

Private Tuition Myths Dispelled

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Press release from: [Simply Learning Tuition](#)

Simply Learning Tuition's look back at 2009 dispels some common misconceptions about Private Tuition.

According to the press, many parents this year were still wary of admitting that they use a private tutor. The thought of being seen to be 'spoon feeding' or pushing their children too hard is a constant worry. However, Nathaniel McCullagh, Director of London based Simply Learning Tuition, suggests this is rarely the reason for employing a tutor: 'In 2009, I'd quite happily say that only 10% - 15% of our clients were pushing an already high-flying child to do even better. What is actually happening, is that 50%- 60% of our clients are trying to deal with children who've fallen behind – either because of problems at school or with specific learning difficulties such as dyslexia. About 20% are behavioural or developmental problems – essentially the children do not want to learn. Our tutors' role is therefore often to mentor and encourage the child as well as to address the academic issues. As a result of this, we've developed a mentoring program to support tutorials.' For more information, visit www.simplylearningtuition.co.uk or call +44 (0) 207 228 2646.

With the recession still biting, many people are surprised to hear that the business of private tuition is booming. Nathaniel McCullagh reports that Simply Learning Tuition experienced over 75% growth in 2009. He attributes this to the fact that although demand may have dropped slightly overall, the worst-performers in the market have fallen by the wayside leaving the door open for good companies. "I think we've been successful because we respond quickly to provide tutors whom the children really like. It's all about service: when our clients are busy at work all week we just can't turn off our phones at weekends – this is when they call. Typically, we will get a request on Saturday morning for a tutor to start as soon as possible - we can usually set something up for Monday. Clients don't mind that we're at a wedding, or out of the country – as long as there is a voice at the end of the phone and a brilliant tutor sitting with their child soon afterwards.

Looking forward to 2010, the big challenge for the tutorial industry will be managing the changes being brought in by the Independent Safeguard Authority. "We're already compliant with the ISA's Criminal Record Background check requirements and our tutors are insured and fully HMRC compliant. We don't mind all the extra paperwork because it helps show how serious we are about providing the very best service.'

About Simply Learning Tuition

Simply Learning Tuition provides bespoke educational support that is tailored to the needs of your child: based on his or her personality, emotional development and academic aspirations. We provide tutors to work all around the world, at all levels of learning, from pre-school to Common Entrance, GCSE, A-level and beyond. Each tutor is a specialist in the subjects to be covered but also teaches broader study skills that give your child the ability to learn independently. To find out more please visit our website: www.simplylearningtuition.co.uk

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