

**Embargoed until after announcement on 16<sup>th</sup> August 2013**



## **PAP Community Foundation and EtonHouse Open Hampton Pre-School in Tanjong Pagar**

**August 2013**, PAP Community Foundation (PCF) and EtonHouse move forward in yet another collaboration to set up Hampton Pre-School in Tanjong Pagar. The pre-school will commence operation on 2 January 2014.

The project was initiated by Mr Lee Kuan Yew, Member of Parliament, Tanjong Pagar GRC. "Hampton@ Tanjong Pagar will provide high quality early childhood programmes at affordable prices to young families living in the Tanjong Pagar – Tiong Bahru constituency. The pre-school will be managed by EtonHouse under the PCF umbrella. It will offer a holistic and integrated curriculum, an innovative second language programme in Mandarin, and a learning environment that caters to all domains of child development." he said.

Hampton Pre-School was first set up in Bishan in 2009 when PCF and EtonHouse joined hands to offer high quality affordable early childhood services to Singaporean families. Hampton Pre-School at Bishan has been running successfully over the past 3 years. The programme that was designed by EtonHouse, caters to Singaporean families and is highly appreciated by parents.

The new campus at Tanjong Pagar will continue to offer the same high standards of practice. The campus is located in Blk 123 and Blk 126, Kim Tian Road and will cater to 110 children. Its operating hours will be from 7 AM to 7 PM. Apart from a childcare programme, the new centre will also provide infant care services. The campus is spread over a combined covered area of 467 sq m with thoughtfully planned classrooms and learning spaces catering to all domains of development. The innovative learning resources and the beautifully designed environment will offer children many opportunities and provocations for exploration and learning. The programme offered will be in line with best practice and provide a holistic and integrated curriculum for children from 18 months to 6 years of age. The children will also have access to a strong second language programme in Mandarin geared towards developing high levels of proficiency amongst children.

As the largest pre-school operator, PCF believes in offering a variety of programmes for children and to cater to their diverse educational needs. Hence as part of its initiative to systematically harness best practice in the early childhood sector, PCF partnered with EtonHouse in 2009 to harness its expertise and track record in running early years programme for Singaporean families.

With PCF and EtonHouse working together, parents enrolling their children at Hampton Pre-School can be assured of a high quality learning environment at affordable prices. Hampton Pre-School in Bishan has already established this reputation. The graduates from this centre have done very well in primary school settings, not just academically but also socially and emotionally and are confident and competent life-long learners.

Elaborating on this development, Ms Indranee Rajah, Senior Minister of State, Ministry of Law and Ministry of Education, said “This is a very exciting project. In the last few years, we have seen an increase in the number of young middle-income families in Tiong Bahru and its surrounding precincts. As a result, there has been a corresponding increase in demand for more, and varied types of childcare services. This project combines PCF’s long standing experience in the childcare sector and EtonHouse’s expertise in environment design and curriculum development, to bring the best of what both operators have to offer to families in the area.”

Mrs. Ng Gim Choo, Founder and Group Managing Director of EtonHouse that runs 70 campuses in 9 countries in Asia, with 12 in Singapore added “We are very delighted to expand our offering under the Hampton brand to this new centre at Tanjong Pagar. Developing the curriculum, policies, environment and the standards of practice for Hampton as well as managing the centre in Bishan for the last 3 years has been a wonderfully rewarding experience for us. Our objective of reaching out to more Singaporean families at affordable prices was not only realised but also strengthened by the success of the programme. The design and development of the new campus in Tanjong Pagar is derived from this success and we are confident that it will continue to offer a programme that Singaporean families will value and cherish.”

The school will be open for registrations from the 19<sup>th</sup> of August and will commence operations on 2 January 2014. For more details, log on to [www.hampton.com.sg](http://www.hampton.com.sg).

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### **About PAP Community Foundation (PCF)**

The People's Action Party Community Foundation (PCF) was established in 1986 as a non-political charitable organisation which runs social, educational and welfare programmes and activities for the community.

Our main programme is on pre-school education and PCF have been running kindergartens since the 1960s. As of 01 August 2013, PCF have a total of 353 centres comprising of 235 Kindergartens and 115 childcare centres and 3 Kindercare centres strategically-located in the heartlands as well as suburban housing estates throughout the island, to serve the needs of the community. About five in ten pre-school children attend the PCF centres, making the PCF the leading provider of pre-school education in Singapore. On other services, PCF operates 17 student care centres and 1 aged care centre.

The PCF recognises that it has to continually improve standards to stay relevant and have launched several initiatives to raise the quality of pre-school education by staffing our centres with better qualified teaching staff, offering a diversity of learning programmes, improving the curricula and facilities. Yet fees are kept affordable to ensure that every Singapore child has access to good pre-school education. At PCF, teachers learn how to enthuse preschoolers to learn as well as enjoy the English language, mother tongues, beginning literacy and numeracy, art and craft, and music. The PCF continues to strengthen its niche areas including and not limited to guided curriculum, classroom management, and a solid foundation in the mother tongues. At PCF, we make learning fun and engaging as we foster effective social interaction skills and a love for reading among our learners.

To date, PCF have some 82 kindergartens and childcare centres already SPARK-accredited by MOE, and more will pursue this quality benchmarking process. PCF was awarded 26 MOE-AECES Awards for Kindergarten Excellence in 2011 and 2012 and have also won the Reader's Digest Trusted Brand Gold Award in 2010, 2012 and 2013 for the Preschool Learning Centre category.

### **About EtonHouse**

The EtonHouse Group provides educational services in Singapore, China, Indonesia, India, Japan, Korea, Malaysia, Cambodia and Vietnam. Headquartered in Singapore, the Group operates more than 70 campuses across these 9 countries. Together, these campuses have 6,000 children from 61 different nationalities.

EtonHouse schools follow an international curriculum based on best practice. In the early years, a child-responsive inquiry based "Inquire-Think-Learn" curriculum is followed, inspired by the Reggio Emilia approach. In the primary and middle years, EtonHouse follows the International Baccalaureate (IB) Programme. Both the EtonHouse curriculum and the IB acknowledge children as active participants as their own learning and aims to build in children skills of exploration and discovery; investigation and

research; collaboration and teamwork. EtonHouse also offers an outstanding bilingual programme. Mandarin, Japanese, Hindi and Malay as additional languages are offered in different centres, equipping children with strong language skills. EtonHouse Newton and Orchard in Singapore are the first and only stand-alone pre-schools in Singapore to acquire the IB PYP World School status.

EtonHouse Pre-schools were amongst the first in Singapore to receive the SPARK (Singapore Pre-Schools Accreditation Framework) award introduced by the Ministry of Education to acknowledge and raise the quality of pre-school education in Singapore. EtonHouse educators also won the “Outstanding Leader” and “Outstanding Teacher” awards conferred by MCYS in 2011 and 2012, the highest awards in the profession.

EtonHouse runs an in-house research and professional development centre that provides continuous training and pedagogical support. In March 2010, it brought the first Reggio Children conference to Singapore, followed by another one in April 2012. In 2013, EtonHouse became a member of the Reggio Children International Network, the first organization to represent Reggio Children in Asia.