



## **A history of Academia Stepping Stones.**

### **2012 - 2013**

I opened the Academy in April 2012 whilst I was teaching full-time at the British School of Alicante (BSA), now called Kings College Alicante. After 6 years of working in an International School and after moving to Almoradí, one year before, I decided that I would embark on an independent project in our local Spanish town. During the first 4 months I worked full-time at BSA whilst preparing for my new venture, preparing resources and writing courses.

I initially set up to provide English through my philosophy and experience of using creative learning techniques – not through the use of books / textbooks to our relatively small local community through small-group work and organisation.

This quickly changed and we rapidly grew in size. During the first week, through word of mouth and with no written publicity, we tripled in numbers and within two months we had 55 children and children waiting for places. As I wanted to provide classes for as many children as possible, my husband came on board to help with the administration and daily organisation so I could concentrate on the growing number of classes. He also assisted in the academy so that the children and parents began to form a relationship with him also. During the year, until June 2013, I trained him as an assistant in the classroom, as I have skills to do this. In the UK, as an AST (Advanced Skills teacher) this was one part of my responsibilities to train other teachers and assistants so I applied these skills to our business.

### **2013 - 2014**

By September, we had maintained our 55 children and had a reserve list of over 40 children. However, our premises were not large enough to accommodate 2 or 3 groups at the same time. After a discussion with the owner of the locale about the situation and the possibility that we would have to look for another locale double in size – he offered a solution – and built us another behind our current premises! However, this took 9 months to complete (after many delays with licenses) – but the parents waiting for places were happy to wait until September 2014 – especially as the quality of the locales we now have are far superior to others in Almoradí.

During 2013 – 2014 we prepared for our new opening by looking for teachers, interviewing teachers and organising the new premises and resources.

We maintained our number of children of around 60 during the year.

### **2014 - 2015**

Our expansion was complete and we employed 1 other teacher, a cleaner and had another teacher volunteering to cover absences. We had all current children, the reserves and new children – so grew to 136 children. Once again we had not publicised our academy – our parents are our publicity. Gary (my husband) had now been at the academy for nearly 2 years so assisted in helping the new teachers adjust to our philosophy of teaching as well as preparing all the resources for the varied courses I was now preparing. This was the first year we attended the Spainwise conference in May 2015 after I saw a post on Facebook.

## 2015 - 2018

We have averaged 97 children and had children waiting for places. We continue to organise our groups carefully so that they remain small quality groups. During this period of time we have also gained many more children from surrounding towns of Almoradí – once again from “parent publicity”!

### Advertising

When we advertise all parents can refer to our Spanish website – [www.steppingstonesacademia.es](http://www.steppingstonesacademia.es) - they, and you, can see our philosophy, information about us and photos of our “English in Action”!

### Family Atmosphere

My “project” quickly grew into a business (which I was not expecting in 2012!) but we have maintained our family ethos. We have an open door policy where parents / aunts / grandparents can ask questions, get advice, etc. This is why, along with quality English teaching, I believe we are still popular and growing.

I hope this history and information helps you to get a ‘sense’ of our academy.

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Stepping Stones  
Academia de Inglés

Fun!  
¡Divertido!

Interactive  
Interactivo

Native English teachers  
Profesores nativos

Classes for children  
Clases para niños

Classes for adults  
Clases para adultos

Technology  
Tecnología

Online courses  
Cursos online

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