

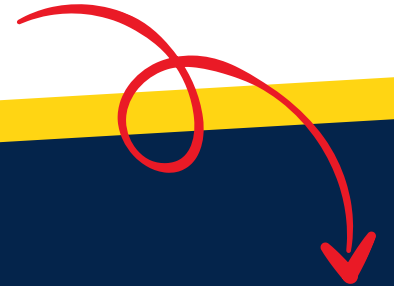


**SUPPORTING
EMPLOYEE WELFARE
FOR WORKING
PARENTS**



www.barracudas.co.uk

01480 467567



SUPPORTING YOUR EMPLOYEES

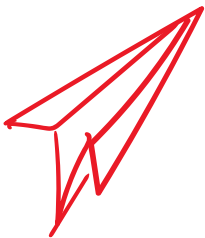


At Barracudas, we are not just a multi-activity holiday camp; we are your partner in promoting a positive work-life balance for your parent community. Here is why partnering with Barracudas can be transformative for your organisation:

What benefits does Barracudas provide your business:



- **Employee Well-being and Productivity:**
 - Barracudas provides a trusted solution for working parents, offering a stress-free option for childcare during school holidays. By alleviating this concern, you contribute to reduced stress among employees, fostering a healthier and more productive work environment.
- **Family-Friendly Corporate Culture:**
 - A partnership with Barracudas reflects commitment to cultivating a family-friendly culture. Recommending a reputable holiday childcare provider demonstrates your dedication to supporting your community in their family responsibilities, contributing to a positive corporate image.
- **Tax-Free childcare and Childcare Vouchers:**
 - As an Ofsted registered provider, parents can use all types Childcare Vouchers and Tax-Free childcare allowances with us. This gives parents an extra 20% saving on their childcare arrangements.
- **Employee Retention and Engagement:**
 - Offering access to quality childcare options enhances your employee benefits package, contributing to higher retention rates. By actively supporting employees' needs, it fosters loyalty and engagement, reducing turnover and associated recruitment costs.
- **Enhanced Employee Benefits Package:**
 - Barracudas can be seamlessly integrated into your benefits package, providing exclusive discounts or special arrangements for employees. This addition goes beyond basic benefits, demonstrating a commitment to providing added value to our working parents.
- **Community Engagement and CSR:**
 - Partnering with Barracudas aligns with your community engagement goals and Corporate Social Responsibility (CSR) initiatives. By supporting a reputable and positive program for children, we enhance your reputation and social impact within the local community.



WHY CHOOSE BARRACUDAS

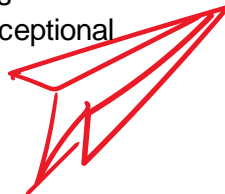
At Barracudas, we proudly stand as the UK's favourite multi-activity holiday camp, boasting a network of over 55 locations. What sets us apart is our commitment to providing an extraordinary experience for children aged 4 1/2 to 14 years. Here's why Barracudas is the perfect choice for a child's holiday adventure:

For the Kids:

- **Diverse Program:** With over 80 fun and creative activities, from Dodgeball and Giant Jenga to Arts and Crafts and Face Painting, our multi-activity program ensures every child's interests are catered to.
- **Unique Timetables:** Each child has two unique options for a six-session-a-day timetable, offering a variety of exciting experiences.
- **Barracudas Specialisms:** Engage in unique activities such as Motorsports, Archery, Fencing, Large Inflatables, Swimming, Dance & Drama, Discovery Squad, and Rocketeers.
- **Plus Specialized Camps:** Explore our specialist camps for football, baking, residential, and computer coding for a more focused and immersive adventure.

For the Parents:

- **Exceptional Staff:** Our professional and exceptionally well-trained staff are dedicated to ensuring your child's safety and personal enrichment.
- **Flexible Payment Options:** Enjoy excellent and flexible payment options, with childcare costs as little as £4.24 per hour.
- **OFSTED Registered:** We are OFSTED registered with industry-leading ratings, assuring the highest standards of care and supervision.
- **Convenient Hours:** Full day of childcare from 8.30am – 5.30pm with Early & Late Clubs available starting from 8am and collection as late as 6pm. Early pick-ups from 4:30 pm
- **Trustpilot Ratings:** Rave reviews on Trust Pilot attest to our commitment to excellence and customer satisfaction.
- **Parent Communication App:** Stay connected and informed with our dedicated Parent Communication App.
- **Secure Processes:** Benefit from our secure QR code registration and collection process, ensuring your child's safety.
- **World-Class Customer Care:** Backed by a world-class customer care team, we are committed to delivering exceptional service at every step.



INCLUSIVE CULTURE & ESG FOCUS



Barracudas has a clear vision, purpose and values that help deliver our goals around an ESG framework

The Purpose

To give every child such an **AMAZING** experience they can't wait to come back!



COMMUNICATION

"We are honest, open and consistent, and we listen to and respect the opinions of others"



PROFESSIONALISM

"We are focused and loyal, and value integrity and quality at all times"



FUN

"We are positive and enthusiastic and have fun getting our work done"

The Vision

Exceptional people and systems that surpass customer expectations to achieve outstanding results



INNOVATION

"We relentlessly pursue new ideas and opportunities to improve and develop"



PERSONAL DEVELOPMENT

"We seek our new skills, stretch our capabilities and strive to achieve our full potential"



TEAMWORK

"We encourage, help and support each other towards our shared goals"

ACCREDITATIONS



ESG Policy	How Barracudas support this
Support of disadvantaged children	Childcare vouchers are accepted as form of payment which enables parents to save a significant amount on the overall price. Parents are also offered the Easy Payment Plan which allows parents to pay over several months.
Support of children with special needs	Provide one on one care for SEND children and work with the local authorities to help parents take advantage of Government funding.
Extensive training courses with a potential for external impact	The Company provide training courses in paediatric first aid and child safety to over 200 staff per year.
The learning and development of Children	Each activity is tailored to encourage learning, confidence and social interaction through fun. Courses, which include swimming, allow children to develop key life skills.
An inclusive internal employee culture of supporting women and mothers	The SLT and wider Management Team are predominantly women, and the Company actively promotes the role of women in Barracudas.
Focus on a healthy and active lifestyle	The camps ensure children are active which helps battle child obesity.
Providing much needed funds for some state Schools	State schools have seen significant cuts in recent times and the hire of the school during a period of non-use provides vital additional funds.
Go-green-approach	The company replaced all its Petrol motor sport fleet in 2022 to electric vehicles and are continuously looking at ways to reduce its carbon footprint through recycling and its procurement process.
Gender pay gap	As an employer of over 250 people, the Company is required to publish the "Gender Pay Gap". This identified a 0.9% difference in the mean compared to a national average of 11.6% (ONS 2022).

FUN AT BARRACUDAS

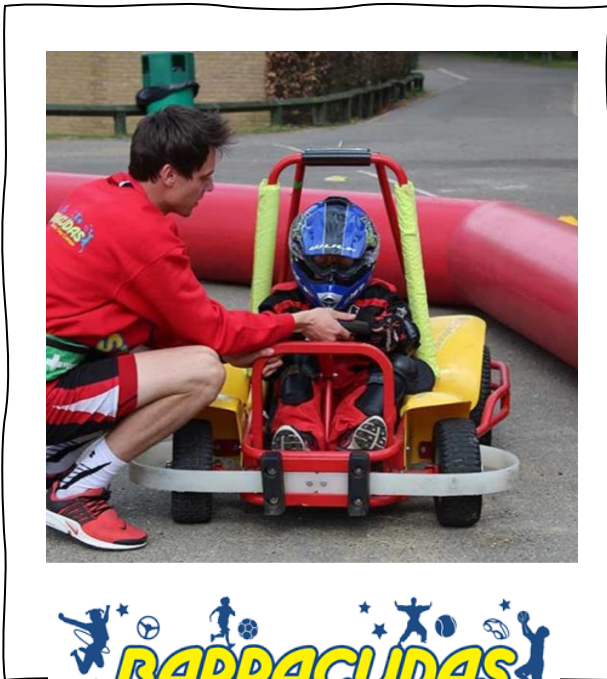


At Barracudas we operate over 80 activities. Children are given a choice of two activities for every session, ensuring they enjoy themselves throughout the day, regardless of age or interest

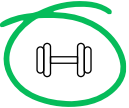
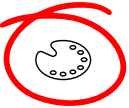




A video to illustrate a day in the life at Barracudas can be found using this link

[Barracudas Video >](#)

Day in the life at Barracudas



THE TIMETABLE IS PLANNED WITH THE ACTIVE MOTTO IN MIND

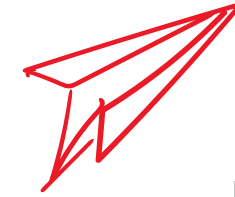
-  **ATHLETIC**
-  **CREATIVE**
-  **TEAMWORK**
-  **INSPIRING**
-  **VARIETY**
-  **ENERGETIC**

TIME	FRIDAY	
8:00 – 9:15	EARLY CLUB	
8:30 – 9:30	REGISTRATION AND MEET YOUR GROUP	
9:30 – 9:45	TEAM BUILDING	
9:45 – 10:30	Dance Fusion	Tag Rugby
10:30 – 10:45	MORNING BREAK	
10:45 – 11:40	Swimming	Quad Bikes
11:40 – 12:40	Dodgeball	Aqua Slide
12:40 – 13:25	LUNCH	
13:25 – 14:25	Fencing	Kinball
14:25 – 15:25	Arts and Crafts	Kwik Cricket
15:25 – 15:40	AFTERNOON BREAK	
15:40 – 16:30	Archery	Football
16:30 – 17:30	COLLECTION AND CHILL TIME	
16:45 – 18:00	LATE CLUB	

NOTE: Example timetable shown is for 11-14 year olds. Each age category has their own age-appropriate timetable

WHO PARTNERS WITH BARRACUDAS

At Barracudas, we are very proud to confirm that we work with lots of fantastic and diverse organisations who focus on helping staff welfare and encourage a healthy work life balance. A sample of those are listed below:



EXCLUSIVE DISCOUNTS & OFFERS



WHAT BARRACUDAS WILL PROVIDE:

- **Exclusive Discount Codes:** We will provide you with an exclusive code which offers your employees discounts on weeks, days and extended hours.
- **Marketing and Promotion Support:** We give access to co-branded marketing materials, making it easy for you to promote Barracudas camps to parents. This can include posters, leaflets and digital content, as required.
- **Account Communications:** Stay in touch and we can let you know how many staff used the service.
- **World-Class Customer Care:** Backed by a world-class customer care team, we are committed to delivering exceptional service at every step.

Easy to use: Parents can **simply add your code** to any Barracudas shopping basket online at the checkout stage or inform any of our staff when placing an order on the phone

£20 off
a week

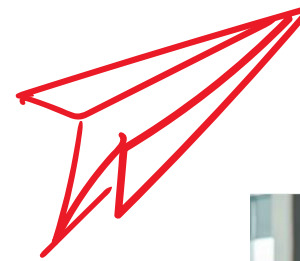
£5 off
a day

Half price
Early and Late Clubs* on all
bookings
(*8am to 6pm cover)

HELPING WORKING PARENTS



WE HAVE A SERIES OF ARTICLES AND TIPS TO SUPPORT WORKING PARENTS



- **Balancing work and childcare during school holidays** For working parents, school holidays present a unique set of challenges that can be overwhelming. Balancing work responsibilities.....

[SEE ARTICLE](#)



- **Keep productive working from home** We've certainly all become more accustomed to working from home as a result of the pandemic. With an increase in hybrid working, many industries have seen patterns change.....

[SEE ARTICLE](#)

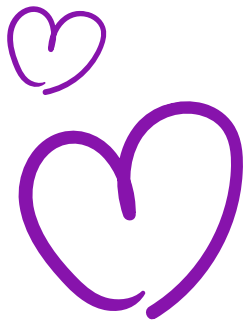


- **Addressing employee burnout,** The school holidays are a time of fun for children, but for working parents, this period can bring significant stress and, in some cases, lead to employee burnout.....

[SEE ARTICLE](#)

Other useful links:

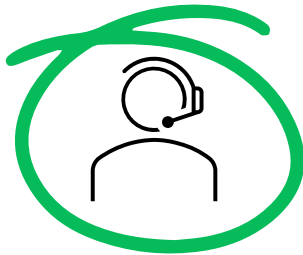
Parents can [spread the cost in interest-free monthly instalments with our Easy Payment Plan](#) and even choose to [pay with Tax-Free childcare or Childcare Vouchers](#).



CONTACTING US



IT IS SO EASY TO WORK WITH US JUST CHOOSE THE METHOD THAT BEST SUITS YOU



- **DEDICATED ACCOUNT MANAGEMENT**

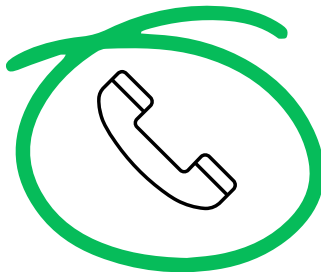
- **Laura Turner** - Company Benefits Co-Ordinator
- Your dedicated corporate account manager who can support you with any information and marketing materials



- **ONLINE**

- Online bookings available 24 hours a day, 7 days a week

www.barracudas.co.uk



- **ON THE PHONE**

- Call our customer service hotline

[01480 467 567](tel:01480467567)

