

A Data-Driven Approach to Strengthening the Tutoring Industry

As General Manager of one of the UK's leading tutoring companies, I have first-hand experience navigating the challenges and opportunities within the tutoring sector. The industry is evolving rapidly, and tutoring companies need a strong voice to ensure fair competition, informed policy decisions, and sustainable business growth. My approach is rooted in data and practical insights, ensuring that decisions are grounded in real-world challenges rather than assumptions. If elected to The Tutors' Association (TTA) Board, I will focus on advocating for evidence-based policies that support the long-term success of tutoring businesses and, subsequently, their tutors.

Ensuring Fair Competition

With the growing presence of international tutoring platforms, UK-based tutoring businesses, and tutors, must be able to compete on an equitable playing field. I will advocate for regulations that promote equitable business practices, and long-term sustainability while ensuring that high standards remain central to industry growth. TTA must collaborate with industry stakeholders to establish best practices for tutoring marketplaces, protecting businesses, tutors, and students.

Strengthening Industry Collaboration

Tutoring companies have access to extensive data on student learning patterns, tutor engagement, and market trends. This wealth of information must be used to inform industry best practices, drive better policy decisions, and ensure that TTA's recommendations are aligned with the realities of the sector. I will work to strengthen collaboration between tutoring businesses, ensuring that key challenges, such as the rise of AI, regulatory pressures, and demand generation, are addressed through meaningful industry-wide discussions. By focusing on data-driven solutions, we can create sustainable growth strategies that benefit the entire sector.

Supporting Business Innovation

The rise of AI in education presents both opportunities and challenges for tutoring. While AI can enhance learning and efficiency, it also raises concerns about student dependency, academic integrity, and the evolving role of tutors. I will work to ensure that tutoring businesses receive the guidance and resources needed to navigate these developments responsibly. TTA should take a balanced, evidence-based approach to AI in education, advocating for clear policies that protect the integrity of tutoring while embracing innovation. Ensuring that tutors can adapt and thrive in a rapidly changing market.

Expanding TTA's Impact

TTA must play a greater role in shaping policy by ensuring its recommendations reflect the realities of running a tutoring business. My focus will be on strengthening TTA's engagement with government bodies, regulators, and education stakeholders to ensure that decisions impacting the tutoring sector are informed by data and practical insights. By aligning policy discussions with the needs of tutoring companies, we can create a more stable and sustainable industry that balances commercial success with student outcomes.