



NS EMM

IMPACT REPORT 2024

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INTRODUCTION

The NSEMM is a UK-based non-profit organisation dedicated to making education accessible to all young people in the UK.

Founded in 2020 by two students, Adrian & Socks, NSEMM began as a YouTube channel called “Programmatic Flying”, which quickly involved into a comprehensive tutoring service known as Tutor Eagle. What began as a grassroots initiative, now operates as a community-driven, and student-run online educational hub, providing individualised tutoring and mentoring to unlock potential in every student.

At NSEMM, we believe that academic success should not be limited by financial barriers. Our services include affordable one-on-one and group tuition, alongside collaborations with schools and community centers to provide tailored educational support where it is needed most. Through initiatives like the Opportunities Advancement Award, we offer free tuition to students from schools with a significant proportion of disadvantaged pupils, ensuring equitable access to education.

While we started small, NSEMM’s ethos of innovation and adaptability has helped us evolve into a vibrant organisation that goes beyond traditional tutoring. Our mentoring programs provide guidance for students navigating academic and career pathways, and we actively support young creatives, offering platforms for emerging talent in art, music, and media.

As a student-led charity, we remain committed to staying connected to the needs of today’s learners, fostering an environment where education is accessible, personalised, and impactful. Through our work, we aim to inspire a new generation of students to achieve their full potential and contribute to a brighter future for themselves and their communities.

Our approach is built on collaboration and enhancement rather than competition, ensuring that vital community resources, such as local libraries, are supported rather than overshadowed by third-sector organisations. By working directly with councils and local organisations, we integrate our services into existing infrastructure, amplifying the impact of current offerings rather than duplicating or replacing them. It also means we can focus on supporting all young people who access a library, instead of only those who live within a catchment area.

Local libraries, which are often community lifelines, benefit from this partnership. Rather than diverting attention or resources away from these spaces, we contribute to their role as educational hubs by adding value through tailored tutoring sessions, mentoring programs, and access to our online NSEMM Hub. This collaborative model not only strengthens libraries’ ability to serve their communities but also ensures that public funding is used effectively, maximising the reach and efficiency of both council and charity-led initiatives.

OUR STORY SO FAR

MISSION

At NSEMM, our mission is to make education accessible to everyone, empowering young people to reach their full potential and contribute to a brighter future. We are committed to providing the support students need to succeed, both academically and personally, so they can pursue their ambitions and become the individuals they aspire to be.

Our belief is that education is the foundation of progress - for individuals and society. By removing barriers to learning, we help students unlock opportunities that might otherwise be out of reach. This not only impacts their academic achievements but also fosters confidence, resilience, and a sense of agency that extends beyond the classroom.

Through our work, we strive to address the systemic gaps that leave many young people under-served. Whether it's providing personalised tutoring, mentoring, or leveraging innovative platforms like our online NSEMM Hub, our approach ensures that students have the tools, guidance, and encouragement they need to thrive.

PURPOSE

We aim to break down barriers to education and empower young people to reach their full potential. Through affordable tutoring, mentoring, and creative opportunities, both in-person and via our pay-what-you-can online model, we support students academically and personally. By partnering with schools, universities, councils, and community centres, we enhance resources and create lasting, meaningful impact to help students thrive and achieve their goals.



30%

STUDENTS REPORTED
EVER HAVING HAD
PRIVATE TUTORING

(SUTTON TRUST, 2023)

OUR 2024 GOALS

In reviewing our progress over the past year, we reflect on the goals we set and the extent to which we achieved them. This evaluation helps us understand our impact, identify areas for growth, and ensure that we are on track to meet our mission of making education accessible and supportive for all students.

1

Closing the Gap

We've made significant progress in our goal to reach more young people from marginalised communities by expanding our tutoring programs and building strong partnerships with local organisations. While we didn't fully reach our 20% increase in tutoring goal yet, but the launch of our East Midlands Community Education Network is a key milestone, and we're excited to be addressing educational disparities starting with Nottingham to ensure more young people have access to the support they need to succeed.

2

Mentoring for a Brighter Future

We've made great progress in launching our mentoring program, beginning in three regions, with plans underway to partner with EMWPREP, to track and enhance widening participation in the Midlands. By providing guidance on university admissions, apprenticeships, and other career pathways, we are empowering students and laying the groundwork for our plan for a nationwide initiative that will unlock the potential of young people and create lasting, positive change.

3

Igniting Creative Sparks

We've made great strides in fostering student creativity, supporting access to music education, and releasing student-produced tracks on major streaming platforms. Through collaborations like our work with the A Cappella Society, we've showcased Midlands talent and laid a strong foundation to expand our outreach, engaging more societies to celebrate and amplify student creativity.

This year we've made significant strides, launching our building partnerships with a school in Kent, and embarking on partnerships with 8 schools in Nottingham and Nottinghamshire. To address the persistent educational barriers facing young people, we've decided to establish our regional Community Education Networks, beginning in the East Midlands (partly funded by the University of Nottingham), as the foundation for a national framework to students with free and low-cost in-person tutoring. The next page highlights our key achievements and milestones while demonstrating how these initiatives are already transforming lives in our communities.

OUR ACHIEVEMENTS

This year we've made significant strides, launching our building partnerships with a school in Kent, and embarking on partnerships with 8 schools in Nottingham and Nottinghamshire. To address the persistent educational barriers facing young people, we've decided to establish our regional Community Education Networks, beginning in the East Midlands (partly funded by the University of Nottingham), as the foundation for a national framework to students with free and low-cost in-person tutoring.

1

Transition to a CIO

In a pivotal moment this August, we successfully transitioned from a Charitable Company to become a registered charity with the Charity Commission, marking a significant milestone in our organisation's evolution. This transition has positioned us to better serve our community and expand our educational impact.

3

Financial Growth and Support

Our growth has been supported by a range of key funding sources, enabling us to expand and strengthen our services. A major grant facilitated the inception of our community education network scheme, and donations towards our online tutoring platform have enhanced accessibility, greatly improving our effectiveness for the families we support. NSEMM have been able to improve our operational capacity, enabling us to upscale and, helping us to maintain stability and deliver impactful support to our communities.

2

Digital and Community Innovation

We have worked with with Lessonspace to enhance our digital presence and transform our online tutoring platform. Designed for student engagement, the new system stores content within a low-latency server based in London, and integrates seamlessly with our in-house developed lesson hub. This collaboration has strengthened our digital infrastructure, improving both accessibility and security, meaning parents now have better visibility into their children's educational progress.

4

Digital and Community Innovation

Throughout the year, we've maintained our commitment to specialised education, delivering focused music arranging classes with industry professionals. These sessions provided students with unique learning opportunities, combining technical expertise with creative expression to enrich their educational experience.

OUR 2024 STATS

£10.54

average cost of tutoring,
per hour, for our lessons

38%

decrease in our
hourly rate since
starting pay what
you can tutoring

Cumulative tutoring savings for families since 2020

£22,285

(based on market research of average tutoring cost
in the UK from published rates by for-profit
tutoring companies)

3812

hours of tutoring and
mentoring since we were
founded in 2020

529

tutoring and
mentoring hours this
year

79

students supported
through at-home and
in-school support

1332

number of website
visits to NSEMM

7468

number of views on our
educational YouTube
videos since 2020

58

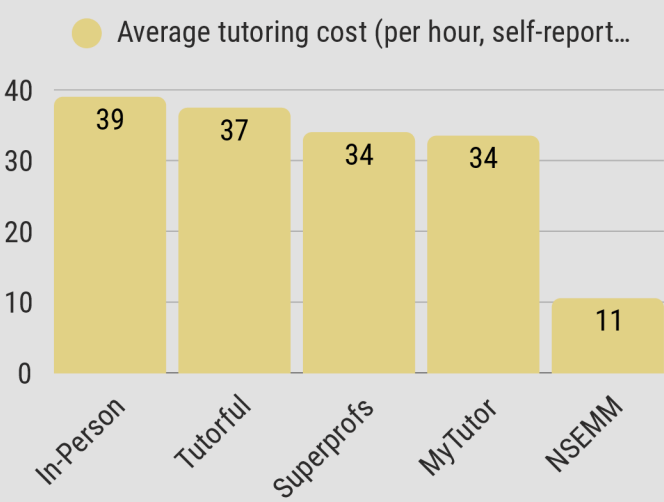
generated exam
questions on our
new generator

FINANCIAL STATEMENTS

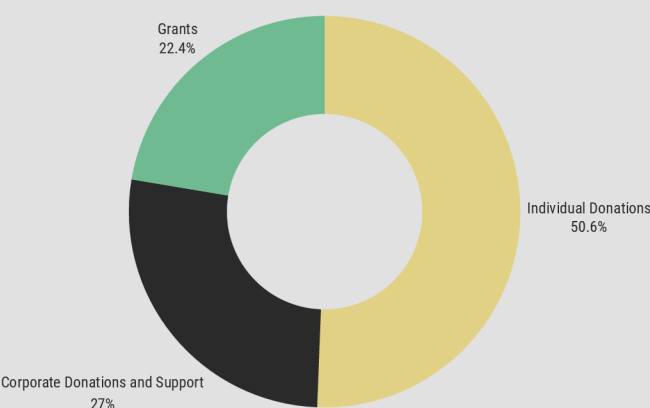
For the fourth year in a row, we're still cheaper than our competitors.

Based on our research and their own publications, our main tutoring competitor, a large tutoring company, on average keep around £5.80 per lesson just as a platform fee, this is 55% of our average lesson cost, and their fee models alone could fund half of a lesson.

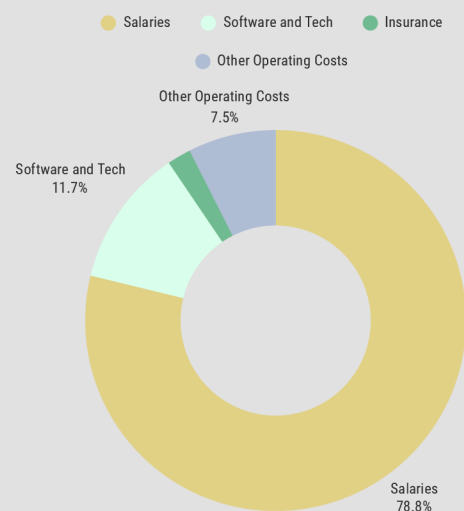
Whilst a for-profit model makes sense to prioritise platform revenue over tutor earnings, they are posting a £6.8 million loss suggesting inefficient use of high-margins. Parents pay 2-3x more in their model, while we achieve similar outcomes at 1/3 the price. The UK cost-of-living rose by 20.8% (Commons Library, 2023), meaning our tutoring is now more affordable than ever, particularly as other providers rates are still increasing.



Income



Expenses



All of our salaries are pay for tutors, meaning 78.8% of our expenses go direct into our charitable work (tutoring). As education is very staff-intensive, a high percentage of our money goes directly into service delivery. Our other major costs, software and tech, is also directly related to service delivery, indicating a low administrative overhead in 2024. We aim to lock in contracts to keep our non-charitable overheads lower than 20% again next year.

FINANCIAL ACTIVITIES

Current Financial Position

Assets	Amount (£)	Notes
Main Bank Account	1808.00	Unrestricted
31-Day Notice Reserve Account	150.00	Unrestricted
Cascade Grant Account	6579.33	Restricted

Fund Analysis

Fund Type	Amount (£)	% of total
Unrestricted	1958.00	22.93%
Restricted	6579.33	77.07%
Total	8537.33	100.00%

Detailed Income Breakdown

Income Source	Amount (£)	% of total	Type
Individual Donations	3336.00	50.61%	Unrestricted
Corporate Donations	1721.50	26.12%	Unrestricted
Cascade Grant (UoNSU)	1473.67	22.36%	Restricted
EasyFundraising	60.00	0.91%	Unrestricted
Total	6591.17	100.00%	

Fund Movements

Fund Type	Opening (£)	Income (£)	Expenditure (£)	Closing (£)
Unrestricted	1013.76	5117.50	6321.93	1808.00
Restricted	0.00	8053.00	1473.67	6579.33
Total	1013.76	13170.50	7795.60	8387.33

Detailed Expenditure Breakdown

Expenditure Source	Amount (£)	% of total	Type
Salaries	4944.93	78.22%	Direct
Software	736.00	11.64%	Direct
Insurance	172.00	2.72%	Support
Other Costs	469.00	7.42%	Mixed
Total	6321.93	100.00%	

Detailed Expenditure Breakdown

Donor	Service/Product	Value (£)
Microsoft	Software - Email and Cloud	300.00
Google	Software - Email and Cloud	11.00
Krystal Hosting	Software - Web Hosting	118.00
Hume AI	Mixed	62.00
Canva Affinity	Software - Graphic Design	360.00
Airtable	Database Services	240.00
Total		1091.00

KEY PERFORMANCE INDICATORS

We have experienced massive financial growth as a charity this year, and have significant in-kind support.

- Our current operating reserve is 3.0 months
- Our programme spending ratio is 89.86%
- Our restricted fund utilisation is 18.3%
- Our cost per £1 raised is £0.59

Year-on-Year Growth

Metric	2023 (£)	2024 (£)	% Change	
Total Income	600.00	13170.50	+	2095%
Total Expenditure	6031.55	7795.60	+	29%
Staff Costs	5430.55	4944.93	-	9%
Operating Costs	601.00	2850.67	+	374%

Strengths This Year

- Strong income diversification (4 distinct revenue streams)
- High programme spending ratio (89.86%)
- Adequate operating reserve (3.0 months)
- Significant in-kind support (£1091.00)

Areas for Monitoring

- High dependence on volunteer and in-kind support
- Relatively high proportion of staff costs
- Growing operating costs
- Need for sustainable restricted funding streams for the community education networks

Future Financial Strategy

- Maintain current unrestricted reserves level
- Seek additional restricted funding for community education networks
- Continue diversifying income sources
- Monitor and optimise operating costs
- Maintain high primary purpose trading spending ratio.

OUR 2025 GOALS

Setting clear and measurable goals sits at the heart of our mission to bridge the educational divide. As a student-led charity, focused objectives help us create lasting change in communities that need it most, while ensuring our volunteers understand exactly how their work improves educational outcomes.

1

Local Libraries, Lasting Impact

The East Midlands Community Education Network will establish vital learning hubs across Nottingham's highest-need areas. Beginning with weekly sessions at St Ann's and Sneinton Libraries, we're collaborating with Nottingham City's Homework Help Sessions to maximise impact. Based on community demand, we plan to expand to other areas facing deprivation and lower educational attainment. By embedding our programme within local libraries, we're creating accessible spaces where students can access the resources and support needed to reach their full potential.

2

Tutoring Without Barriers

We're expanding our tutoring programme through securing funding to increase contact hours beyond last year's levels. Our enhanced bursary scheme and pay-what-you-can model directly addresses the cost of living crisis, ensuring families can maintain access to quality educational support regardless of their circumstances. This sustainable approach not only safeguards educational access for students but also provides vital paid employment for university tutors facing financial pressures.

3

Careers Without Limits

We're expanding our mentoring reach beyond NSEMM Tutoring through strategic partnerships with specialist organisations. By focusing on competitive fields like medicine, we're providing expert guidance to students who currently lack access to these vital resources. Our targeted approach aims to bridge critical gaps in specialised educational support, particularly in underserved areas.

4

Connecting Communities Through Education

We're expanding our Community Education Network beyond Nottingham to reach students across the Midlands, with initial focus on Derby and Birmingham. By encouraging young people to engage with their local libraries, we're building sustainable educational support networks that improve outcomes in areas of high deprivation. This regional growth enables us to support more students whilst strengthening community resources.

OUR 2025 STRATEGY

There are several reasons why we have 3 separate projects:

- Identify and fill support gaps more effectively
- Build tailored educational support for communities
- Create strong community partnerships
- Build more sustainable funding streams
- Enhance our symbiotic projects, that build on each other
- Increase support and access to more students in more locations

The National Society for Education, Mentoring and Media takes an innovative approach to addressing educational inequality. Our strategy focuses on sustainability and growth, ensuring we can help more students while maintaining the quality of our programmes.

By positioning our services within trusted community spaces like libraries, we create lasting partnerships that strengthen local support networks. Our mixed model of paid tutoring and volunteer roles ensures both programme sustainability and broad community engagement.

Through targeted expansion and specialist partnerships, we're building a scalable framework that can be effectively implemented across different regions.

PROJECTS	DETAILS	OUTCOME
Online Education (both mentoring and tutoring)	Education Access through our Online Hub, providing tutoring and other resources	To increase student hours by 10% from this year, and securing funding to ensure continuity for students, whose parents cannot pay.
Community Education Network	Our newest project, funding by UoNSU Cascade, providing educational support in libraries.	To fully establish our connection with local councils and establish four regular locations.
Outreach in Schools	Integrating NSEMM into the community, creating connections with schools and providing resources.	To build connections with secondary schools in the East Midlands, providing them with career talks and tutoring services.

ACKNOWLEDGEMENTS

The National Society for Education, Mentoring and Media
Suite 460,
37 Westminster Buildings,
Theatre Square,
Nottingham,
NG1 6LG

Contact:

0115 678 7080

www.nsemm.org.uk

leadership@nsemm.org.uk

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 - The Board of Trustees
 - Our Staff Team of Tutors and Mentors
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 - Cascade Funding from UoNSU
 - UoN Alumni Fund

We would also like to thank everyone for their individual donations, we couldn't do it without you!

Join us

We want to build bridges of opportunity, empower young minds and ignite a brighter future. Your donations, volunteer efforts and shared vision can make a world of difference.

Find out more at: getinvolved.nsemm.org.uk