



FLOW — FREEDOM TO LEARN OUR WAY CIC

Become a Founding Partner



Helping children and young people learning outside mainstream education build confidence, make friendships and gain a sense of connection and belonging.

[Join us in creating opportunities that change lives across our community.](#)

Shrewsbury Pilot • Launching September 2026

WELCOME

A Welcome from Our Founder

Hello, and thank you for taking the time to learn about FLOW.

My name is **Heidi Millington**, and FLOW was born from my family's own experience of navigating the challenges of Emotionally Based School Avoidance (EBSA).

Watching my son, Callum, struggle with overwhelming anxiety around school opened my eyes to how many children and families face similar challenges, often feeling isolated and unsure where to turn. Throughout our journey, one thing became clear: while there are many incredible activities and organisations, finding them can be incredibly difficult.

FLOW was created to change that.

Our vision is to bring together families, activity providers, businesses and local communities to make inclusive opportunities easier to find, more affordable to access, and available to every child who needs them.

We believe every child deserves the opportunity to build confidence, make friendships and feel a genuine sense of connection and belonging, regardless of why they are learning outside mainstream education.

Today, we're starting in Shrewsbury, but our ambition reaches much further. With the support of our founding partners, we hope to build a model that can transform opportunities for children and young people in communities across the UK.

Thank you for considering becoming part of the FLOW story. Together, we can create opportunities that change lives.

Heidi Millington

Founder, FLOW – Freedom to Learn Our Way CIC

What began as one family's journey has become a mission to help thousands more.

THE NEED

Why FLOW?

In recent years, the number of children not regularly attending school has increased significantly.

1 in 5

pupils in England are persistently absent from school

160,000+

children were severely absent, missing at least 50% of sessions in 2025

These figures reflect a range of challenges including:

EBSA and anxiety	Special educational needs	Neurodiversity	Bullying
Mental health difficulties	Health conditions	Elective home education	

While the reasons vary, many of these children experience the same outcome: isolation from peers, loss of confidence, and a lack of daytime opportunities to socialise and participate in community life.

FLOW aims to address this gap by creating a platform where parents can easily book daytime activities delivered by local venues and providers. These activities focus on connection, confidence building and exploration rather than formal education.

*Every child's educational journey is different.
Every child still deserves friendship, confidence and belonging.*

OUR VISION

Building a future where every child belongs

FLOW began with one simple question...

What if every child learning outside mainstream education had access to a community where they could build confidence, make friendships and discover new opportunities?

What started as one family's journey has grown into a vision to transform the lives of children and young people across the UK. We believe that no child should miss out on experiences, friendships or opportunities simply because they are not in full-time school.

Our vision is to create a trusted national community, supported by an innovative platform where families can easily discover and book inclusive activities, while local providers, businesses and communities work together to ensure every child has the opportunity to thrive.

We are beginning with a pilot in Shrewsbury, bringing together local activity providers, families, community organisations and businesses to create something truly special.

As FLOW grows, we plan to expand into towns and cities across the UK, creating local FLOW communities connected by one national platform and one shared mission.

Our long-term ambition is to create a sustainable model where funding, sponsorship and community partnerships help reduce financial barriers, making activities accessible to as many families as possible.

Looking further ahead, we also aim to develop a network of FLOW Support Workers and FLOW Mentors who can provide personalised guidance for families and children. Our Support Workers will help families navigate and create the educational pathway that best suits their child's individual needs, while our Mentors will work alongside children to build confidence, develop life skills, encourage meaningful community connections and help every child reach their full potential.

We want a future where children can discover new passions, develop life skills, build lasting friendships and find a true sense of connection and belonging — regardless of why they are learning outside mainstream education.

Together, we can create a future where no child misses out because of circumstance. Together, we can help every child find their FLOW.

"Every child deserves the opportunity to build confidence, make friendships and feel they belong. Together, we can make that happen."

HOW IT WORKS

What FLOW Does

A simple journey, from first click to lasting friendships.

- 01** Family registers on FLOW
- 02** Finds inclusive local activities
- 03** Books online in minutes
- 04** Child attends the session
- 05** Confidence grows
- 06** Friendships develop
- 07** Community grows

Every step is designed around one goal — helping children feel they belong.

PARTNERSHIP

Why Partner With FLOW?

Your partnership will help...

- ✓ Subsidise activities
- ✓ Remove financial barriers
- ✓ Support local families
- ✓ Increase children's confidence
- ✓ Reduce isolation
- ✓ Strengthen communities
- ✓ Support local activity providers

Together we're building something Shrewsbury has never had before.

The Benefits for Your Business

Partnering with FLOW demonstrates your commitment to:

- | | |
|-----------------------------------|------------------|
| ✓ Community | ✓ Children |
| ✓ Inclusion | ✓ Social value |
| ✓ Corporate social responsibility | ✓ Employee pride |
| ✓ Local impact | |

Depending on your chosen partnership level, benefits may include:

- ✓ Recognition across the FLOW website
- ✓ Featured logo and business profile
- ✓ Clickable links to your website
- ✓ Social media recognition and campaign features
- ✓ Opportunities for joint PR and media coverage
- ✓ Recognition at FLOW events
- ✓ Invitations to partner networking and launch events
- ✓ Annual FLOW Impact Report, highlighting the difference your support has made
- ✓ Exclusive partnership recognition (selected packages)
- ✓ Digital partnership assets to showcase your support

GET INVOLVED

Partnership Opportunities

We believe every business has the power to make a difference. That's why we've created a range of partnership opportunities to suit organisations of all sizes, from national companies to local independent businesses and sole traders.

Platinum Founding Partner

£15,000+ | 1 available

Our exclusive headline partner, helping shape the future of FLOW from the very beginning.

- Exclusive naming rights as **Platinum Founding Partner of FLOW Shrewsbury**
- Largest featured logo on the FLOW homepage
- Premium profile on the website with link to your business
- Feature in FLOW press releases and media opportunities
- Recognition across FLOW social media throughout the year
- Invitation to speak at FLOW launch events or key partnership events (where applicable)
- VIP invitations to FLOW events
- Annual Impact Report demonstrating the difference your support has made
- Opportunity to collaborate on FLOW campaigns, events and community projects
- First refusal on renewal for the following year
- Certificate of Partnership

Gold Community Partner

£10,000 | 2 available

Helping create stronger communities where every child has the opportunity to belong.

- Featured Gold Partner logo on the website
- Business profile with website link
- Recognition across FLOW social media
- Recognition at FLOW events
- Included in press releases where appropriate
- Annual Impact Report
- Invitation to networking and partner events
- Certificate of Partnership

Silver Impact Partner

£5,000 | 4 available

Creating meaningful opportunities that help children build confidence and thrive.

- Silver Partner logo on the website
- Business profile with website link
- Recognition on FLOW social media
- Annual Impact Report
- Invitation to selected FLOW events
- Certificate of Partnership

Bronze Opportunity Partner

£2,500 | 8 available

Helping open doors to new experiences for local children and young people.

- Bronze Partner logo on the website
- Business listing with website link
- Recognition on FLOW social media
- Invitation to the annual partner event
- Certificate of Partnership

Friends of FLOW

£250 | Unlimited

Supporting FLOW and helping more children access opportunities in our community.

- Listed on the Our Partners webpage
- Digital Friends of FLOW badge to display on your website or social media
- Regular updates on FLOW's impact

SPONSORSHIP

Sponsor an Activity

Make a lasting difference, one activity at a time.

By sponsoring an activity, your business can directly fund places for local children while being recognised as the partner making those experiences possible. Each sponsored activity will be clearly identified on the FLOW website, giving families visibility of the businesses helping make these opportunities accessible.

ACTIVITY LISTING

Sponsored by ABC Engineering Ltd

Helping children across Shrewsbury access new opportunities through FLOW. Your business logo would also appear on the activity page, with an optional link to your website.

Each activity sponsorship includes:

- ✓ Your logo on the FLOW activity page
- ✓ Recognition as the official sponsor of the activity
- ✓ A thank-you post on FLOW social media
- ✓ An impact summary showing the difference your sponsorship has made
- ✓ A digital certificate recognising your contribution

COSTS

Example Activities & Costs

Below are some examples of our activities and costs. Updated options are always available on our website under the Support FLOW tab.

Activity	Children	Cost per child per session	Sponsor 10 sessions	Sponsor 5 sessions
Assault Course	12	£12	£1,140	£720
Paddleboarding	6	£18	£1,080	£540
Kayaking	6	£18	£1,080	£540
Diddi Dance	15	£7	£1,050	£525
Tie Dye T-shirts	8	£12	£960	£480
Pot painting and planting	8	£10	£800	£400
Cookery Session	8	£10	£800	£400
Archery	4	£18	£720	£360
Stone Painting	8	£8	£640	£320

All costs are examples and may vary by provider, venue and group size.

THANK YOU

Let's Create More Opportunities, Together

Every partnership helps create more opportunities, more friendships and more moments of confidence for children and young people learning outside mainstream education. Whether you choose to become a Founding Partner, sponsor an activity or simply support our mission, your involvement will help shape brighter futures for families across our community.

Together, we can help every child find their FLOW.

Become Part of the FLOW Story

Scan the QR code to explore our partnership opportunities, register your interest or become a FLOW partner online. Or, if you'd prefer to have a conversation, we'd love to hear from you.

Heidi Millington

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