

## Pioneer Childcare is Rebranding to Junior Adventures Group (JAG)

We're pleased to share an exciting update regarding the wraparound care provision at our school. **Pioneer Childcare, who currently operate our onsite before and after school clubs, are rebranding to Junior Adventures Group (JAG)** — a nationally recognised provider of high-quality wraparound and holiday childcare.

This rebrand brings Pioneer fully into the JAG family, creating a unified identity across their clubs, teams, and programmes while continuing to deliver the same trusted, friendly, and engaging childcare that families know and value.

### What This Means for Our School Community

The rebrand will not change the day-to-day experience for children or families.

You can expect:

- The **same dedicated teams** delivering high-quality care
- The **same venue and programme structure**, now under JAG's "Rise Then Shine", "Stay and Play", and "Holiday HQ" names
- The **same commitment to safe, active, and inspiring experiences**

The main change families will notice is a refreshed brand identity — including new JAG purple branding — and a new booking system launching in **January 2026**.

### Important Information for Parents and Carers

Families who have previously shown interest in Pioneer Childcare but **do not currently have an active booking** will need to create a new account in the JAG booking system before booking sessions for 2026.

**From January 2026 onwards, all sessions will be booked through the new Junior Adventures Group platform.**

To prepare, new parents/carers will be asked to:

1. Visit the new JAG registration page:  
<https://bookings.junioradventuresgroup.co.uk/Identity/Account/Login>
2. Create a new account
3. Enter family and child details, including emergency contacts and medical/dietary information

This simple setup ensures all information is carried across smoothly ahead of the new year. **Please note existing families will be communicated to directly.**

### Booking for 2025 and Early 2026

Bookings for the **Autumn Term and Winter Holidays (up to 2nd January 2026)** will continue to be made through the existing **Pioneer Childcare booking system** until the rebrand officially goes live.

Book here: <https://www.pioneerchildcare.co.uk/>

### Our Partnership Continues

We're delighted to continue our partnership with the newly rebranded **Junior Adventures Group (JAG)**. Although the name and branding are changing, the same fantastic team and high-quality provision remain in place — with the added benefit of JAG's national experience and support.

We look forward to seeing our school community enjoy the refreshed look and continued excellence of our wraparound care.