



IMPACT REPORT

2023-24

Classroom Secrets work and impact report for the year 2023-2024

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MISSION & VISION

Mission (Direction)

We're on a mission to help children do better. We help teachers and tutors deliver great lessons and have time to rest on the weekends. We help parents support their children's learning. We carefully differentiate our learning content to meet each child where they are at and support them to make progress.

Vision (Destination)

To help children globally reach their potential.

A WORD FROM OUR FOUNDER

This academic year for Classroom Secrets has been about rebuilding the foundations to deliver new products and an amazing customer experience, and ensuring that we are truly getting to the heart of what our teachers want and need. We've focused heavily on returning to our entrepreneurial roots, with educators in the centre of our minds.

Over the last 12 months, we're immensely proud to have:

Developed a new platform for our users to access our resources. It's been both a satisfying (and painful) project that has spanned the last 3 years. We have invested a significant amount of resources into the website during this time and every member of the team has been involved in the process at some point. Our new website has a range of features to make selecting resources easier for teachers and we have many more feature releases lined up over the next 12 months.

Improved our approach to research and listening to our customers' wants and needs. As part of this work we have launched our Insiders Programme (a panel of teachers across the UK and internationally that we work with to develop our curriculum content). We are BESA award finalists for this new initiative.

Increased our global reach. We now have teachers across 27 countries using our resources.

Doubled down on new products. It's more than double! We've created a new maths sequence as part of our work with the insiders programme, new maths resources, new sciences resources, new reading resource, new writing resources, new MFL resources (we've moved into Spanish), more SEND resources and we've taken steps to significantly improve diversity and inclusion in our resources in a way that we believe is industry leading and helpful to teachers.

Implemented structural changes to support growth. We've formed a board to better set and monitor our direction. We've changed our working model to include freelancers to bring in more expertise from teachers still in the classroom. We've also undertaken a company-wide restructure to ensure we have the right foundations for our growth plans.

"We've focused heavily on returning to our entrepreneurial roots"

*Ed Riley,
CEO at Classroom
Secrets*



GLOBAL REACH

School Subscription

2,500+

Schools

549,000

Teacher visitors
this year

35,000+

Subscriptions



NEW WEBSITE

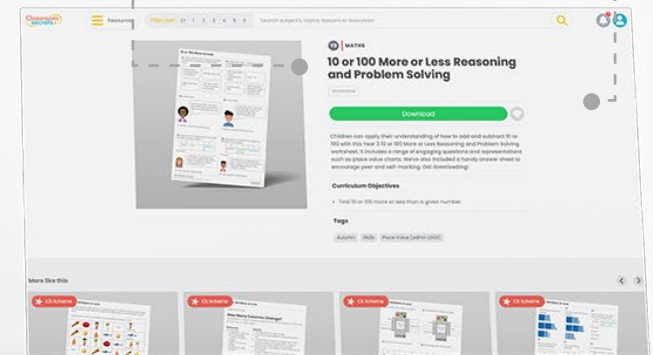
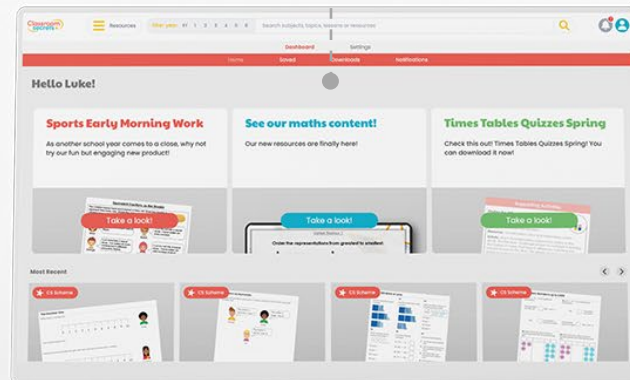
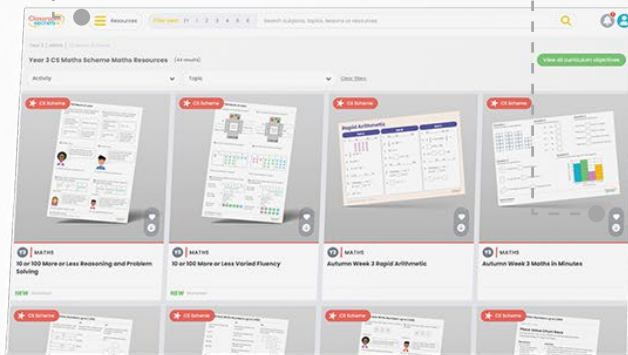
Improved search capabilities

Personalised dashboard

Cleaner user interface design

Quick-save and quick-download functions

11,000+ resources vetted and ready to use in your classroom

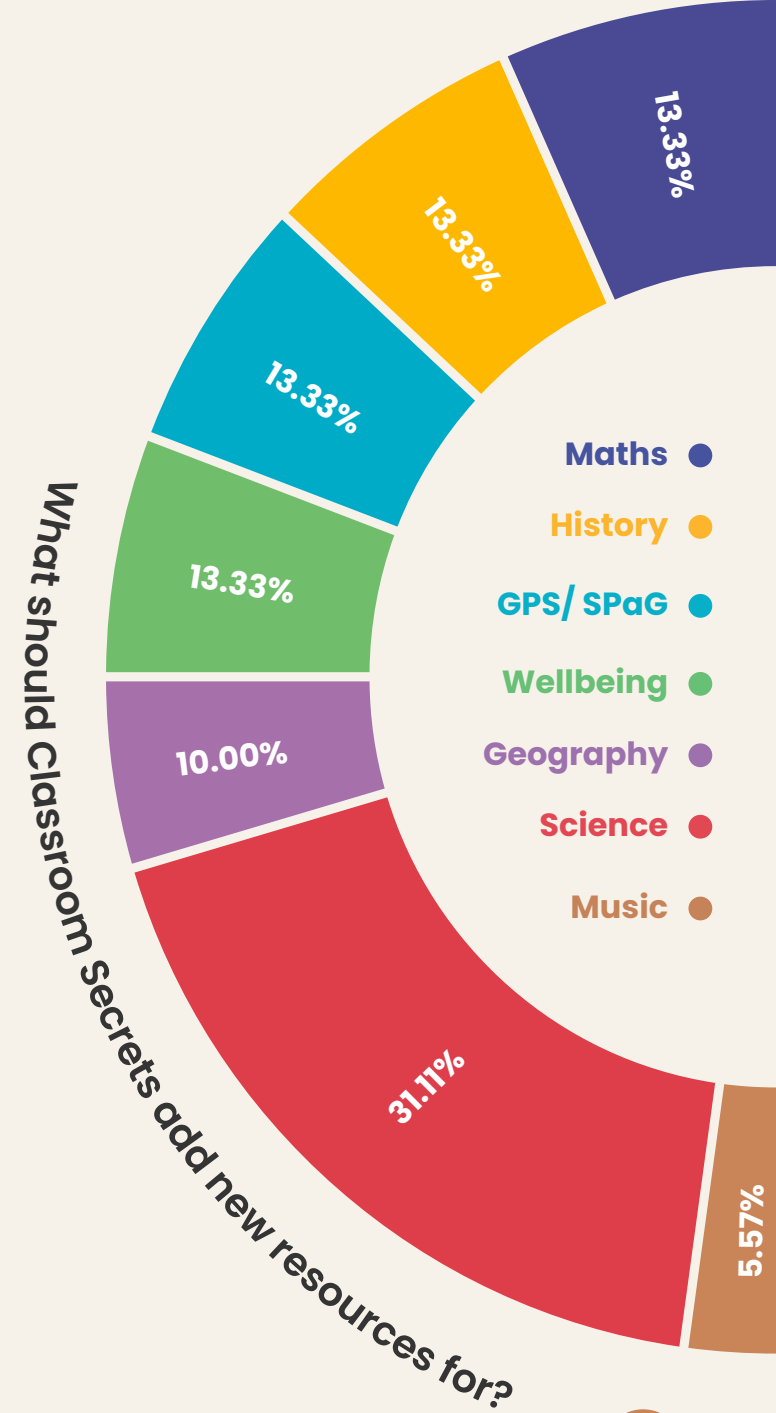


...and much more!

RESEARCH-LED RESOURCES

This year, we've prioritised understanding the needs of educators by gathering valuable insights from over 450 teachers through surveys and interviews. We've further strengthened this commitment through a new partnership initiative with Classroom Secrets. This collaboration involved 98 teachers from across the UK and international schools, ensuring we have a truly global perspective on what teachers need. As a result, we're confident our new resources directly address the challenges faced by educators today, ultimately improving their work-life balance.

The work conducted by our CS:Insiders programme team has seen them shortlisted for a BESA 'Team of the Year' award.



NEW PRODUCT LINES

In response to ongoing feedback from educators, we're thrilled to unveil an expansion of our high-quality resource library.

This year saw the launch of brand-new product lines meticulously crafted alongside leading teachers and math leads across England. These innovative lines address key areas like fluency development and support core subjects like reading and writing. Additionally, we've bolstered our science offerings.

This influx of fresh resources ensures we continue to empower educators with the tools they need to foster impactful learning experiences across all disciplines.

Maths

Rapid Arithmetic
Maths in Minutes
Fluency Matrix
Mistake Investigators

Writing

Writing units linked to published texts

Reading

Reader's Theatre
Rise and Read

Science

Science units of work
Teaching powerpoints
Investigation powerpoints

History & Geography coming soon

MEANINGFUL IMPACT

We're committed to creating a positive impact beyond the classroom. This year, we focused on diversity and inclusion, promoting environmental responsibility, and improving the wellbeing of educators and colleagues. Here's a closer look at some of our key achievements.

This year saw significant progress in promoting diversity and inclusion. We implemented a new diversity and inclusion policy, and are actively revising our resources to ensure a more accurate and inclusive representation of under-represented groups (including our exciting new characters!). Furthermore, our newly developed resources continue this commitment to diverse representation.

In addition to Equality, Diversity and inclusion, we've partnered with the BBC to offset our carbon footprint on projects through their Albert certification scheme. We're proud of this collaborative effort and were delighted to be shortlisted for a prestigious 2023 BESA "Make the Change" award, recognising initiatives that make a positive impact in areas like diversity and inclusion policies, work practices, and environmental responsibility.



PARTNERSHIPS

At Classroom Secrets, collaboration with like-minded organisations is key to expanding our reach and delivering meaningful educational content. Our partnerships have allowed us to enrich the learning experience and support children's wellbeing across the UK.



Happy Confident Company

Classroom Secrets has joined forces with the Happy Confident Company to introduce their innovative wellbeing and mental health products into primary schools. Together, we're helping children develop resilience, emotional intelligence, and self-confidence through engaging resources that promote mental wellbeing in the classroom.



BBC Bitesize

We have partnered with BBC Bitesize, providing free Early Years and primary-level resources to one of the UK's most widely accessed educational platforms. BBC Bitesize serves over 10 million users annually, extending our impact and supporting children from diverse backgrounds by offering high-quality, accessible educational content.



Child's Play

In collaboration with Child's Play, we have developed educational resources to accompany *The Flower*, a beloved children's book. These resources are designed to enhance literacy and creative thinking, offering schools a unique way to engage pupils with meaningful and thought-provoking stories.

OUR COMMITMENTS

Monitor and aim to improve staff and organisational wellbeing by:

- Conducting annual surveys to monitor staff and freelancer satisfaction, workload, and wellbeing, and addressing areas for improvement.
- Launching initiatives to support mental health and work-life balance across the business.
- Set baselines for staff turnover and applicant diversity, with a goal of increasing recruitment diversity through partnerships with organisations supporting minority candidates.

EDI:

- Committing to increasing diversity within external project teams by ensuring that at least 20% of team members represent one or more protected characteristics, including race, disability, socio-economic diversity, and LGBTQ+ communities.
- Expand the inclusivity of resources by gathering feedback from teachers on how CS materials support diverse classrooms and adjusting resources based on their needs.
- Reversion resources on an ongoing basis to ensure better EDI - and track the number of updated resources.
- Track progress on EDI promises through a newly established checklist, including inclusive language and representation in all content.
- Begin tracking and increasing partnerships with minority-owned or community-based suppliers to improve diversity in our supply chain.

Improve our educational impact:

- Conducting annual teacher surveys to measure the impact of Classroom Secrets resources on workload reduction, time efficiency, and lesson planning.
- Partner with pilot schools to create case studies highlighting how CS resources support pupil progress, with a focus on attainment.

Measure our brand impact:

- Conducting an annual awareness survey and tracking social media engagement metrics, focusing on audience growth and interaction rates.
- Analysing customer survey data and cancellation reasons to refine our offerings and increase renewal rates.
- Launch quarterly satisfaction surveys and focus groups to deepen our understanding of brand perception and reliability.