

## Press Release

### **Britain's first combined Workhub & Nursery celebrates 8 years of offering flexible working and childcare options for parents**

Shazia Mustafa and her husband set up Third Door Workhub & Nursery in Putney, South London in May 2010. After Shazia had her first child she realised that the options for continuing to build her career and spend time with her children were limited, so she created her own solution.

The first hybrid business of its kind, Third Door was born out of a passionate belief that it is possible to build your work and your family together.

Shazia says:

*"I had the idea for Third Door when my first daughter was five months old – I wanted to be able to work close to her without compromising on my career. In my research to find a solution I also discovered that there was no flexible nursery care.*

*Over the past 8 years it has been so encouraging to see that there are many other parents who want to use a space like Third Door. We are unique as a business in that we have a fully Ofsted registered nursery with fully qualified childcare professionals onsite. We have developed our own bespoke IT systems and booking software to make sure our staff:child ratios work even with our flexible solution"*

Third Door offers its members flexibility and affordability in a time when rising childcare costs make returning to work particularly hard for parents.

Claire Casagrande, a parent and member of Third Door, says:

*"Third Door is the reason I could set up my freelance business Marketing + Social and go back to work on my own terms after having my child. I looked at several nurseries for my daughter, but they were prohibitively expensive and inflexible in terms of the minimum number of days you had to commit to per week. With Third Door I just buy a bundle of hours per month and can use them whenever I like – so when I have less freelance work I just buy less childcare. As someone who suffered from post-natal depression, setting up my own business was an opportunity for me to think creatively again and get back to full mental health. I don't think I could have done it without the space Third Door offered me. It really reduced my anxiety knowing my daughter was just downstairs from my workspace."*

With a background in consumer research for the BBC and Nokia, Shazia has developed her business model over the last 8 years to remain responsive to the changing needs of parents. This has included getting her own EYTS childcare qualification in order to understand the needs of her childcare staff. Her business model is seen to be a global leader in its field.

Shazia explains why she thinks her business has worked so well:

*"Over the past 8 years the demand for coworking spaces has grown, but the nursery industry has not been as innovative. At Third Door we have proven our business model meets a huge demand for flexibility amongst our generation's parents. My vision is that the next generation of children will be able to access spaces like Third Door as the norm not the exception."*

For more information, interviews and enquiries please contact Claire:

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