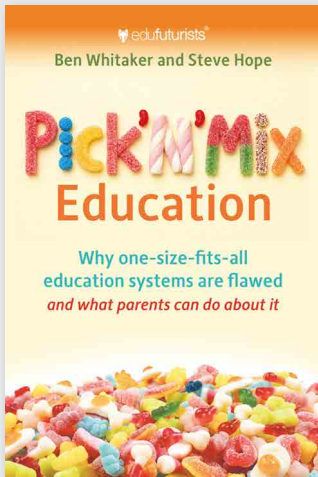


P R E S S R E L E A S E

"Don't read this book if you're convinced all is well in the school system."
Mick Waters, educationalist and author



Pick N Mix Education Why one-size-fits-all education systems are flawed and what parents can do about it

By Ben Whitaker and Steve Hope

ISBN: 9781785838125

Price: £16.99

Published by: Crown House Publishing

Date of publication: June 2026

**Designing education around your child, not the system.
A roadmap to educational freedom.**

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The Edefuturists are “sick of the status quo”

There are few topics in education that generate more discussion than the role parents play in their children's education. Across the UK, schools navigate increasingly complex relationships with families as parents seek a more prominent role in decisions about learning, wellbeing, behaviour and their children's educational pathways¹.

Yet perhaps the discussions are generating the wrong questions.

Rather than asking how much influence parents should have, the Edefuturists, Ben Whitaker and Steve Hope 'invite you to consider why parents often feel compelled to fight for influence in the first place. In their new book, *Pick N Mix Education*, they argue that a one-size-fits-all education system inevitably leaves some children under-served, prompting parents to become advocates, negotiators and, increasingly, designers of their child's educational journey.

The recently enacted Children's Wellbeing and Schools Act² places parents at the centre of educational reform whilst simultaneously strengthening the state's role in ensuring that every child receives a suitable education. If parents are viewed merely as recipients of information, tensions are likely to grow. Whereas if they are seen as partners in learning, opportunities can emerge.

Ben and Steve describe their mission as being "to shape the future of education" by challenging traditional assumptions about schooling and exploring what education should look like in a rapidly changing world³. In the book, they contest the assumption that education must be delivered through a single, standardised route. Instead, they advocate for a more flexible approach that allows families to combine different educational experiences, opportunities and pathways according to the needs of the individual child.

Pick N Mix Education pushes this idea further still, suggesting that families should have greater agency to shape educational experiences around the needs, interests and strengths of individual children. Rather than accepting a pre-packaged educational route, parents can make informed choices from a wider menu of opportunities.

¹ [Parent Voice Project Report 1.pdf](#)

² [The Children's Wellbeing and Schools Act: what parents need to know - The Education Hub](#)

³ [The Edefuturists homepage](#)

P R E S S R E L E A S E

As educational needs become more diverse and personalised pathways become more common, the conversation is shifting. The future may not be about deciding whether parents should have influence, but about how schools and families can work together to ensure every child receives an education that truly fits.

Parents, families and guardians with a passion for diversifying their children's education.

"The future of learning is not a curriculum. It is a conversation. This book is an excellent place to start one."
Sugata Mitra, Professor of Educational Technology (retired), Newcastle University, TED Prize Laureate, and creator of the Hole in the Wall experiments and Self-Organised Learning Environments (SOLEs)

About the authors

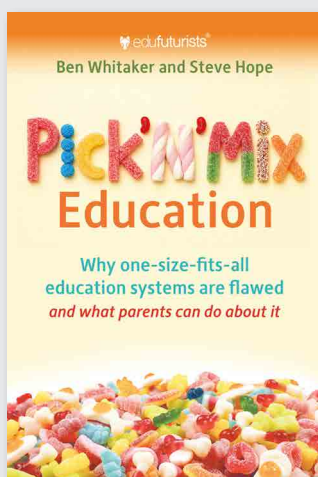
Ben Whitaker is a freelance educational consultant helping organisations think differently, especially around AI and technology. He authored *The Ideas Guy* in 2025, blogs extensively at theideasguy.io and since 2016, has co-hosted the *Edufuturists* podcast, which started to help teachers with technology. Ben was a Religious Studies and Sociology teacher, Head of Sixth Form and Digital Transformation Lead in schools and colleges.

Steve Hope is the CEO of Primary Goal, a UK-based digital training provider founded in 2015 to bridge the skills gap. He led an EdTech firm for four years and was Head of Independent Learning at Luminare Education Group, championing a culture of innovation and pedagogical leadership. He co-hosts the *Edufuturists* podcast to share insights on the future of global education, having spent his career driving cultural shifts across the intersection of technology and learning.

Articles and interviews available

Ban and Steve are available for interview, expert comment or by-lined articles on a range of topics, such as:

- The Attendance Crisis Isn't Just About Attendance
- University Is No Longer the Only Route to Success – So Why Do Schools Still Act Like It Is?
- What If We Designed Schools Around Children Rather Than Systems?
- Are We Measuring the Wrong Things in Education?
- Every Child Deserves an Education That Fits



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