



We are JAG

Junior Adventures Group



**Junior
Adventures
Group**

Building brighter futures together



junioradventuresgroup.co.uk



Who are JAG?

At JAG, we're proud to be the leading provider of before, after-school activity clubs, PE lessons and holiday programmes in the UK, with passionate teams who live and breathe our mission every day: to build brighter futures for children. For over 30 years, we've been delivering exceptional experiences for children in over 1,000 settings across the UK, Australia, New Zealand and Ireland. Our global experience has allowed us to create an approach to child-led care that parents and schools trust - and children love.

What makes JAG special?

At JAG we are committed to helping children achieve their potential and become great, well-rounded people. We put the individual needs, talents and abilities of each child first in every activity we provide, and that translates into amazing, fun experiences that children love. It also, crucially, means we develop the whole of the child.

Our passionate team of DBS-checked, professionally trained staff are ready to welcome your child and immerse them in our exciting world of fun new opportunities. But it's hugely important that you also feel supported by us from the word go, so we've collated a wealth of information, advice and pointers to help you get started, you'll find this information on the following pages.

RISE THEN SHINE

STAY AND PLAY

HOLIDAY CLUBS

Our Impact



190+
Venues



10K+
Children welcomed
each day



1K+
Welcoming
activity experts



50+
UK communities
supported



Our Adventure Programme

At JAG, we are passionate about helping the next generation navigate their world. We do this by providing world class experiences and programmes that add depth and richness to children's learning beyond the classroom and school curriculum. Our Adventure Programme gives children the opportunity to develop life skills and explore their interests through specially designed experiences and activities, based on their key development pillars.



Seven fun-filled adventure categories, designed for all ages and interests.



Promotes fun, curiosity and mindfulness in an entertaining and welcoming environment.



Create lifelong friendships over exciting adventures beyond the classroom.



Children choose how to spend their mornings and afternoons through regular children's meetings



**Find out more about our
Adventure Programme!**



A Research Based Programme

Our Adventure Programme is designed to give children the opportunity to develop life skills and explore their interests through specially designed Experiences and Activities, based on their key development pillars: Quality Caregiving, Nutrition, Rest/Sleep, Play.

Furthermore, the has been designed based on research by world experts in child development and play. This includes: Robyn Munro-Miller, President of the International Play Association (IPA), The LEGO Foundation and UN Rights of the Child



A Child Driven Experience

An important feature of the JAG Adventure Programme is that it is child-led, meaning that children are given the freedom to choose how they want to play. Our role is to create fun and safe environments that provide children with opportunities for experimentation, imagination and freedom of expression.

Our Adventure Programme

How do we do this?

We deliver our Adventure Programme through seven action-packed adventure categories. Backed by research into child development and created in partnership with experts, the Adventure Programme provides children with the opportunity to learn essential life skills and have great fun exploring their interests.

At our Rise then Shine and Stay and Play clubs children will choose their own Adventure Experience during the weekly Children's meeting.



Children's Meetings

Our new children's meeting take place every week, where your children's voices lead the adventure! Take a sneak peek at your child's meeting template, a tool we will use to work with your children to plan their week based on their choice of Adventure Activity Cards.



Activity Cards

The fun comes to life with these incredible activity cards. With over 30 cards per adventure, there are plenty of activities for children to choose from.



**Find out more about our
Adventure Programme!**

Adventure Categories



The Adventure Programme consists of seven action-packed adventure categories, which will be rolled out over the coming months.



Wellbeing Warriors



Discover a range of activities specially designed to help you feel good by boosting happiness, mindfulness, and wellbeing.



Flavour Fest



Explore the tasty world of food and nutrition through fun and interactive experiences created to develop healthy habits.



Global Kids



Embark on a journey to become a better global citizen and protect our planet through developing essential life skills and exploring the world around us.



Super Sports



Super fun and sporty sessions designed to develop essential skills for a lifetime of active living.



Creative Inventors



Let your imagination soar as we engage in creative activities that combine expressive arts, materials and crafts to fuel your inner inventor and unlock your hidden talents!



Brain Boosters



Crack codes, solve puzzles, and engage in captivating games and science experiments. Explore the wonders of the world with hands-on STEM activities.



Power Teams



Join in fun games, thrilling challenges, and exciting group activities to build team skills for life.

Our Services

RISE THEN SHINE

Rise then Shine Breakfast Clubs



Our Breakfast Clubs are called 'Rise Then Shine', the perfect start to your child's school day. We set the tone for a great day at school through an array of energising activities and some delicious and nutritious food. From delightful breakfast moments, to calming morning meditations, we ensure they step into school ready to embrace the day!

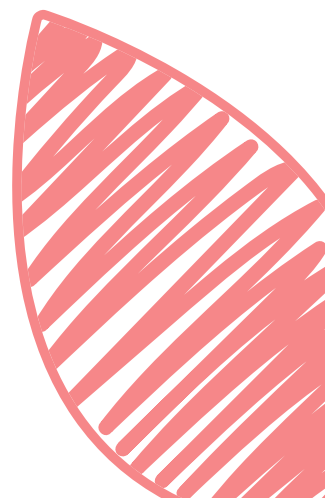
A healthy, nutritious breakfast keeps children energised throughout the morning, while our focus on an active start stimulates brain activity and concentration so children get the most out of their day. It's the perfect solution for busy working families, offering a safe, secure environment before school where children enjoy a fun and positive start to the day.

Scan me



For more info!

- ✓ An active, engaging, stimulating start to their day
- ✓ A nutritious, healthy breakfast to boost their energy for school
- ✓ Activities delivered by a team of fully-qualified experts
- ✓ Seven fun-filled adventure categories, designed for all ages and interests.
- ✓ Children choose how to spend their mornings with regular children's meetings





STAY AND PLAY

Our Services

STAY AND PLAY

Stay and Play After School Clubs



The fun continues after school at our 'Stay and Play' afternoon programmes. Children can dive into more fun activities, building lasting friendships and creating memories beyond the classroom, all before heading home for quality family time.

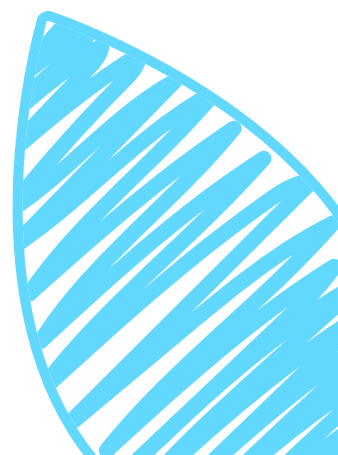
Providing an energising end to the school day, children can join in with group activities, tuck in to a healthy snack or engage with our variety of toys and games that are all set up ready for them to enjoy.

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For more info!

- ✓ Create lifelong friendships over exciting adventures beyond the classroom.
- ✓ Fun and safe environment managed by our expert childcare team
- ✓ Seven fun-filled adventure categories, designed for all ages and interests
- ✓ Tasty, healthy snacks to keep your child fuelled and happy
- ✓ Children choose how to spend their afternoons with regular children's meetings





Our Services

HOLIDAY CLUBS

Holiday Clubs

Holiday HQ is the ultimate destination for children seeking an unforgettable break from the school routine. With everything from exciting outdoor adventures to creative workshops, cooking classes, and interactive learning sessions, our expert programme team offers a dynamic mix of engaging activities and enriching experiences. Each holiday season revolves around a unique theme, with new activities every day! From arts and crafts to sports and STEM, no two days are the same, ensuring there's something for everyone to enjoy.

We also focus on providing more than just entertainment – each holiday is a chance for children to grow, build new friendships, and explore their interests. By the time they return to school, they'll have unforgettable memories to cherish. We're the experts in fun!

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For more info!

Sample Timetable



Craft your own unique creation and take it home as a Holiday HQ souvenir!



Experience special performances, games, or activities delivered by expert facilitators.



Dive into a new adventure every day with our exciting daily themed activities!

Meet & Greet

Choose your greeting with our friendly JAG team!



Foot Tap



Silly Face



Hand Shake



Elbow Tap



Fist Bump



High Five



Useful Information

JAG supports over 50,000 families across the UK, so we've put together some helpful resources for your convenience. If you can't find exactly what you're looking for, please do reach out to our Customer Experience Team, where someone will be happy to help.

Registration & Booking



Registering for a JAG club or venue is easy and completely free: online registration takes about 10 minutes to complete. It includes some nice personal touches so we can help your child feel instantly at home. We invite you to provide information to help your child settle into their new environment - including their nickname, for example, and establish if they have any friends already attending our club. We'll also ask for details of any relevant safeguarding requirements you may have. Our goal: to ensure your child receives as warm and personal a welcome as possible.

Payment Options



We understand that affordability is an important question for families, and our flexible payment options offer several ways to make payments manageable. From our handy instalment plans to supporting eligibility to access funding schemes, we strive to make our active childcare services accessible to every child.

Frequently Asked Questions

Looking for further information about JAG and our clubs? Check out our helpful FAQ guide, which answers some of the questions we're most often asked by parents: what to bring on the day, how to register at your local JAG club, what our flexible payment options mean, and much more!



**For more information please visit our
Parent Support page on our website!**

Contact



junioradventuresgroup.co.uk



0333 577 1533



@junioradventuresgroupuk



@junioradventuresgroupuk



SCAN ME

Scan here to see
JAG in action



What our
Parents say...

“

The staff are phenomenal.
They encourage each
individual child to be
themselves and to build
friendships ”

“

Excellent service. My daughters
first time at a holiday club, the staff
were very friendly and welcoming
and she loved her time there.
Would definitely recommend and
will book again! ”