

ALL WORK, NO CHILDCARE · SPRING 2026

COMMUNITY RESEARCH REPORT

COWORKING & ONSITE CHILDCARE IN THE STROUD DISTRICT

A community survey of 100 parents in the Stroud district about work, childcare, and what their lives would look like if a flexible coworking space with on-site childcare existed nearby.

**ALL WORK,
NO CHILDCARE**

ONE HUNDRED RESPONSES FROM LOCAL PARENTS

66%

Based in Stroud, with others from Nailsworth, Stonehouse, Gloucester and beyond.

55%

Have one child; 36% have two; 9% have three or more

48%

Have a child under 12 months old

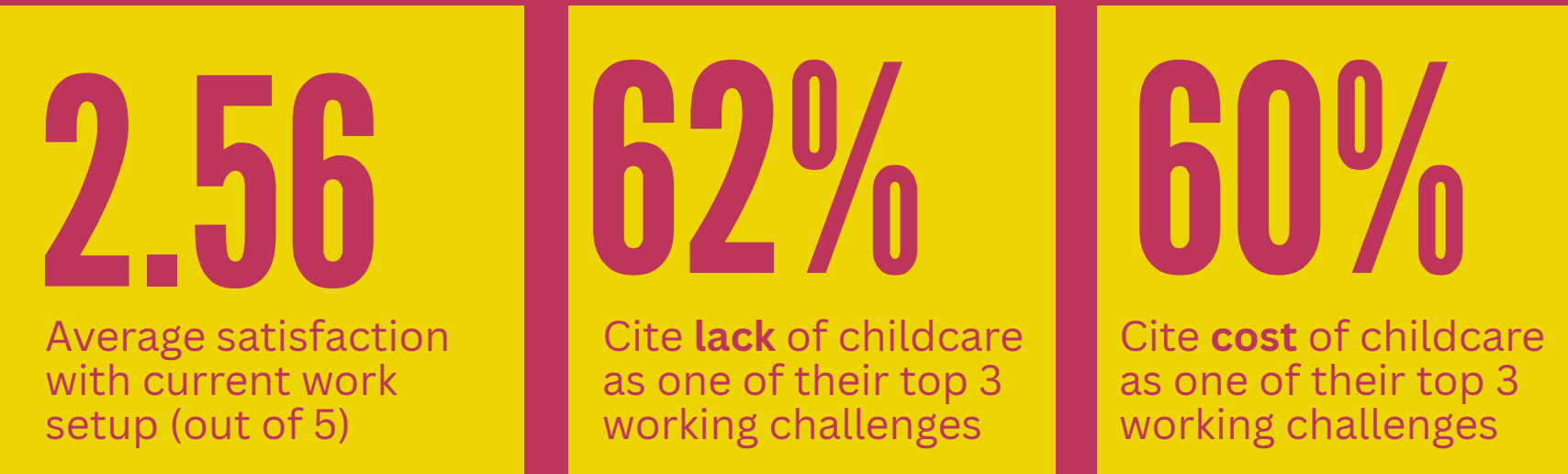
WHAT IS YOUR CURRENT WORK STATUS?



KEY FINDING

On paper, the majority of respondents have what many workers dream of, which is the ability to work from home or choose their location. But satisfaction with their current setup sits at just 2.56/5. Location flexibility alone isn't enough when there isn't any reliable, affordable option for caring for children. With 81% already having location flexibility, the missing piece is the childcare to make that flexibility usable.

CHILDCARE IS THE DOMINANT CHALLENGE TO WORKING AS A PARENT



BIGGEST CHALLENGES TO WORKING AS A PARENT



KEY FINDING

Childcare is too hard to find and too expensive to use. Parents who can't afford consistent childcare won't be able arrange consistent work, so the system is breaking in both directions. With 36% of respondents citing isolation and loneliness as a challenge to working as a parent, the social and emotional dimension of this model is also as important as the practical one. So there are three layers needing addressing: childcare access, affordability, and community.

POTENTIAL FOR STABLE, YEAR-ROUND DEMAND

4.38

Average interest score
out of 5 for a local
coworking space with
on-site childcare

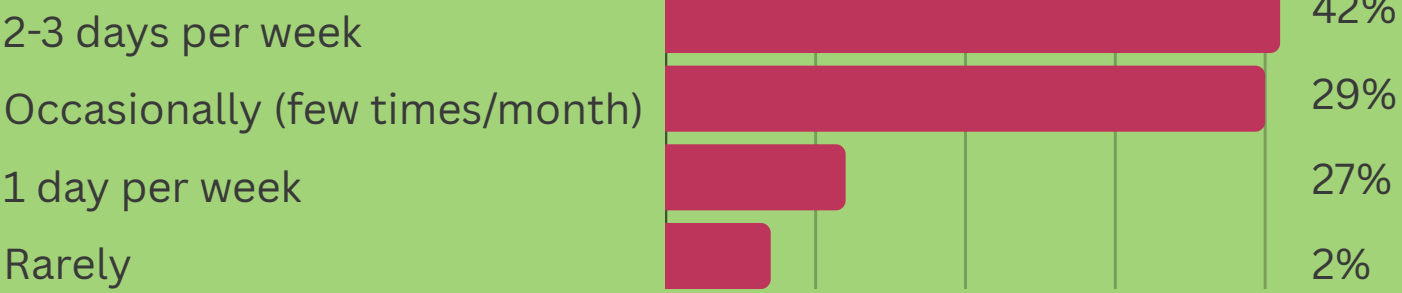
58%

gave a perfect 5/5
— maximum
possible interest

91%

rated interest 4 or 5
out of 5

HOW OFTEN WOULD YOU REALISTICALLY USE A COWORKING SPACE WITH ONSITE CHILDCARE?

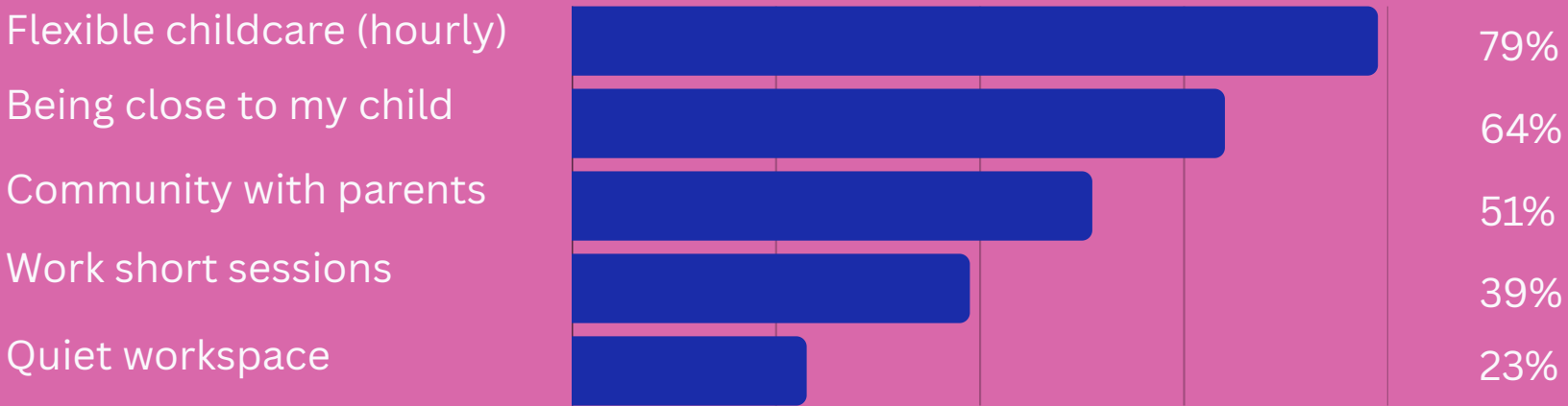


KEY FINDING

98% of interested respondents would use the space at least occasionally. 70% would use it weekly or more often, pointing to a stable, recurring user base. Combined with strong school holiday demand, this model has year-round potential.

THE NEED FOR FLEXIBILITY AS WELL AS PROXIMITY

WHAT WOULD MAKE THIS MOST VALUABLE TO YOU? (SELECT UP TO 3)



TIMES OF USE

Morning sessions (9–12) were the most popular, chosen by 57% of respondents. But demand is spread throughout the day — 47% would use it in the afternoon, and 45% would come for a full day. This suggests the model works best with flexible drop-in options rather than fixed session times.

CLASSES & COMMUNITY

Interest in on-site classes was strong (avg. 3.46/5). Yoga (59%), Pilates (46%), and Creative Workshops (46%) led the way — alongside Parent & Baby classes (46%). This signals real appetite for a community hub, not just a desk and a crèche.

64% said being close to their child while they work is one of the most valuable things this space could offer.

OFFERING MORE THAN JUST A DESK AND A CRÈCHE

TOP CLASS TYPES RESPONDENTS WOULD ATTEND

Yoga	59%	Parent and baby	46%	Pilates	46%
Creative workshops	46%	Business workshops	31%	Meditation	32%
Evening classes	31%	Postnatal fitness	36%	None	0%

85% SELECTED AT LEAST ONE CLASS TYPE

KEY FINDING

With average interest in classes scoring 3.46/5, there's a decent appetite for this to be more than coworking-plus-childcare. The inclusion of business workshops (31%) and evening classes (31%) signals that respondents see this as a place for professional as well as personal development. Here we have an opportunity to build a multi-layered community offer as well as a daytime drop-in.

PREFERRED PAYMENT MODELS & PRICING

WORKSPACE - PER DAY

£15-25

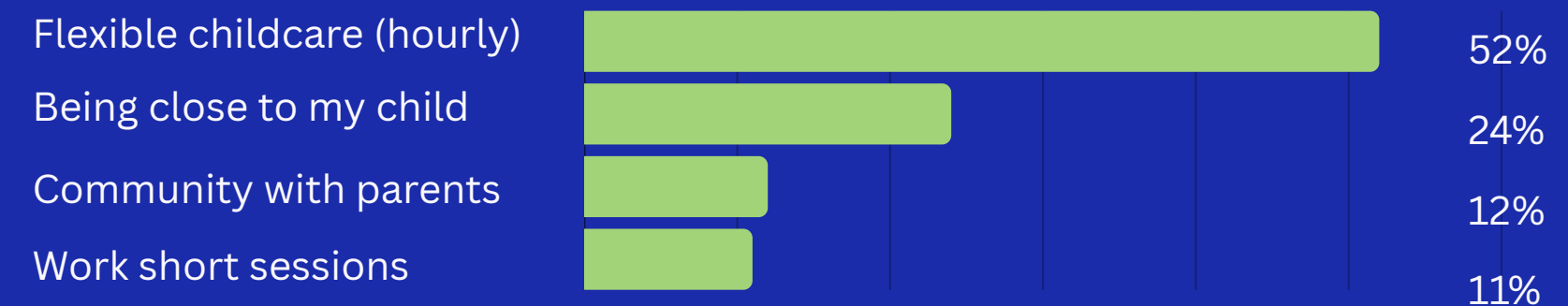
Selected by 45% respondents

CHILDCARE - PER HOUR

£9-12

Selected by 27% respondents

HOW RESPONDENTS PREFER TO PAY



KEY FINDING

Unsurprisingly, more than half of respondents want pay-as-you-go (PAYG). Parents' working schedules are unpredictable and committing to a monthly membership feels risky when it's not known which days need cover. PAYG is also a low-stakes entry point that converts casual users into regulars once trust is established, which is then where bundled options (desk + childcare) serve the users who want simplicity once they're in the habit. For those using the setting regularly, monthly memberships can exist.

THE NON-NEGOTIABLES: COST AND CHILDCARE QUALITY

FACTORS THAT WOULD PREVENT PARENTS FROM USING THE SPACE

78%

Cite cost as a factor in preventing usage

60%

Cite trust in childcare quality as a factor in preventing usage

35%

Cite limited availability as a factor in preventing usage

83%

would come without parking

93%

are fine with stairs only

KEY FINDING

Cost and trust are both addressable through design. Transparent, fair pricing removes the cost concern, and visible credentials, DBS checks, trial sessions, and OFSTED registration address the trust barrier.

Most physical building constraints won't stop parents using the facility. As long as the core offer is right, respondents showed they were remarkably pragmatic about stairs, parking and layout. Childcare quality signals (credentials, transparency, trial sessions) are as important as the price tag.

STROUD IS PART OF A GLOBAL SHIFT

A 2025 Better Life Lab (New America) report documented 115 coworking spaces globally that integrate childcare, from Tacoma and Toronto to Berlin and Sydney. The model is growing because it solves a structural problem no employer or government has fully addressed: how parents reconcile presence at work with presence for their children.

98%

Would use the space at least occasionally

79%

Want hourly childcare flexibility above all else

70%

Would use the space at least regularly during school holidays

64%

Value proximity to their child while working

51%

Cite community with other parents a key draw

THE CASE FOR STROUD

Stroud is an ideal test bed: creative, self-employed and hybrid workers with young families, a culture of independent enterprise, and an unmistakable unmet need. The infrastructure of will is here.

WANT TO BE A PART OF IT?

01. JOIN THE GROUP CHAT

Be first to know when we open and help shape the offer with pricing, session times, childcare model, classes, etc.

[Click here to join](#) or scan the QR code



02. SHARE YOUR EXPERTISE

We want to hear from childcare practitioners, early years educators, yoga or Pilates teachers, business coaches to support this project.

allworknochildcare@gmail.com

03. PARTNER WITH US

We're looking for collaborators and space - any local businesses, landlords, employers or funders who see the opportunity with us.

allworknochildcare@gmail.com