

Building a future: only the best will do

Private tuition can help your child succeed in an elite environment

Competition for places at the best schools and universities has never been more fierce.

London's status as one of the world's two leading financial centres (with New York) has led to an influx of wealthy foreign families and an explosion in the demand for places at top private schools.

And as the latest GCSE and A-level results show, exams have been made more rigorous – great news for the student who manages to get good grades, but it does mean that those grades are now even more difficult to achieve.

Consequently, parents are increasingly turning to tutors to supplement the education their child receives at school. Once regarded as a luxury, private tuition is now viewed as essential by many families.

There are a number of companies that supply tutors to meet this growing demand and William Clarence Education is in the vanguard.



Cream of the crop: families increasingly turn to personal coaching in the hope of getting their children to Britain's top schools and universities

William Clarence Education has a team of top-tier professional tutors dedicated to ensuring that young people achieve their full potential – whether that be in the 11-plus, the Common Entrance Exam, GCSEs or A-levels.

“The 11-plus and Common Entrance are such important entry points into the independent schooling system because getting in young helps foster a healthy relationship with your

school,” says William Clarence Education managing director, Steve Spriggs.

“Having a private tutor enables a family to keep a close eye on progress towards an entrance exam as the tutor is giving constant feedback.”

The company takes great care to find the right tutor for each of its students.

Head of tutor placements Penny Watkins is a former head teacher at a leading boarding school. She says:



“We aim to match the personality of the child to the tutor to ensure a great long-term fit throughout the academic year.”

Many parents turn to the services of a private tutor during busy academic periods, she adds, such as the run-up to exams, when they can help reduce the pressure on a student by providing dedicated attention away from the classroom.

He or she is never more

than two years away from major examinations and William Clarence Education provides as little, or as much, tuition and advice as needed. Some families choose to have their children home-schooled. Others opt for a single session a week, dovetailing with schoolwork. Both approaches can help improve a student's academic performance and enhance grades.

William Clarence Education can provide an independent assessment of a student to help parents decide which school would most suit them.

If required, in addition to academic guidance, tutors will accompany students to theatres, galleries and places of cultural interest, helping them gain the wider social skills they need to excel.

“Our students are confident and are able to converse intelligently in all manner of situations,” says Watkins.

“This gives them a competitive advantage over their peers, and it shows.”

In a world where the race for entry to top schools and universities can begin with getting a child into the right nursery, many parents regard such a competitive advantage as priceless.

For more information, visit williamclarence.com or call **0207 412 8188**