



## Information for New Clients

WINTERWOOD



**We nurture talent,  
we inspire excellence,  
we achieve results.**

# Our Mission



Winterwood Tutors is a private tuition agency and education consultancy based in London. Founded in 2010 by Tom Parkinson and Jade Everingham, we are a friendly but professional company who get to know every family we work with personally. We have a thorough understanding of the education system, and are committed to ensuring our tuition goes above and beyond expectations. Our tutors are charismatic, innovative and inspiring, and passionate about learning and education.

# What We Do



At Winterwood, our mission is to provide elite education services and individually tailored private tuition, as an alternative to the mass-market services offered by other, larger companies.

We specialise in recruiting charismatic, innovative and inspiring tutors, and providing them with the continued training and guidance that other agencies are not able to.

Our tutors and clients are supported by a professional but friendly admin team, who aim to ensure the educational needs of our students are always looked after.

We are passionate about education and inspiring a lifelong love of learning, and will always go far beyond the brief of helping students to pass specific exams or attain the grades they aspire to. The effects of our approach to tuition are designed to last a lifetime.



# Our Fees

We base our tutor rates on many different factors, but the four keys areas are experience, success rate, feedback and training. We also value their academic achievements, but our priority is that they are excellent tutors not just excellent students. We have three main rates, £75, £95 and £112.50 p/h, but also a specialist rate for our most experienced tutors that varies.

## Standard (£75 p/h)

A standard-rate Winterwood tutor is fully supported by Winterwood. They attend monthly group-training sessions, benefitting from the experience of all our existing tutors, as well as regularly meeting the managing directors on a one-to-one basis. They are also provided with our elite teaching resources, honed over the last decade in the tuition industry, and receive guidance on creating their own. They are fully briefed by the managing directors and admin team on the needs of every student they are matched with, and can contact us any time for advice and guidance.

## Advanced (£95 p/h)

An advanced-rate tutor still benefits from all the support we offer our standard-rate tutors, but they have gained more experience. In addition to the experience they may have already acquired tutoring independently, for other agencies or teaching in schools, they have also been with us long enough that they have received excellent feedback from our Winterwood families, admin team, our other tutors and our managing directors; all of whom have very high standards. They will have worked with other students taking the same exams as your child, and have achieved proven success at helping students to achieve the grades and school offers they are aiming for. They will typically have been with Winterwood for at least a year, and have a minimum of 500 hours of tuition experience.





### Elite (£112.50 p/h)

Our elite-rate tutors have been working with Winterwood for a minimum of two years, consistently benefitting during that time from our experience and expertise. They have successfully tutored all their recent Winterwood students through their exams, and have helped students get into nearly all the leading London schools, as well as many outside of London. They have received exemplary feedback from all the families we have matched them with, and will typically have a minimum of 1,000 hours of teaching experience gained solely through private tuition.

### Specialist (starts at £165 p/h)

Our specialist tutors are the most experienced, and include our managing directors. They will typically have a minimum of 2,000 hours of tuition experience, and many have closer to or exceeding 10,000 hours, the majority if not all of which has been gained with Winterwood. All our specialist tutors have postgraduate qualifications, and an impeccable success-rate tutoring students for entry to all leading London schools, as well as with GCSE, A Level and university students. They often help to deliver Winterwood's training sessions in their areas of expertise, and may also conduct assessments for us. Our specialist tutors are often requested specifically as they have built up a reputation for excellence and success, and they therefore choose the students they work with carefully as their time is limited.



# Sample Tutors

Below are examples of the tutors on our Standard, Advanced, Elite and Specialist rates. We have around fifty tutors on our books, who can cover all subjects at all levels, and we will always offer you tutor options within a price range that fits with the budget you have specified during your consultation with us.



Standard (£75 p/h)

## Chloe

Chloe is new to private tuition as she joined Winterwood relatively recently, but gained over 4,000 hours of classroom teaching experience before finding us, and has signed up for all the training sessions we offer at which she has impressed all of us. She studied Art History with Film & TV Studies at the University of Warwick, then gained an Mst in Buildings History from Cambridge. Chloe has attended Winterwood training sessions on all entrance exam levels, but most enjoys teaching younger students preparing for the 7+ and 8+. She specialises in encouraging students to utilise a range of creative learning tools, weaving this into the more formal rigour required for exams. Alongside her tutoring she is also a professional actress, and brings the charisma and empathy needed for this into her teaching.





**Advanced (£95 p/h)**

## Jacob

Jacob has been tutoring since 2014, and joined Winterwood in 2018. He has over 1,000 hours of teaching experience across a wide range of subjects, including politics, history, RS and drama, but as one of our talented generalists often travels the world to teach English, maths and reasoning to students preparing for the 7+, 8+ and 11+ exams. Jacob gained an English degree from Jesus College, Cambridge, and alongside his tutoring is now a professional actor. He has also been a member of a number of choirs, and volunteered with FLACK, a homeless charity that engaged its members in creative disciplines in order to build their confidence and self-worth, experience he channels into teaching young students facing the pressures of exams.



**Elite (£112.50 p/h)**

## Susannah

Susannah began tutoring in 2013 with Winterwood, and has gained over 3,000 hours of tuition experience in this time. She has worked exclusively with Winterwood's clients, gaining an incredible insight into their needs, and has developing her tuition style with our ongoing training and guidance for several years now. She is also one of our highly sought after 'travelling tutors', and has taught students all over the world for Winterwood. Susannah gained a 1st Class BA Hons degree in Drama and Theatre Arts from Goldsmiths University, and when not tutoring is an established actress. Her approach to tuition is founded in a nurturing sense of fun, and she specialises in students who need to gain confidence in their abilities and to learn through creative play. She also works for a charity called Interact, which employs actors to read stories, poetry and the classics to stroke patients.

# Sample Tutors



**Specialist (£175 p/h)**

## Tim

Tim has been teaching since 2007, and has over 1,000 hours of experience teaching university seminars as well as tuition. He has been with Winterwood since 2017. He has a Double First in English Literature from Pembroke College, Cambridge, an MSt from Balliol College, Oxford, for which he was ranked first in his year, and a DPhil from Merton College, Oxford. He lectured at Jesus College, Oxford for three years and interviewed prospective undergraduates, so is our resident expert for Oxbridge applications. Since leaving academia he has worked as a full-time writer alongside tutoring. He writes for the Telegraph, 1843, Apollo and Frieze magazines, and has published fiction, poetry and essays. He is also a regular lecturer on art and art criticism at the Royal Academy of the Arts, and is currently writing a novel and a cultural history of chance titled *Fortuna: The Lives of Lady Luck* from Ancient Athens to Quantum Physics. Alongside tutoring and writing he teaches Latin in state primary schools for educational charity The Latin Programme.



**Elite (starts at £250 p/h)**

## Jade

Jade mostly focuses on running Winterwood with Tom these days, and is principally responsible for the recruitment, training and management of all our tutors, but she is occasionally able to take on new students. She has a 1st class BA Hons degree in English from Queen Mary's College, University of London, and an interdisciplinary MA in Renaissance and Early Modern Studies from the same institution, where her research focused on representations of monsters and otherness on the Renaissance stage. She has been tutoring since 2008, and has over 10,000 hours of one-to-one teaching experience.

She has helped students gain places at all of London's leading independent schools, including Westminster, SPGS, Latymer Upper, NLCS & Highgate, at 7+, 8+, 11+, CE & 16+ entry points, as well as boarding schools outside of London including Eton, Sevenoaks, Wycombe Abbey and Wellington. Her students are regularly offered academic scholarships, and she has helped GCSE, A Level and Undergraduate students achieve top grades.

She has travelled all over the world to tutor, and also taught at NLCS senior school in 2020. Jade's approach to tuition is innovative and inspiring. She challenges students to think beyond the limits of the education they have received so far, using her interdisciplinary academic training and wide-ranging contextual knowledge to encourage original, independent thinking that can be applied to any exam. She is currently writing a collection of short stories, and has nearly completed her first novel. She spends her spare time writing and in the countryside, and is a keen hiker, horse rider and martial artist.

# Consultancy

If you would like additional support and guidance, we also offer consultancy services with one of our managing directors, Dr. Tom Parkinson.

These are charged at an hourly rate of £225 p/h plus VAT, with additional time charged in 15 min increments.



## Tom

Tom has a 1st class English degree, was awarded a fully AHRC-funded MA with Distinction in Renaissance and Early Modern Studies from Queen Mary's College, University of London, and also a fully funded PhD from the same institution, studying the Latin manuscript of a renaissance travel writer and spy. He has been tutoring since 2007, and taught undergraduates at QMUL for eight years. He has helped students gain places at all of London's leading independent schools, including Westminster, SPBS, CLSB and UCS, at 7+, 8+, 11+, CE & 16+ entry points, as well as boarding schools outside of London including Eton, Sevenoaks, MTS and Wellington. His students have been awarded prestigious academic scholarships by CLSB, Winchester and SPBS, but he now focuses almost entirely on running Winterwood and advising the families who work with us. Tom has consulted on the board of a number of ed tech companies, and is interested in gamifying learning in order to bring high standards of innovative teaching to students on a global scale. He considered a career as a radio presenter or stand-up comic after university, but ultimately decided to apply his skills to the education sector. As well as writing his first book he enjoys travelling, and has developed a taste for road trips around the USA, searching for wild animals and exploring the wilderness.



Below are examples of the consultancy services we can provide:

### **Initial Learning Program (3hrs)**

– we will provide tutors with a learning program and specific targets for your child, to ensure they are on track with the learning goals set out in our initial assessment. This will ensure that we carefully monitor progress for you and tutors cover all topics required. It will take into consideration how many lessons each tutor assigned to your child will have with them between the starting date of lessons and their exams, and the specific requirements of the schools they are applying to.

### **School Visits and Reports**

**(1/2 day per school)** – if required we will accompany you on visits to the schools you are considering applying to. We can also provide reports on a number of schools we have visited independently, outlining their ethos and facilities, and establishing in what ways they would be suitable for your child.

### **Mock Exam & Feedback (3-6hrs)**

– we will organise regular mock exams for your child, usually every 2-3 months, mark the papers and provide feedback. We'll use these results to establish progress, areas to focus on going forward, and to adjust the learning program if needed.

### **Catch Up Meeting or Phone Call with Parents (1hr pcm)**

– to discuss results after reassessments or Mock Exams.

**Re-Assessment:** to appraise progress, and to ascertain whether the learning plan has been followed (two hours; recommended every 3-6 months).

**Syllabus:** A bespoke syllabus, either to complement schoolwork or to break down and exposit every rule needed for entrance exams (10 hours).

**Holiday Packs:** A bound pack of homework and exercises targeting the skills your child needs for the specific exams they are preparing for, designed to take on holiday. It comprises 20 hours' work for the student and is designed to be completed independently, though families often enjoy playing the games and completing tasks together. We can either create a bespoke pack (10 hours) or tailor our existing material (2 hours).

# Client Testimonials



*"It took us several years to find a good tutoring company, and Winterwood exceeded our expectations in every aspect. They definitely know what they are doing, they love their job, they have a proper system and they work as a team, not as individual tutors. Jade and Tom are amazing personalities themselves, who managed not only to help our son get to Westminster school, as well as get offers from other top school, including St.Paul's, KCS and Winchester, but more importantly - they became his true friends. They played a very important role in his life over the last 3 years and I cannot overestimate their support and mental encouragement. My son was always looking forward to each session, and we will definitely keep in touch with them in the future"*

**Victoria**

*"It is always hard to navigate one's way through the numerous tutors available, so I was pleased when a friend recommended Winterwood for my son. Their tutors and the agency have been better than I ever could have imagined. Before the tutor started, my son was disengaged with school and felt like a failure with his school work. He has worked with Jade and Tom and I am delighted with their input. Their consistency, flexibility and imagination has been remarkable. He has achieved great progress in terms of his academic work, and they have also helped with looking at the 'whole person'. They have also suggested other ways of improving his self-esteem which has inevitably had a positive impact on his work. I cannot recommend them more highly."*

**Nicolas**

*"As foreigners living in London we were not familiar with the secondary schools' entry system in England. We stumbled upon Winterwood by chance, about three months ahead of our son's ISEB pre - test. Following a thorough assessment, Winterwood suggested a plan of action that would address the problem areas most effectively, in the very little time left to the pre -test. Our son and Winterwood's tutors worked intensely, but with great results: we could quickly see a significant improvement in our son's scores. We liked Winterwood for their fair, results-oriented approach and focus on what was best for our son. Their tutors are professional and demanding, but, at the same time, friendly and positive. We were delighted with the outcome: out of six London day schools our son received firm offers from five (including St Paul's and Westminster schools)."*

**Sergey**

*"Winterwood Tutors have been tutoring our daughter for her English for over 3 years. She is not a native speaker and initially had problems with various aspects of the language. She had been with other tutors before, but it was Winterwood Tutors who provided an absolutely new and fresh impact which enabled our daughter to dramatically improve her vocabulary, reading, writing and comprehension. As a result, over a short period of time our daughter managed to receive an occasional place at Ken Prep School, and then at NLCS. She also passed the 11+ exams and received an offer from Latymer Upper. We are very pleased with the progress our daughter has made over these three years, and recommend Winterwood Tutors without hesitation as a great investment in your children's future."*

**Marianne**



# Additional Services



Winterwood offer a huge range of products and services, and our tailored, innovative approach means that we are always adding exciting new services to meet the needs of our clients. For more information on any of the below, or if there is something you need that is not listed here, please get in touch with the admin team.

- **Mock Exams Interview Preparation**
- **Travelling Tutors and Skype Tuition School Visits**
- **Tailored Reports Resources and Exam Papers**
- **GCSE Group Revision and General Organisation**
- **Mentoring**
- **Book Clubs and Writing Workshops**
- **Drama Workshops**
- **Stage Combat Workshops**
- **Guided Gallery and Museum Visits**
- **Art Interpretation: individual or group classes**
- **Parent Training**

For more information about any of these services, or if you have any questions regarding tuition, please do get in touch:

**[contact@winterwoodtutors.co.uk](mailto:contact@winterwoodtutors.co.uk)**

**07498 058525**

