

NEO — Terms and Conditions for Parents and Carers

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Document	Consumer Terms and Conditions (B2C) — parents and carers
Status	Approved
Operating entity	Nudge Education Ltd (Company Number 10192753)
Contact	neo@nudgeeducation.co.uk · 2 Sirius House, Amethyst Road, Newcastle Business Park, Newcastle upon Tyne, NE4 7YL · complaints: see section 11
Companion documents	Withdrawal Policy · Appeals and Complaints Policy · Privacy Notice for Learners · Attendance Policy & Procedures
Owner	Director, Nudge Education Online & Head of School
Published	August 2026
Updated	September 2026 — places, prices, timetable and billing; complaints timescales
Review	August 2027

The three things to know before you read on

- IF YOU WITHDRAW YOUR CHILD, YOU MUST GIVE US ONE CALENDAR MONTH'S NOTICE — for a place or for Tuition — and fees remain payable for that month. We keep notice deliberately short: we will never hold a young person in provision that is not wanted.

- THE £250 REGISTRATION FEE IS NOT REFUNDABLE once your cooling-off period has ended (see section 4).
- MISSED TIMETABLED LESSONS ARE NOT RESCHEDULED — teaching is live and group-based and continues whether or not your child attends. We will always work with you on re-engagement; we never punish absence.

1. Who we are and how to contact us

1.1 We are Nudge Education Ltd (Company Number 10192753), trading as Nudge Education Online ("NEO", "we", "us"). NEO is a fully online alternative provision for young people aged 11 to 18.

1.2 You can contact us at neo@nudgeeducation.co.uk or 2 Sirius House, Amethyst Road, Newcastle Business Park, Newcastle upon Tyne, NE4 7YL. If we need to contact you, we will use the email address or phone number you gave us at enrolment.

1.3 Being clear about what NEO is: we are pursuing accreditation under the government's Online Education Accreditation Scheme (OEAS). We are not a DfE-registered independent school and we are not inspected by ISI. If your child is on roll at another school or supported by a Local Authority, statutory responsibility stays with them.

2. Words we use

"Your child" or "the learner" — the young person you enrol. "A place" — a small-group place at NEO of 12 hours a week (Monday to Thursday) or 15 hours a week (adding the Friday Cornerstones day), an Intensive place, or a short-term or transitional version of either. "Tuition" — one-to-one online tuition with a subject-specialist teacher (one subject = 2 hours a week; two subjects = 4 hours a week), where your child stays on roll at their current school.

"Practitioner-Mentor" — your child's named mentor and your single point of contact; they do not teach lessons — qualified subject-specialist teachers do.

"The Six Cornerstones" — the framework behind our Friday programme: Connection, Movement, Creativity, Reflection, Rest and Nutrition. "Intervention Plan" — the plan we agree with you setting out your child's timetable, subjects and support.

3. How the contract between us is formed

3.1 You apply through our enrolment form. We then carry out an initial assessment with you and your child, and if we believe NEO is right for them we send you a written offer with the Intervention Plan and the price.

3.2 A contract is formed when you accept the offer in writing and pay the first invoice (your first month plus the £250 registration fee). Your child's start date and device dispatch follow that payment — not before.

3.3 If we do not believe NEO is right for your child, we will tell you promptly and explain why. Nothing is payable if we do not offer a place.

4. Your right to change your mind (cooling-off)

4.1 Because you buy from us online or at a distance, you have 14 days from the day the contract is formed to cancel without giving a reason, under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013.

4.2 If you ask us to start provision within those 14 days and then cancel, you pay a proportionate amount for what your child has received up to cancellation, and we refund the rest of what you have paid — including the £250 registration fee. The registration fee only becomes non-refundable once the 14-day period has ended.

4.3 To cancel, email neo@nudgeeducation.co.uk. We will confirm receipt within two working days and process any refund within 14 days.

5. What we provide

5.1 For a place: a live online timetable Monday to Thursday — 45-minute lessons from 10:00 taught by qualified subject-specialist teachers in small groups over Google Meet, a 9:30 mentor group and a 13:00 check-in (12 hours a week) — with the Friday Cornerstones day added on a 15-hour place; a named Practitioner-Mentor; real-time progress tracking you can see; and qualification pathways (Pearson Edexcel International GCSEs, Functional Skills, ASDAN). Learners not yet ready for a full timetable may start in our Discovery Phase, with named goals and a supported route in.

5.2 For Tuition: one-to-one lessons with a qualified subject specialist, in the afternoon, term-time only. Tuition does not include a Practitioner-Mentor, the Friday programme or NEO enrolment.

5.3 We deliver with reasonable skill and care. We cannot promise particular exam results — outcomes depend on many things, including engagement — but we track and share progress openly throughout.

6. Fees and payment

6.1 Prices: a 12-hour place is £40 an hour (£480 a week); a 15-hour place is £30 an hour (£450 a week); an Intensive place is £22,000 a year; the Discovery Phase is £370 for five weeks; Tuition is £70 an hour. All shown exclusive of VAT, which is added at 20% — so, for example, the Discovery Phase is £444 including VAT. Registration £250 per year (not charged for the Discovery Phase) — credited back if your child steps up from Tuition to a place.

6.2 For a place you pay monthly in advance — one-tenth of the year's fee (the weekly price multiplied by the teaching weeks in your child's Intervention Plan) each month from September to June, by direct debit. We invoice on the 25th of the month before, and collect by direct debit on the 1st of the month it covers. You pay nothing in July and August. Your first payment (first month + registration) is made before your child starts; if your child joins mid-year, you simply pay from their start month to June.

6.3 Exam entry fees are separate: they are paid directly to our exam-centre partner, who enters your child as a private candidate (section 9).

6.4 If a payment fails, we will tell you and try again. If payment is not made, we will talk to you before anything else happens — we never withdraw a child from lessons abruptly as a first step, and any pause in provision follows conversation with you and our safeguarding lead. The steps we follow are set out in our **Withdrawal Policy**. We may charge statutory interest on sums that remain unpaid.

6.5 We may change fees once a year from 1 September, and will give you at least two months' written notice so you can decide, and if you wish, give notice under section 12 before the change takes effect.

7. Devices and technology

7.1 For a place, we provide a managed Chromebook. It remains our property, must be returned when the placement ends, and is managed by us (filtering and monitoring) to meet our online-safety obligations — this applies to any device your child uses for NEO, including your own.

7.2 For Tuition, your child uses your own device. If you borrow a NEO Chromebook instead, we ask for a £150 refundable deposit, returned within 14 days of the device coming back to us in reasonable condition, fair wear and tear excepted.

7.3 You need a reliable internet connection, a quiet space and headphones. Tell us if any of this is difficult — commissioned support may be available and we would rather solve it with you than lose learning time.

8. Keeping your child safe

8.1 We follow Keeping Children Safe in Education, as amended from time to time (currently the 2026 edition), and our published safeguarding policies (policies.nudgeeducation.online). Every member of staff is vetted, including enhanced DBS checks.

8.2 Because learning happens in your home, you are responsible for your child's physical environment: a responsible adult available during live sessions, a safe working space, and a working smoke alarm. If we become aware of unsafe conditions we may pause sessions until resolved, and we will work with you to resolve them.

8.3 Live lessons may be recorded for safeguarding, quality assurance and teacher-training purposes only. Recordings are normally kept for one school term, and longer only where a safeguarding reason requires it. They are never shared with anyone — including parents and carers — and never posted or distributed. If information from a lesson is needed, we provide a written note or transcript.

8.4 If you are worried about your child's safety or an adult's conduct, contact our Designated Safeguarding Lead straight away — contact details are given at enrolment and published on our website.

8.5 Learners under 13 use our platforms only with your explicit consent, in line with the ICO Children's Code. You (not your child) are the account holder and payer for any learner under 18.

9. Exams

9.1 Your child is entered for exams as a private candidate through our approved exam-centre partner. You register and pay the partner directly, by its deadlines; your contract for exam delivery is with the partner. We help you choose subjects and timelines, prepare your child, and support access arrangements — but we cannot control the partner's or exam boards' rules on changes and refunds, and we are not liable for entry fees lost through missed deadlines.

9.2 If you disagree with a decision about an exam entry, a tier, an access arrangement or a mark we have given for work assessed at NEO, our **Appeals Procedure** sets out how to ask for a review and what happens next. It is published at policies.nudgeeducation.online.

10. Your and your child's information

10.1 We handle personal information under UK GDPR, the Data Protection Act 2018 and the ICO Children's Code. Our privacy notices are published at policies.nudgeeducation.online, including the **Privacy Notice for Learners** — written for young people to read themselves. Where your child's place involves a Local Authority, we may share information with them and with agencies where safeguarding requires it.

11. If something goes wrong

11.1 Talk to your Practitioner-Mentor or the Head of School first — most things are resolved there. If that does not settle it, our **Appeals and Complaints Policy** applies, together with the **Complaints Policy** it incorporates; both are published at policies.nudgeeducation.online.

11.2 A concern raised informally is acknowledged within two working days. A formal written complaint is acknowledged within five working days and answered in writing, with reasons, normally within 15 working days. If you are still unhappy, you can ask for one review, in writing, within 10 working days of

that answer; it is carried out by a panel of at least three people, including at least one person independent of NEO's management, and you receive a final written response normally within 15 working days.

11.3 You can complain by email to talktonudge@nudgeeducation.co.uk, or in writing to FAO: Complaints at Nudge Education, 2 Sirius House, Amethyst Road, Newcastle upon Tyne, NE4 7YL. Complaints about how we have used personal information can be sent to privacy@nudgeeducation.co.uk at any time, and you may also contact the Information Commissioner's Office (ico.org.uk, 0303 123 1113).

11.4 Nothing in these terms affects your statutory rights as a consumer. Advice is available from Citizens Advice.

12. Ending the agreement

12.1 A place or Tuition: either of us may end it on one calendar month's written notice, given in writing — email is enough. We acknowledge notice within two working days, and the notice period runs from the date we receive it. Fees remain payable through the notice month. We keep notice deliberately short because we do not believe in binding families to provision that has stopped being right for their child.

12.2 We may suspend or end provision immediately if safety requires it, or if these terms are seriously breached and not put right after we have told you in writing. We will always talk to you first where we reasonably can.

12.3 When a placement ends: our device comes back to us within 14 days in the prepaid packaging we provide; any instalment you have paid for a period entirely after the notice period is refunded within 14 days; and your child's records transfer to their next setting in line with statutory guidance.

12.4 If you withdraw your child and there is no confirmed onward school, provision or home-education arrangement in place, we will let your home Local Authority know, in line with the statutory guidance on children missing education and our safeguarding duties. We will tell you when we do this. No young person should simply disappear from education when they leave us.

12.5 Our **Withdrawal Policy** sets all of this out in full, including the exit conversation, transition planning with the next setting and the closing summary

we provide. It is published at policies.nudgeeducation.online.

13. Our responsibility to you

13.1 If we fail to comply with these terms, we are responsible for loss or damage that is a foreseeable result of our breach or our failure to use reasonable care and skill. We are not responsible for internet or third-party platform failures outside our control, for accidents in your home (where the adult present holds the duty of care), or for outcomes that depend on engagement beyond lessons.

13.2 Nothing in these terms excludes or limits our liability where it would be unlawful to do so — including for death or personal injury caused by our negligence, or our safeguarding duties.

14. Other important terms

14.1 We may update these terms to reflect changes in law or our services; significant changes will be emailed to you with reasonable notice, and if a change materially disadvantages you, you may end the agreement without the change applying to your notice period.

14.2 We may transfer this agreement within our group; you may not transfer it without our consent (we will not refuse unreasonably). Each clause operates separately — if any is found unlawful, the rest continue. Only you and we have rights under this agreement.

14.3 These terms are governed by the law of England and Wales. You can bring proceedings in the courts of England and Wales; if you live in Scotland or Northern Ireland, you may also bring proceedings in your local courts. If your child lives outside England, you are responsible for ensuring enrolment meets your local education requirements — we are happy to talk this through before you apply.