

Explore Learning

Impact Report

2025



A letter from our CEO

Becoming CEO of Explore Learning in April 2025 was a proud and meaningful moment. Having started my journey here as a tutor, I have seen first-hand how the right support improves academic outcomes and progress: unlocking confidence, ambition and lasting change for children and families.

We are operating within an education system under increasing pressure. Attainment gaps are widening and too many young people are being left behind, particularly those from disadvantaged backgrounds or with additional educational needs. At the same time, AI is reshaping the skills required for future success, increasing demand for personalised, measurable learning solutions that equip children for a rapidly changing world.

Explore Learning is uniquely positioned to meet these needs. In 2025, we launched our most advanced and personalised learning platform to date, strengthening our ability to deliver consistent, high-quality outcomes at scale.

The growing influence of AI in education brings both opportunity and responsibility, with the potential to transform how children learn and how progress is understood.

Against this backdrop, our combination of brilliant educators and intelligent technology delivers measurable impact, enabling thousands of children to make exceptional progress.

As we look to 2026 and beyond, we see significant opportunities for sustainable growth across the business. Our ambition remains high, with further progress planned across our platform, learning experience and engagement with families. With strong demand, a proven model and a clear growth strategy, Explore Learning is set to play a defining role in how the next generation learns and thrives.



Lisa Haycox
Chief Executive Officer, Explore Learning



“ By combining brilliant educators with intelligent technology, we are delivering measurable impact and enabling thousands of children to make exceptional progress. ”



2025 impact at a glance

In 2025, Explore Learning significantly accelerated progress for children across the UK. Our award-winning learning approach transforms outcomes through personalised support at scale, meeting the needs of an increasingly diverse learner population.

50,000+
children supported

+35% YOY increase
children with SEN supported

On average, Explore members made
20 months of progress in
1 year

Independently recognised for:



Raising attainment and improving future outcomes

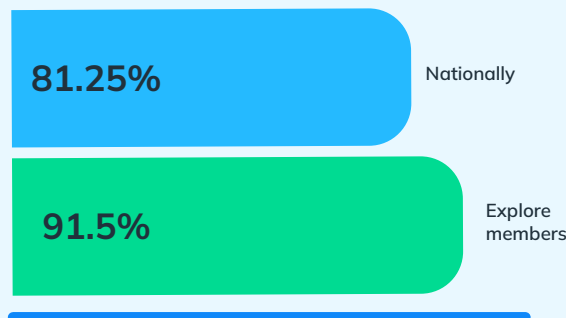
Across the UK, too many children are not getting the personalised support they need to succeed. Persistent absence is rising, attainment gaps remain entrenched, and more learners are not meeting age-related expectations in maths and English. Explore Learning is actively addressing these challenges through raising attainment and improving life chances.

Explore Learning members score above the national average in all assessed areas of the National Curriculum.

Phonics Screener 2025

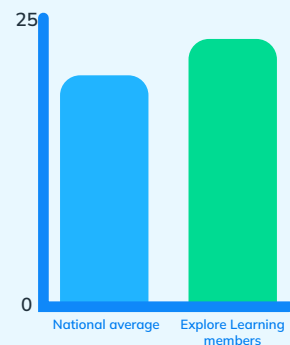
On average, Explore Learning members achieved a score of 35.6 out of 40 in Phonics.

Met the expected standard

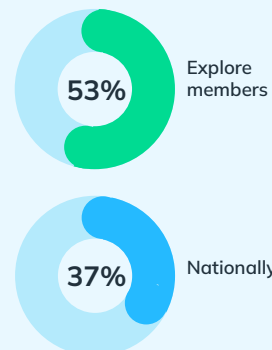


Year 4 multiplication check results 2025

Average score out of 25



The top score of 25



Year 6 SATs 2025

● National average
● Explore Learning members

Reading



Maths

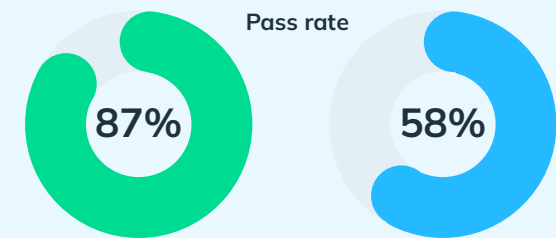


Grammar, punctuation & spelling



GCSE Maths 2025

On average, Explore Learning students achieve 1 grade higher than their predicted grade in GCSE maths.



of our members passed their GCSE maths achieving a grade 4 or higher.

National average



Outcomes at scale, enabled by tutors and technology

Personalisation matters only if it improves outcomes. Grounded in behavioural and learning science, our approach combines expert tutoring with evidence-led, AI enabled technology to deliver personalised pathways, consistent quality, and measurable progress at scale.



The Evidence Imperative

A White Paper on Explore Learning's Evidence-Based AI Development in Childhood Education

Dr Hisham Ihshaish, Head of Data and AI at Explore Learning

Compass: truly personalised learning

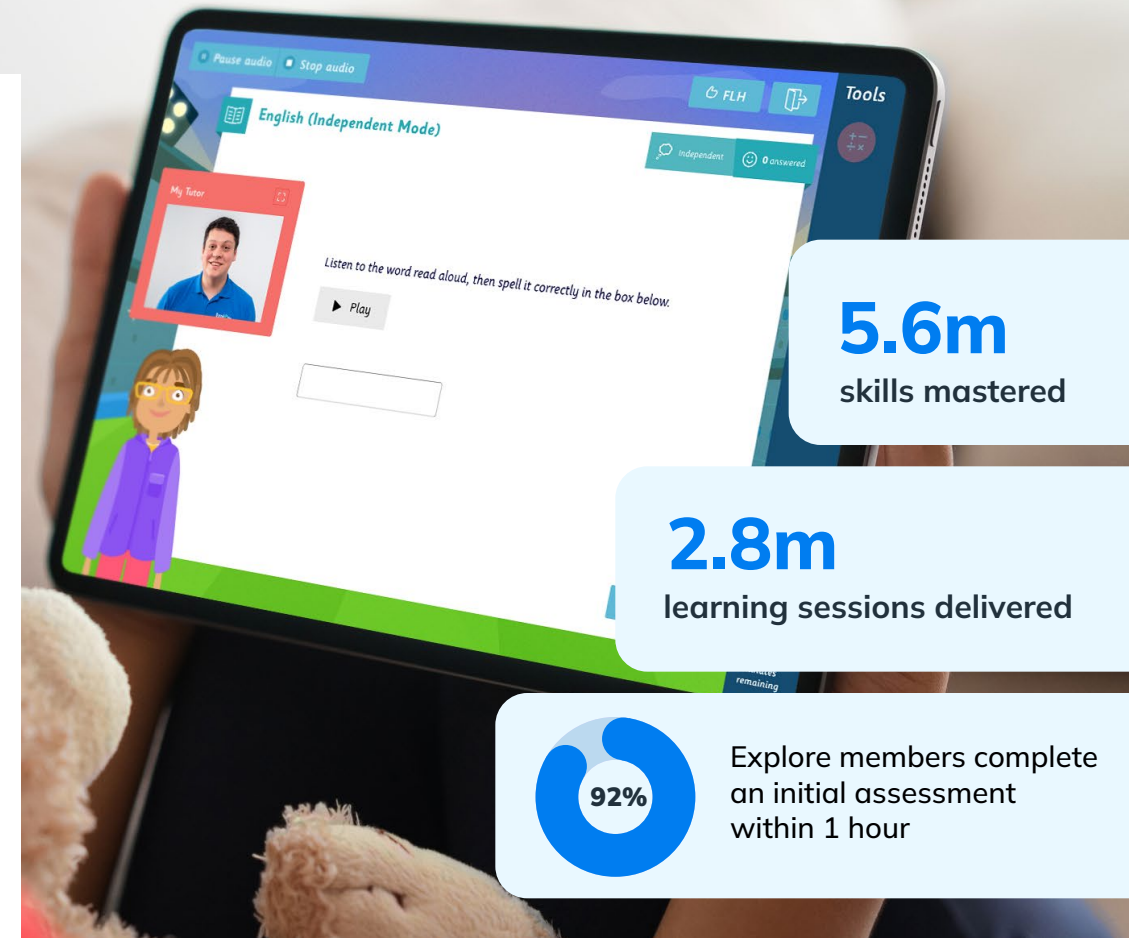
In 2025, we transformed Compass, delivering the most advanced and personalised version of our digital learning platform to date.

Building on its strong foundations in adaptive learning, Compass now uses an enhanced aptitude model to continuously adapt pathways to each child's understanding, pace and progression. It also generates rich, real-time learning insights, enabling us to evaluate impact and continuously optimise the experience for different learner needs.

This deeper level of personalisation allows tutors to focus where they add the greatest value: delivering targeted, individual support built around what each child needs to succeed.

Faster assessment, earlier impact

To ensure personalisation is effective from the very start of a child's journey, we reduced assessment time by 70% in 2025. Learning levels can now be established in as few as 15 questions, and 92% of children complete their initial assessment within their first hour, enabling faster onboarding into meaningful learning and more effective use of tutor time.



Progress visibility that sustains engagement

Progress is strongest when families can see it clearly and reinforce it between sessions. Our 2025 Compass updates mean families have faster clarity and visibility of their child's learning. This is supported through regular progress meetings and on-demand, real-time progress reporting via each child's member portal. These approaches strengthen engagement, support consistent learning habits and help sustain progress over time.



Equity of impact: supporting learners with diverse needs



1 in 6

Explore members have a specific SEND

8835

fully-funded tutoring hours delivered. A 42% increase on 2024

Delivering outcomes across our service means understanding who we are reaching and how well our provision supports different learner needs. Our focus is to ensure our impact is equitable, accessible and effective for every child, including learners with SEND and those facing disadvantage.

A needs-led approach to SEND support

In 2025, we supported more than 8,000 learners with SEND, a 35% increase on the previous year. Today, one in six of our members has a specific SEN requirement.

Representation and inclusion

We are committed to learning spaces where families feel they belong. Representation is important, with 61% of our tutors coming from ethnically diverse backgrounds, supporting an inclusive experience for children and families.

Widening access for disadvantaged learners

In 2025, we provided subsidised tuition to over 5,000 disadvantaged children, helping to reduce financial barriers that limit opportunity. In addition, through partnerships with Refugee Education UK, Buttle UK and POP, our Big Dream Programme delivered almost 9,000 hours of fully funded tuition for children and families facing hardship.



Family experience that sustains learning outcomes

Family engagement is a critical driver of sustained learning impact. When families feel informed, supported and confident in their child's journey, engagement deepens and learning becomes more consistent over time.

In 2025, more than 63,000 progress meetings were held with members, a 5% increase on 2024. These structured conversations, lasting around 30 minutes on average, provided dedicated time for us to review progress and agree next steps. Alongside this, families accessed their online member portals almost 3 million times, engaging with their membership, learning activities and viewing progress.

This engagement is reflected in strong levels of satisfaction and trust. Explore Learning maintained a 4.7 Google rating and high Trustpilot scores, with the majority of reviews rated Good or Excellent. Parents consistently reference clear communication, visible progress and feeling supported as part of their child's learning journey.

Stronger family engagement supports consistent attendance, reinforced learning at home and sustained motivation. This partnership strengthens outcomes and builds confidence that extends beyond the classroom.

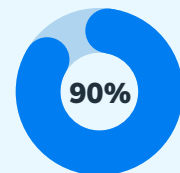


NPS customer satisfaction score



4.7

Average centre Google Rating



Rated Explore 'Good' or 'Excellent' on Trustpilot

★ Trustpilot ★★★★★

63,000

Progress meetings held

“ Explore Learning gave Zakariya something far beyond academic skills - it gave him confidence, dignity, and a safe place to grow. For a child with autism and ADHD, that kind of personalised support is life-changing. Thank you for treating my son with patience and for helping him realise what we've always known - that he is capable, clever, and full of potential. ”

Gulnurgis Akhtar, Explore Learning member



Beyond academic progress

Explore Learning's impact extends beyond academic progress.

Parents consistently tell us about lasting changes in how their child approaches learning, reflected in greater confidence, renewed enjoyment and a growing belief in their own ability. These outcomes play a critical role in equipping children with the skills and mindset to thrive in the future.



“ Being part of Explore Learning is more than just sending my children to a tutoring session. The tutoring has accommodated study style and mindset to help maximise academic ability. The growth and change of approach to learning that I have seen as a parent, has been just brilliant.

Parent, Ashford

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“ I can see her confidence growing, especially in working with others and exploring new ideas. Explore Learning has really helped to develop her curiosity, creativity, and love for learning. Thank you to the staff for providing such a positive and supportive environment. My daughter is much more confident.

Parent, Abbey Wood

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“ All the staff have made Explore Learning such a calm, safe place to learn, helping to build so much confidence in my son and his own abilities, which has been a real struggle in the past. They have encouraged a love of learning in him, and I am forever grateful for all they have done to help him!

Parent, Woking

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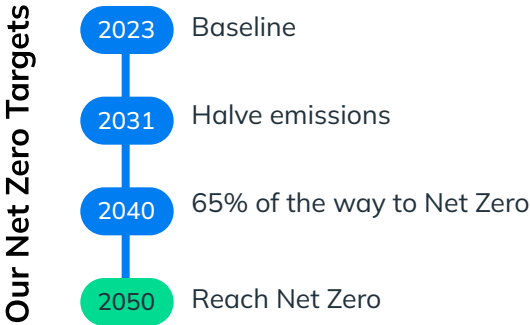




Building a sustainable future

We exist to support the future of young people and that requires taking measurable action to reduce our environmental impact.

In 2025, Explore Learning became the first UK tuition and EdTech provider to calculate our entire carbon footprint, and set out a clear plan to achieve Net Zero.




Net Zero Report 2025
Explore Learning

18.1% Emissions reduction from 2023 baseline

Signatory of **Tech Zero** Supporting practical Net Zero action

1 in 4 Tutors walk to work, supporting lower-impact travel habits

EducationInvestor Awards **ESG AND IMPACT WINNER** EducationInvestor Awards: ESG and Impact Winner



Limitless learning: powered by people, enhanced by technology

As the needs of learners continue to evolve,
so will we.

We are intentionally reshaping how personalised learning is delivered, rethinking how human expertise and advancing technology work together to respond to the pressures facing learners and families. We are raising expectations for what every learner can achieve and redefining what progress looks like.

**Our next phase of impact will focus
on three priorities.**



Personalised learning pathways without limits

Real-time insight enables us to deliver deeper personalisation, resulting in sustained ambitious progress for every learner.

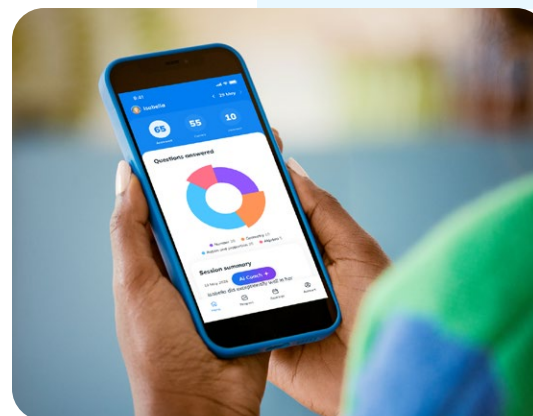
1



Inclusive provision with ambitious outcomes

Advancing our inclusive provision to further reduce disparities in attainment and ensure SEND, background or other needs do not limit any learner.

2



Progress strengthened through partnership

We will further strengthen partnerships with families and schools, revolutionising progress insight and expert guidance to deepen engagement and improve outcomes.

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