

Welcome to



Cambridge
Education Group

1952

Cambridge Education
Group established:

Stafford House Study
Holidays

Stafford House School
of English

CATS College

History

FoundationCampus
launched at:
UCLan
LSBU
Coventry

London
FoundationCampus
launches three new
additional partners:

Royal Veterinary
College
Institute of
Education
Royal Holloway

Stafford House
School of English
opens in Brighton

Amsterdam
FoundationCampus
opens

ONCAMPUS Boston
launched in the US

1985

CSVPA opens

2007

Cambridge
Education Group
acquired by private
equity company
Palamon

Fergus Brownlee
appointed CEO

2008

2010

London
FoundationCampus
launched with
university partners:

Birkbeck
Goldsmiths
Queen Mary

2011

Sunderland
FoundationCampus
launched

CULC
FoundationCampus
launched

CATS College
London opens

Stafford House
School of English
opens in London

2012

CATS Academy
launched in Boston



The UK's leading pre-university pathways
Excellence in English

The Executive Committee



Pete Shemilt
Group Sales and
Marketing Director



Mark Stanton
Chief Operating
Officer



Fergus Brownlee
Chief Executive Officer



Jennifer Phillips
Group Finance Director



Adrian Moore
Chief Technology
Officer



Stephan Roussounis
Director,
Stafford House
School of English



Steve Harvey
Managing Director
FoundationCampus



Glenn Hawkins
Managing Director
CATS College and
CSVPA



Ruth Fenton
Managing Director,
Stafford House Study
Holidays



Company Mission

Our Company mission statement reflects our focus on customer service:

“To build an internationally recognised fast growing educational services group that:

For its customers and consumers – is the undisputed first choice for quality, pre-university preparation for international students – and their parents or sponsors – and is widely acknowledged as a valuable stepping stone in realising students’ full potential

For its people – provides a challenging, rewarding and stimulating environment in which to work and develop”

Fergus Brownlee, CEO





Customers First

We aim to make Cambridge Education Group a customer service leader in the international education sector because we **CARE**

Commitment

- Follow-up (and follow-through)
- Go the extra yard
- Know your products and services

Attitude

- Take Responsibility
- The customer is (nearly) always right
- Provide solutions

Responsive

- Be available
- Respond quickly
- Prioritise
- Address problems and handle complaints

Empathy

- Actively Listen
- Provide feedback
- Demonstrate you value and appreciate customers' business
- Communicate proactively

Our Centres and Colleges:



Co-educational sixth form colleges in Cambridge, Canterbury and London



Leading creative and performing arts school in Cambridge

FOUNDATIONCAMPUS
INTERNATIONAL STUDENT PROGRAMMES

On-campus foundation programmes with progression to leading universities



A top preparatory school in Boston for grades nine through twelve who are hoping to progress to top US Colleges.



Long and short-term English language courses for adults in Canterbury, London and Brighton



The perfect learning adventure for juniors at locations across the UK and USA



The UK's leading pre-university pathways
Excellence in English



One of Britain's most distinguished
education providers

Three locations:



Cambridge -

Home of the World
famous University of
Cambridge



Canterbury -

The UK's number
1 safest city



London -

Headquarters to
global companies and
University of London

The UK's leading university pathways
Excellence in English language



Cambridge



Canterbury



London



Track record of academic success since 1952


Destination for high achievers: Student destinations include all top 30 UK universities including Oxford & Cambridge

Dedicated Higher Education Department and the largest UK university fair

World class medics, Oxbridge and Gifted & Talented programmes

Welfare is our priority – our team of specialists include welfare, personal tutors, native language teachers and residential supervisors

The UK's leading university pathways
Excellence in English language

A group of diverse young adults are sitting at small, round, metal outdoor tables in a courtyard. They are engaged in conversation and some are holding coffee cups. The background features a modern building with large glass windows and brickwork. A large, green, textured sphere sculpture is visible in the center of the courtyard. The scene is bright and sunny, suggesting a pleasant outdoor environment.

Students come to CATS College
aged 15+, studying for between
1 term and 2 years

Courses available are:
Pre: Programme
Academic English Programme
A Level
International Baccalaureate
University Foundation Programme
Study Abroad



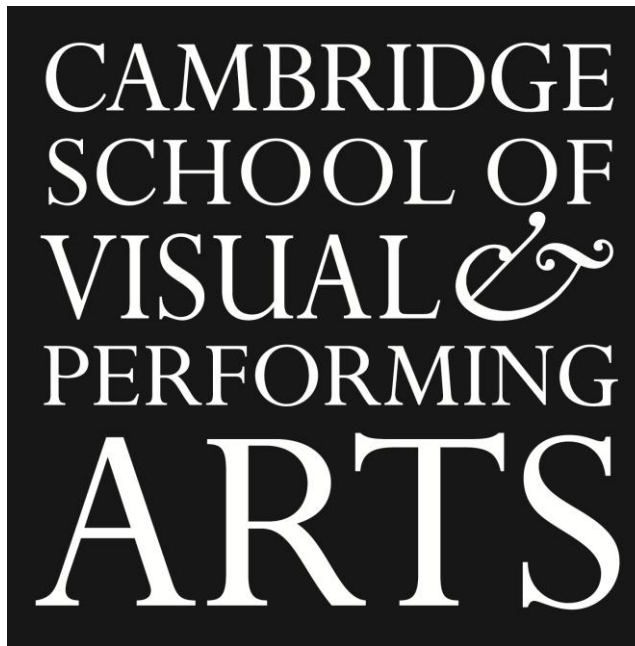
Where tradition meets state of the art

Students come to CATS
Academy aged 15+, studying
High School Diploma or
Advanced Placement Courses

Emphasis at CATS Academy is on:

Academic Achievement
Managed Independence
Exceptional Pastoral Care





The UK's leading Visual and Performing Arts pathway;
exceptional progression opportunities, the premier launch pad
to your career in the creative arts

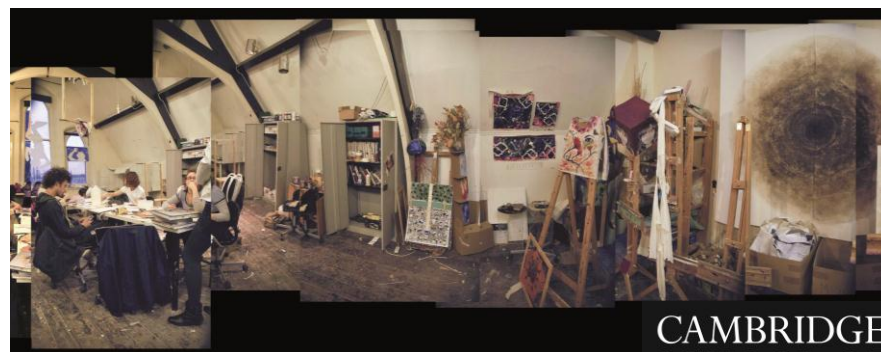
Unique and highly personalized
approach to creative learning

100% progression of students
onto a degree programme

Approved centre for the University of the
Arts London Awarding Body Foundation
Diploma in Art & Design

Drama Foundation in association with
The Royal Academy of Dramatic Art
(RADA)

Kingston University
awarded degrees



CAMBRIDGE
SCHOOL OF
VISUAL &
PERFORMING
ARTS



Students aged 16+,
 Academic English Program
 Pre Foundation
 University Foundation
 Students from 1st Year
 BA Hons Fashion Design
 BA Hons Graphics & Illustration
 Pre Master's

CAMBRIDGE
 SCHOOL OF
 VISUAL &
 PERFORMING
 ARTS

FOUNDATION CAMPUS

INTERNATIONAL STUDENT PROGRAMMES

Market-leading on-campus Foundation
programmes for international students

Our FoundationCampus partnerships are organised in a:

“Hub and spoke model”

Students attend FoundationCampus and are supported to apply and progress to a variety of different Universities



OR

“Single partner model”

Students attend FoundationCampus on the campus of the single University and go on to study at that particular University.



FOUNDATIONCAMPUS

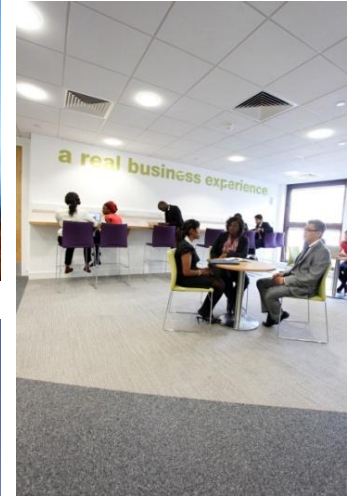
Sector leading progression rates

Comprehensive 25-hour week academic and English programmes

Highly trained and experienced staff and outstanding support

Progression to a wide range of degree programmes at leading universities

Campus-based Centres – be part of the university from day one



FOUNDATIONCAMPUS

Students can study at
FoundationCampus centres
aged 17+
Course lengths range from
1 term to 5 terms

Courses available are:
Undergraduate Foundation
International Diploma
Master's Foundation
English Language Preparation



FoundationCampus has Partnerships in the UK with:



**London South Bank
University**



LONDON FOUNDATION CAMPUS



Goldsmiths
UNIVERSITY OF LONDON



Partnerships in the US with:

ONCAMPUS BOSTON

Southern
New Hampshire
University

WHEELOCK
COLLEGE



And more coming soon...

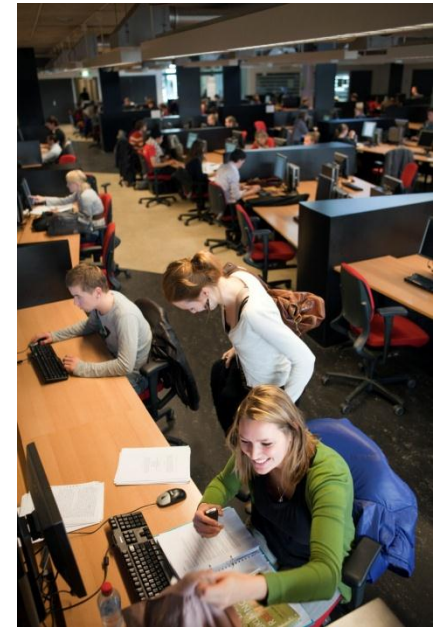


FOUNDATIONCAMPUS

Partnerships in Europe with:



Faculty of Economics and Business



FOUNDATIONCAMPUS



Stafford House School of English

Excellence in English since 1952

Three Locations:

Brighton

The UK's coolest seaside town



A traditional English experience



London

Brand new facilities in the capital



Canterbury

Schools in London, Brighton
& Canterbury

Over 60 years' experience of
teaching English

DELTA qualified staff, excellent
support & facilities

Small class sizes & good
nationality mix

Wide range of programmes to suit
all English levels



Students aged 16+
study for any length of
time from one week
upwards

Students can study:
Certificate of English
IELTS Preparation
Cambridge ESOL Preparation
One-to-One English
Certificate of Business English





Stafford House Study Holidays

High quality English & Activities programmes in a choice of superb locations across the UK and USA

Renowned for high quality, well organised activities alongside effective and fun English lessons

More than 20 centres throughout the UK and in the USA

Centres based on university campuses or in private boarding schools

Broad range of programmes including English, Art & Design, Drama and the Arsenal Soccer School

Dedicated and experienced welfare staff at every centre



Students aged 10 – 18
attend summer
programmes for between
1 – 6 weeks

Courses available are:
Classic English Course
Intensive English
Art & Design
Drama
Arsenal Soccer School



CEG Head Office

Central Admissions

Finance

Marketing

IT

Human Resources

Sales

The **Finance** department has fingers in many pies:

- [illegible]

It offers a manager development page against
But Western managers will need to review all
to ensure they are doing things right from
find a point in it. The global sales group too make sure
can help you succeed by giving it provides
that a marketing function can be done. This includes:

- Educational Centres to recruit, train and place students in the course; and
- provide knowledge and training
- to enhance employment opportunities and
- to attract students to the sector, they will
- coordinate with schools and employers to set
- "delivery centres like polytechnics, overseas students' centres, student
- support centres and guidance centres."
- data centres and linkages to ensure
- "Careers support provide organisational,
- that our systems operate correctly.

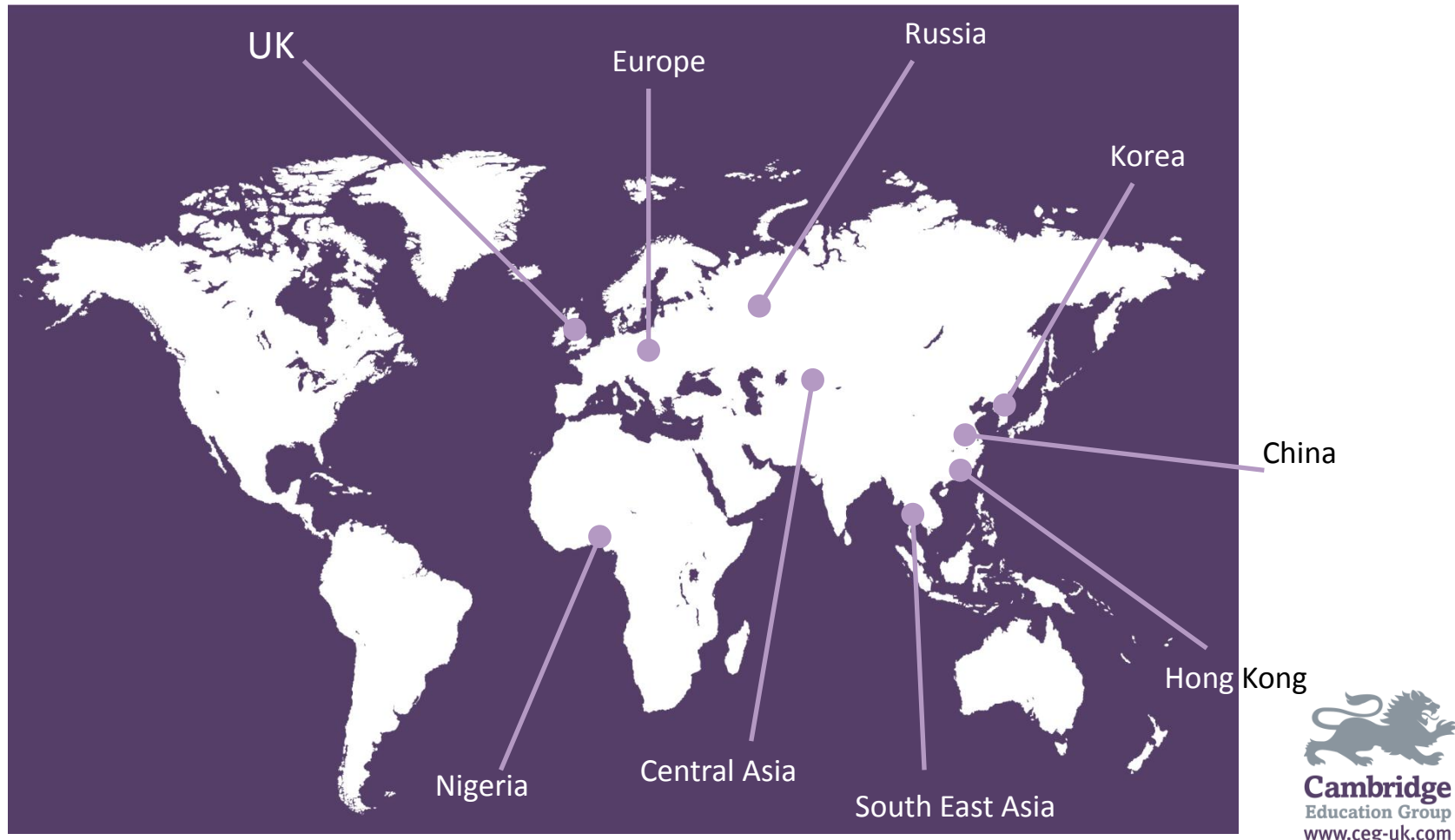
There are Admissions teams in China, Asia and the UK.



Cambridge
Education Group
www.ceb-uk.com

Global Sales Network

Sales staff and offices located across the world



The UK's leading pre-university pathways
Excellence in English

We would like to welcome you to
Cambridge Education Group
and wish you every success in
your new appointment