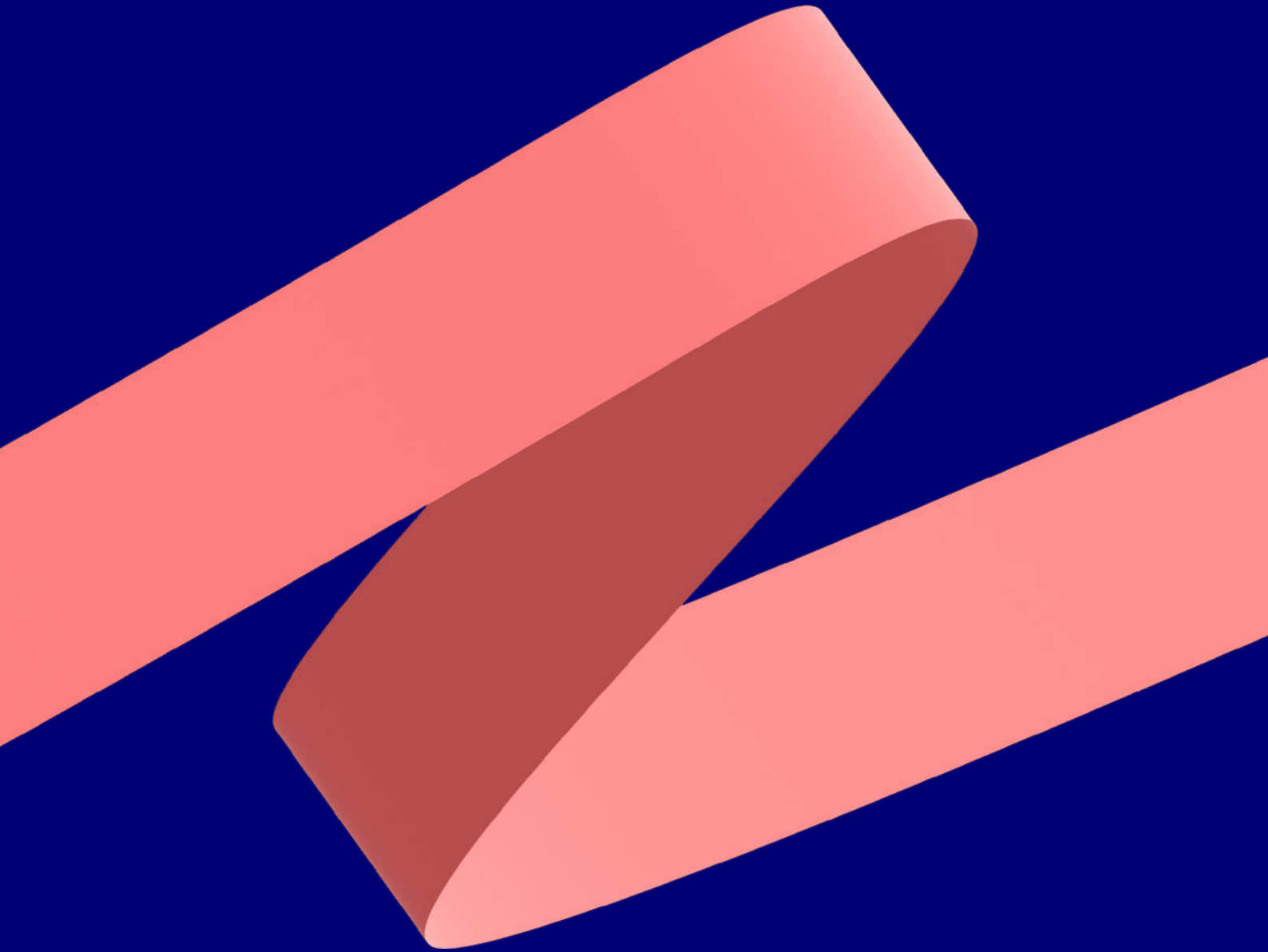


“Mindful Education bring with them extensive experience and expertise. Our

partnership with Mindful Education helps us provide innovative, high-quality solutions for learners.”

Preeti Mahajan

Director of Online Learner Experience
Activate Learning



**Mindful
Education**

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