

1 Introduction

Bright Heart Education Ltd (company number 11179043) of 20-22 Wenlock Road, London, N1 7GU (“**Bright Heart**”) is an award-winning SEN-focused tutoring business, which provides self-employed tutors to clients seeking in-person or online 1:1 or small-group tuition. We serve local authorities, schools and private clients, including students requiring alternative provision, interim education and SEN / SEMH support.

It is our policy to provide our clients and, most importantly, our students with high-quality and safe tutoring that fully meets students’ unique learning needs and results in satisfied clients.

To support this policy, we have implemented a Quality Management System (QMS) which conforms to the requirements of the ISO 9001:2015 standard and takes into account our organisational context.

A QMS is the way we direct and control those activities that are related (either directly or indirectly) to achieving our intended results. Broadly, it comprises our organisational structure, together with the planning, processes, resources and documented information that we use to achieve our stated quality objectives (including meeting our clients’ and students’ specific needs, improving our QMS and improving our services).

Failure with a QMS may occur due to a lack of buy-in from top management or due to a lack of participation from staff because of insufficient communication or motivation. We are aware of these potential pitfalls and will demonstrate our commitment to our QMS through the actions of our directors and communicate it clearly to our staff, who will be encouraged to embrace our QMS.

2 Our mission and vision

Our mission is to transform the lives of students with special educational needs (SEN) through high-quality, nurturing tuition.

We deliver this by:

- **Providing nurturing, heart-based tuition** that is personalised for each student, building trust, confidence and engagement.
- **Ensuring professional oversight** through experienced Education Consultants with qualified teacher status (QTS), who help match tutors, oversee provision, monitor lesson reports and support progress against students’ learning needs.
- **Working with experienced and trained SEN tutors** who are carefully matched to students’ needs and supported with guidance, training and continuing professional development.
- **Maintaining robust safeguarding and safer recruitment practices**, including oversight by safeguarding leads, rigorous tutor vetting and clear safeguarding procedures to help ensure a safe environment for each student.
- **Building trusted partnerships** with families, schools and local authorities to help students with SEND thrive emotionally and academically.

Our vision is to be recognised nationally for our standards of excellence and to be the **UK’s leading provider of specialist SEN and Alternative Provision (AP) tuition.**

3 Our philosophy

- Our unique tutoring methodology, the Bright Heart Approach, puts into practice what we have observed across many students. This more nurturing approach is based on our experience that effective tutoring connects on a deeper level compared to focusing purely on intellectual abilities. This leads to longer-term stability and success.

- We ensure our tutors are suitably prepared for meeting students' unique learning needs. Our training relationships with nasen (National Association of Special Educational Needs), The Safeguarding Network and TES help to achieve this.
- We believe that establishing good rapport with students is essential for successful tuition. We therefore provide a first lesson to clients which is fully refundable if they don't proceed to ensure our carefully matched tutors are indeed a great fit.

4 Our ethos

- We believe each person has a unique perception of the world. This affects how they learn and interact with others.
- We believe intellectual capabilities are only one part of the whole person.
- We believe the best academic results are achieved in a learning environment based on mutual respect and warmth, good rapport, and well-prepared and trained tutors.

5 Our QMS principles

- 5.1 Our directors and staff are fully committed to delivering high-quality tutoring to our students and improving client satisfaction. This is supported through monitoring client satisfaction, student progress, attendance, engagement and lesson reporting by collecting and analysing feedback and data from clients, tutors and our tuition management system. Bright Heart's daily QA system further supports oversight by helping identify report quality issues, attendance and booking concerns, late or missing reports, possible safeguarding concerns, non-engagement and provisions that may need additional support.
- 5.2 Our directors and staff are committed to seeking to make any necessary changes to improve our services.
- 5.3 Full commitment to meeting client and safeguarding requirements as well as any applicable regulatory and statutory requirements. Bright

Heart is a corporate member of the Tutors' Association (membership number C0338) and has signed up to its code of professional practice for tutoring companies, which is available on our website at www.brightheart.co.uk/code-of-conduct-TTA/

- 5.4 Full commitment to continually improving our management systems and to seek appropriate 3rd party ISO9001:2015 accreditation if deemed necessary by our directors (note that as the ISO points out, "it is possible to implement a quality management system in conformity with ISO 9001 without seeking third-party certification/registration").
- 5.5 Full commitment to ensuring our students' unique learning needs are catered for by providing a free consultation to properly understand their needs, match them with a tutor with the appropriate qualifications and expertise to meet their needs and providing a refundable trial lesson to ensure the tutor is a good fit.
- 5.6 Full commitment to providing the highest standards of care for our students by ensuring that tutors are suitably qualified, trained and prepared and that they are suitable for working with children, sign our Safeguarding and Child Protection Policy and that we continually monitor tuition provided through our tuition management system, lesson reports, EC oversight and QA processes. Bright Heart's Safer Recruitment Policy is available on our website at www.brightheart.co.uk/safer-recruitment-policy/, and tutors agree to adhere to the Tutors' Association code of ethics, which is available on our website at www.brightheart.co.uk/code-of-ethics-TTA/.
- 5.7 We are committed to ongoing training and professional development of staff and tutors.
- 5.8 Full understanding by all staff of the importance of achieving client satisfaction, delivering high-quality tutoring and meeting all standards and requirements.
- 5.9 Implement appropriate actions to address any risks and opportunities.
- 5.10 All staff are aware of and follow our QMS, associated procedures and policies and understand the process of continual improvement of our QMS.
- 5.11 We make appropriate appraisals and checks to ensure our suppliers understand and meet our quality requirements.

Quality objectives are reviewed and set at least annually during management review when this and all other policies are also reviewed and approved.

This policy and our QMS are communicated and shared with all staff and also made available to any interested parties upon request.

Approved By :



Simon McQueen, Co-founder & Director



Ryan Stevenson, Co-founder & Director

Date Approved : 29 June 2026

Review Date : 28 June 2027

The seven quality management principles, which express essential concepts used in ISO 9001 and other standards on quality management and quality management systems developed by ISO/TC 176, are given here for reference (source: “ISO 9001:2015 for Small Enterprises – What to do ?”).

Quality management principles

To lead and operate an organisation successfully, it is necessary to direct and control it in a systematic and transparent manner. Success can result from implementing and maintaining a management system that is designed to continually improve performance while addressing the needs and expectations of all relevant interested parties. Managing an organisation encompasses quality management amongst other management disciplines.

Seven quality management principles have been identified that can be used by top management to lead the organisation towards improved performance.

a) Customer focus

The primary focus of quality management is to meet customer (and student) requirements and to strive to exceed customer expectations. Safeguarding and child protection, and safer recruitment are critical over-riding elements for Bright Heart.

b) Leadership

Leaders at all levels establish unity of purpose and direction and create conditions in which people are engaged in achieving the organisation’s quality objectives.

c) Engagement of people

Competent, empowered and engaged people at all levels throughout the organisation are essential to enhance the organisation’s capability to create and deliver value.

d) Process approach

Consistent and predictable results are achieved more effectively and efficiently when activities are understood and managed as interrelated processes that function as a coherent system.

e) Improvement

Successful organisations have an ongoing focus on improvement.

f) Evidence-based decision making

Decisions based on the analysis and evaluation of data and information are more likely to produce desired results.

g) Relationship management

For sustained success, organisations manage their relationships with relevant interested parties, such as providers.