

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.