



China-Britain
Business Council
英中贸易协会

Membership Case Study | Lucton School

Steven Yang

Director of International Development, Lucton School



LUCTON
SCHOOL est. 1708

Founded in 1708, Lucton School, is a day school and boarding school for girls and boys aged from 6 months to 18 years old, set in beautiful rural Herefordshire. At Lucton, we aim to bring the best out of every individual, recognising their unique gifts, talents and abilities. We aim to provide a secure, happy environment in which pupils can flourish academically, socially, intellectually and physically.

Our goals in China

British education has a strong reputation in China. Lucton had been attracting students from China for some time but a decision was made to look into establishing a satellite campus there. I had known about CBBC from my previous work and when CBBC launched its 'International Schools in China' report, it was an excellent time for us to become members and formally look into establishing a presence in China.

Using CBBC's network in China

We had many challenges. Education policy in China is sensitive and working out what our curriculum should be while maintaining the Lucton ethos was not straightforward. CBBC's education team on the ground in China offered us the insight and support to avoid many mistakes. They also helped us identify credible partners and investors. Participation in education-related events and roundtables was another important part of membership for us. Membership allowed us to be much more confident as we committed money and time to our projects in China. We have so far been very successful in China, as within a year we had built and opened both a kindergarten and school in Shanghai.

Looking to the future

We have very ambitious expansion plans for 30 kindergartens and five schools across China's tier one and tier two cities over the next six years. Our CBBC membership is very valuable to us and we look forward to working together.



Advice for anyone new to China:

Engage a Chinese person in your organisation. This helps with the linguistic and cultural understanding. This can dramatically speed up growth.