

# Big Kids Little Learners



*Accelerate has been so helpful in working out exactly where to go with BKLL. The confidence gained in networking with other similar groups has been important. Slow and steady wins the race and over the next three years, I hope for BKLL to be reaching a wider, more diverse range of families.*



## Background

Big Kids Little Learners (BKLL), based in Renfrewshire, provides fun and innovative educational classes for children between the ages of 2.5 to 5 years and their families. Set up in 2016, classes are geared towards improving children's literacy and numeracy skills, with a special focus on phonics - with the added bonus of parents and the children getting to learn and play together.

Today, 110 families are participating in BKLL classes – as well as accessing educational content and other merchandise through its online shop.

BKLL was referred to Accelerate through the Renfrewshire Social Enterprise Network.

## Need for support

BKLL was looking to change direction and increase its wider social impact – and move from its current 'sole trader' structure into becoming a social enterprise. A 'sole trader' or private business would not normally be eligible for support via Accelerate – but by seeking to transition into a social enterprise, BKLL was able to meet the eligibility criteria.

As part of this process, BKLL was also looking to focus on more vulnerable children whose parents, perhaps, are not in a position to pay for classes – with a particular focus on families in deprived areas, refugees and asylum seekers and children with learning difficulties.

## What we did

The main phase of support involved investigating options around social franchising and licensing intellectual property (IP), looking at different business models in the early-childhood development space in the UK. BKLL was also keen to avoid the temptation of following the well-trodden path of private educational franchises for young children.

Importantly, Accelerate helped to link BKLL with Govan HELP, allowing it to explore 'piloting' its new approach with families in Govan. This is due to happen over the coming months.

The families that BKLL is now hoping to help don't have the money to pay for private classes. This required Accelerate to consider alternative revenue models such as fundraising and selling services to local authorities, charities and housing associations.

These insights have been embedded into a three-year strategic plan - describing the direction that BKLL must take and the different milestones to be achieved – with each milestone acting as a stepping-stone for the next and so on. Initial milestones are already within reach - with BKLL documenting its new philosophy and protocols; establishing its new advisory board; and shortly hoping to run its pilot alongside Govan HELP and, all being well, other charities in the future



[Watch the video case study here](#)