



2021 PROSPECTUS

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WELCOME

Dear Parents and Carers,

On behalf of everyone here at The Willows Day Nursery (March), we welcome you and your child/children and trust that your involvement with us will prove to be enjoyable and rewarding.

From the time your child enters our nursery it is our aim to meet his or her individual needs to enhance development at a pace which is right for them and we look forward to sharing this learning journey, together with your participation to help us achieve this.

In this prospectus, we hope to give you an impression of the atmosphere of our nursery. One of our most distinctive features is our strong relationship with parents and carers. We believe it is the happy child with high self-esteem who will achieve personal success. We provide each child with opportunities to develop in an atmosphere of stability, care and friendliness. This environment is fostered by the commitment of our well-qualified and enthusiastic staff.

We are here to assist you and your child and we look forward to developing a mutually supportive relationship with you.

Yours faithfully

Hayley Carver
Managing Director

STATEMENT OF PURPOSE

The purpose of The Willows Day Nursery is to offer a high standard of care, which will enable your child to develop in a calm and well-ordered environment, stimulating their natural curiosity to explore and develop.

AIMS

To achieve this purpose, we aim to work together with parents/carers, Cambridgeshire County Council and OFSTED to enable each child to reach his/her full potential.

With the implementation of the Early Years Foundation Stage and meeting the individual needs of the children within our care, each child will successfully meet their full potential. The staff at The Willows Day Nursery will foster the development of self-worth in each child, in an atmosphere of mutual understanding and concern and in a happy and caring environment in which children may live in harmony with one another regardless of race or creed. They will encourage the development of each child, through individual interests in activities planned and encourage each child to have self-discipline, self-respect and respect for other people and other people's property.

ABOUT THE WILLOWS DAY NURSERY (MARCH)

The Willows Day Nursery is registered with OFSTED and opened in September 2016 as a private day nursery. The nursery caters for children from diverse backgrounds with either full or part time places available. We open Monday to Friday from 7.30am to 6.30pm, 52 weeks of the year only closing on bank holidays.

From experience we appreciate how important flexibility is for parents and carers. We aim to work with you to ensure we are not only meeting the needs of your child but your needs as their parents and carers. We will be offering a variety of additional services for the children in our care which include:

- 15 Hours Free Entitlement (Only) for 2, 3 and 4 year olds with flexibly hours to suit.
- 30 Hours Free Entitlement for 3 and 4 years old's (terms and conditions apply)
- Additional hours for those parents accessing the free entitlement
- Full wrap around care

Our nursery is accommodated in a fully refurbished house on Knights End Road in March close to the town centre with good access to all major routes to surrounding villages and cities. We boast four well-equipped rooms. Our Baby Room accommodates our babies from 3 months to 2 years. A Toddler Room for our 2 – 3 year olds and a Pre-School Room for our 3 – 5 year olds. We have a large fully enclosed outdoor area which promotes free-flow play for both our toddler and pre-school children.

OUR STAFF

Our staff have been chosen with care in the hope that we have 'teamwork', creating a friendly atmosphere at all times. We ask parents and carers to share this relaxed atmosphere with us and work together on all instances.

Twice a year we will hold a parent's/carers evening, you will be able to discuss your child's progress and also voice your opinion and tell us of any new ideas you may have. Parents and carers will also be given the opportunity to complete a questionnaire anonymously covering a variety of different topics about the nursery environment and the service we offer. We will always welcome your feedback and suggestions regarding any area to allow us to be fully reflective upon practice at all times.

ADMISSIONS/SETTLING IN:

We understand how distressing it can be for children and their parents/ carers, on the first day at Nursery. This is why at The Willows Day Nursery we follow a gradual admissions process.

Once you have had a viewing of the Nursery with the Nursery Manager, we encourage parents to come for a number of 1 hour visits with their child to meet the staff caring for them and become familiar with the environment.

During the initial visit, you will learn about the Key Person system and who your child's nominated Key Person will be. Our staff are readily available and happy to assist with any queries, questions or concerns you may have. The nominated Key Person will also ask some questions to gain an

insight to your child's background, individual needs and interests. A Unique Booklet is completed between the parent and the Key Person during this visit.

During the second 1 hour visit, parents are encouraged to leave their child in our care, for a short period of time, whilst you complete registration documents with the Nursery Manager.

During the third 1 hour session, we encourage your child to be left in our care the full time. This is to prepare your child for the new environment in which they will be learning and to develop a relationship with their Key Person.

All admission visits are completely free of charge and if parents/carers or Nursery staff feel more visits are necessary before your child's start date, these can easily be arranged.

FEES

A deposit equivalent to two weeks fee is required on registration. This is required to secure your child's place and is fully refundable at the end of our contract providing your account is up to date and one month's written notice has been given. Fees are reviewed on an annual basis and were last reviewed on 1st January 2021. The new fees will come into effect on 1st April 2021. Our Fees are as follows:

UNDER 2's		Current Fee	New Fee
Full Week:	(Monday – Friday, 7.30am – 6.30pm)	£208.07	£214.31
Daily Rate:	(7.30am – 6.30pm)	£43.85	£45.16
Session:	(A typical session is 5.5 Hours)	£24.74	£25.48
Hourly Rate	(Where additional hours are required)	£4.29	£4.41
2 - 3 YEAR OLDS			
Full Week:	(Monday – Friday, 7.30am – 6.30pm)	£196.80	£202.70
Daily Rate:	(7.30am – 6.30pm)	£41.61	£42.85
Session:	(A typical session is 5.5 Hours)	£23.82	£24.53
Hourly Rate	(Where additional hours are required).	£4.10	£4.22
3 - 5 YEAR OLDS			
Full Week:	(Monday – Friday, 7.30am – 6.30pm)	£185.57	£191.13
Daily Rate:	(7.30am – 6.30pm)	£39.36	£40.54
Session:	(A typical session is 5.5 Hours)	£22.49	£23.16
Hourly Rate	(Where additional hours are required)	£3.86	£3.97
Lunch:	(where this is charged at an additional cost)	£1.68	£1.80
Tea:	(where this is charged as an additional cost)	£1.12	£1.20

We will be offering flexible sessions in addition to the above. For more information regarding these, please speak to Hayley

All fees are due on or before the first day of attendance and can be paid weekly or monthly. The methods of payment we accept are as follows:

- Bank Transfer (Preferred Method)
- Standing Order

- Childcare Vouchers
- Cash

Fees are payable all year even when your child is absent due to illness or the nursery is closed, for example Bank Holidays.

Providing a minimum of one month's written notice is given and acknowledged, prior to your child being absent due to annual leave, we will reduce your fees by 20% during this period.

TYPICAL DAY

As the children arrive in the morning, emphasis is put on settling them into the nursery environment. Because children often arrive at different times, activities are arranged so that they can join in freely as they wish.

At 8.00am children are offered a choice for breakfast of cereal, toast, fruit and milk or water. It is inevitable that not all children will always want to eat but they are all encouraged to sit at the table during breakfast time.

At 9.00am children will go into their rooms for their planned activities. Staff are trained to realise the potential learning opportunities of each child's chosen activity and are therefore able to help achieve the desirable learning outcomes.

We believe that it is important to include outside play in the nursery's daily plan. Fresh air and natural light are vital to everyone's health and for this reason, weather permitting; the children are encouraged to play outside or are taken for a walk. We try to bring the children into contact with nature as much as possible to increase their understanding of the environment. We ask all parents to provide us with a pair of named wellington boots, which are kept at the nursery. In our Toddler and Pre-school Room we are able to offer a free-flow access into our fully enclosed garden where children are able to move freely between indoors and outdoors throughout the day.

Dinnertime is around 12.00 noon. All meal times are used as an opportunity to encourage the development of a child's social skills. Meal times are also used to teach the children polite table manners. We expect children arriving at the nursery after this time to have had lunch at home. After lunch, some children, especially the younger ones, will need to have a sleep to recuperate for the afternoon activities.

Teatime is at 4.00pm and is followed by short structured activities. This allows children to be easily removed from their activities at their going home time.

When parents/carers collect their children, they are given a small written report on their child's day. They have an opportunity to talk with the staff about their child's day at the nursery if they so wish. A member of the management team is always available if needed.

We prefer not to impose a rigid structure on the daily activities within our nursery. Although it is obviously important to us to have planned activities to ensure that we are providing a strong comprehensive curriculum. We aim to make each child feel that learning is fun and exciting, that he/she is confident, clever and can learn. By implementing our curriculum along with a child's willingness to learn and their natural ability to experiment, we feel this will enable each child to develop self-confidence and a positive attitude towards education and life.

EDUCATION

The nursery recognises the importance of providing children with the best standards of education appropriate to their age. Staff training and curriculum reviews will take place regularly to ensure a high standard is maintained and the guidelines set by OFSTED are followed. We are committed to working towards the “Early Years Foundation Stage” which covers seven areas of learning in child development.

The seven areas of learning are as follows:

- Communication and Language
- Physical Development
- Personal, Social and Emotional Development
- Literacy
- Mathematics
- Understanding the World
- Expressive Arts and Design

Continual monitoring of the curriculum ensures that we are offering a progressive range of activities and experiences, which enable us to meet the individual needs of each child.

Each child is encouraged to reach his/her full potential by offering a warm and caring environment, with simulative toys and activities to enhance his/her all round development. A positive image will be encouraged from an early age. This will continue throughout their duration at our nursery. It is our aim when children leave, that they have gained self-confidence and a positive attitude towards life.

We believe in promoting equal opportunities as an everyday occurrence in a child’s experiences and not as a token gesture.

The Willows Day Nursery operates a key person system with carefully planned activities for children. This enables children to work in small groups and have one to one support to ensure they develop a wide range of skills.

CURRICULUM

COMMUNICATION AND LANGUAGE:

Listening and Attention: children listen attentively in a range of situations. They listen to stories, accurately anticipating key events and respond to what they hear with relevant comments, questions or actions. They give their attention to what others say and respond appropriately, while engaged in another activity.

Understanding: children follow instructions involving several ideas or actions. They answer ‘how’ and ‘why’ questions about their experiences and in response to stories or events.

Speaking: children express themselves effectively, showing awareness of listeners’ needs. They use past, present and future forms accurately when talking about events that have happened or

are to happen in the future. They develop their own narratives and explanations by connecting ideas or events.

MATHEMATICS:

Numbers: children count reliably with numbers from 1 to 20, place them in order and say which number is one more or one less than a given number. Using quantities and objects, they add and subtract two single-digit numbers and count on or back to find the answer. They solve problems, including doubling, halving and sharing.

Shape, Space and Measures: children use everyday language to talk about size, weight, capacity, position, distance, time and money to compare quantities and objects and to solve problems. They recognise, create and describe patterns. They explore characteristics of everyday objects and shapes and use mathematical language to describe them.

UNDERSTANDING THE WORLD:

People and Communities: children talk about past and present events in their own lives and in the lives of family members. They know that other children don't always enjoy the same things, and are sensitive to this. They know about similarities and differences between themselves and others, and among families, communities and traditions.

The World: children know about similarities and differences in relation to places, objects, materials and living things. They talk about the features of their own immediate environment and how environments might vary from one another. They make observations of animals and plants and explain why some things occur, and talk about changes.

Technology: children recognise that a range of technology is used in places such as homes and schools. They select and use technology for particular purposes

PHYSICAL DEVELOPMENT:

Moving and Handling: children show good control and co-ordination in large and small movements. They move confidently in a range of ways, safely negotiating space. They handle equipment and tools effectively, including pencils for writing.

Health and Self-Care: children know the importance for good health of physical exercise, and a healthy diet, and talk about ways to keep healthy and safe. They manage their own basic hygiene and personal needs successfully, including dressing and going to the toilet independently.

EXPRESSIVE ARTS AND DESIGN:

Exploring and using Media and Materials: children sing songs, make music and dance, and experiment with ways of changing them. They safely use and explore a variety of materials, tools and techniques, experimenting with colour, design, texture, form and function.

Being Imaginative: children use what they have learnt about media and materials in original ways, thinking about uses and purposes. They represent their own ideas, thoughts and feelings through design and technology, art, music, dance, role-play and stories.

PERSONAL, SOCIAL AND EMOTIONAL DEVELOPMENT:

Personal, social and emotional development is a very important aspect of the child's life. We therefore encourage the children to know who they are and where they fit in. They are made to feel good about themselves and to develop respect for others. This helps to become more independent.

ADDITIONAL INFORMATION

DIET

A well balanced diet is extremely important for a young growing child. At The Willows Day Nursery, your child will be provided with 3 meals a day, which include fresh milk, fresh fruits, vegetables, carbohydrates and proteins. Parents are asked not to allow children to bring sweets, crisps and sugary drinks onto the nursery premises.

CLOTHING

Parents are advised to send children in suitable clothing. Each child must have a change of clothing, which will be kept at the nursery. It is vital that all children's clothing is clearly labelled. Please do not send your child in precious clothes. If your child is still in nappies, please ensure that these, together with wipes are provided on a regular basis.

TOILET TRAINING

All efforts will be made to toilet train your child and you will be informed of the progress. We know how difficult it is but we hope parents will be able to continue with the routine at home.

CHILDHOOD ILLNESSES

Coughs and colds are common; should your child contract sickness or diarrhoea they must be kept away for at least 48 hours. For illnesses like Measles and Chicken Pox your child must be kept away for the recommended incubation periods to reduce the spread of infection.

MEDICATION

We will be happy to administer any prescribed medication if prior written consent has been given. A form will be available for you to complete upon registration for The Willows Day Nursery to administer pain relief such as Calpol. For prescribed medication you will be asked to complete a form on the morning you drop your child to give staff the permission to administer it.

FIRST AID

At least two members of staff are trained and qualified to administer first aid and will be onsite at all times.

FIRE PRECAUTIONS

The premises have been inspected and approved by a fire officer. The staff and children will practise fire drills on a monthly basis so they are aware of what noise the alarm makes and how to exit the building safely in the event of a real fire.

OUTINGS

Subject to written parent/carer consent occasionally we may take children to the park, library or on other trips. These outings are designed to give children experience of different environments.

CONFIDENTIALITY

All matters relating to your child will be treated as confidential; any incidents that may happen will not be discussed in public.

NURSERY POLICIES AND PROCEDURES

EQUAL OPPORTUNITIES POLICY

At The Willows Day Nursery, each individual child is encouraged to develop his or her own abilities. Through everything we do, we aim to help children to respect each other's cultures, religions, language, likes, dislikes and different outlooks. Children are encouraged to participate in all activities, to avoid gender stereotypes. We take special care to encourage less verbal or confident children and value their contributions. We try to provide play/teaching materials to reflect our multicultural society and believe that all children should have equal access to play and learning.

SPECIAL EDUCATIONAL NEEDS POLICY

It is our policy to ensure that the individual needs of children are met and to have regard to their special needs and disabilities. This is carried out in line with the Government's and Cambridgeshire Early Years Special Needs Policy and the Code of Practice on the identification and assessment of Special Educational Needs.

The staff team work in co-operation with parents/carers, support workers, the Nursery's Special Educational Needs Co-ordinator and the Early Years Special Educational Needs Advisor to ensure that appropriate planning for children's development is made and where necessary further action is taken to prepare a child for school and gain additional support. Our nursery recognises the right of every child to an appropriate quality early years' experience, which includes a combination of care, play and education.

CHILD PROTECTION POLICY

At The Willows Day Nursery we believe that children have the right to be cared for in an environment where they will be protected and where they will have the freedom to learn about the world around them. We aim to create an atmosphere in which children feel safe and learn to trust and respect the adults who care for them.

We all have a duty to protect children. It is our responsibility as a staff team to monitor each child's progress, as their welfare is paramount. We have a legal duty to report any concerns that we may have about a child's well-being to Social Care and Health.

Although staff will aim to discuss any concerns with you, sometimes incidents may need to be reported without your consent. Confidential information about children and families will not be discussed outside the nursery but will be shared with the statutory agencies in the best interest of a child.

BEHAVIOUR

It is the basic philosophy of The Willows Day Nursery to encourage thoughtful behaviour to others. We aim to achieve a happy and caring setting, which will lead to a safe environment. Children are taught to respect and value each other as individuals. If there is an ongoing concern about a behaviour problem, we will speak to the parents/carers and work together to bring about an improvement. Physical punishment, such as smacking or shaking will be neither used nor threatened.

UNCOLLECTED CHILDREN

A fixed late penalty fine is applicable if children are collected late. If a child has not been collected by 7.00pm and only if a parent or carer has not made contact and we have been unable to contact you or one of your emergency contacts a telephone call will be made to the duty officer of social services who will investigate the matter further.

SMOKING POLICY

We operate a strict no smoking policy for staff and parents/carers alike on the premises.

QUERIES AND COMPLAINTS

Please note that we will always be happy to discuss your child's progress and answer any queries you may have.

If there is anything you are unhappy with or you wish to make a complaint please do not hesitate to speak to a member of management who will investigate this fully in accordance with our complaints procedure.

If you feel that you are not satisfied with the outcome of your complaint you can refer this to:

Ofsted – Midlands Region
2nd and 3rd Floors
The Frontage
Queen Street
Nottingham
NG1 2AR