



**purple willows**  
DAY NURSERY & PRE-SCHOOL

PROSPECTUS 2018



**PROMOTING A COMMUNITY OF  
GROWTH, PRIDE & RESPECT**

[www.purplewillows.co.uk](http://www.purplewillows.co.uk)



**Our learning journey - built  
on children's interest and fascination**

# Welcome to Purple Willows

DAY NURSERY & PRESCHOOL

Purple Willows is OFSTED accredited private preschool that provides a premier early education and childcare experience for children and families.

At Purple Willows our ethos is “Community Pride and Respect” and we want all our children to take pride in themselves, their families, their background and their heritage.

We believe that all children can succeed and we know that children can achieve this they are happy, feel cared for, valued and appreciate their work.

This is why at Purple Willows, we are committed to ensuring that every child has the opportunity to fulfill their potential and we take pride in inspiring them to achieve their very best within a happy community where respect and tolerance for self and others are embedded.

We carefully select our nursery staff based solely upon their suitability for the post and qualifications. It is important that they understand the needs of your child and utilize our unique curriculum, incorporating 21st-century learning skills to teach your child to explore, discover, imagine and learn in a fun loving environment.



“*Our unique nurturing approach will give your child the opportunity to develop into a joyful, confident learner who is prepared for success in school and life.*”

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Community Pride & Respect

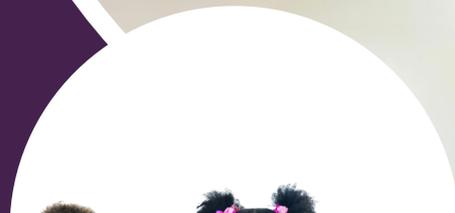
# Visions and Values



At Purple Willows we value all of our children and families. We celebrate our rich culture and religious diversity and promote respect.

Our ethos "*Community Pride and Respect*" and curriculum promotes children to be independent learners in a safe, happy, caring and stimulating environment, and take pride in themselves, their families, their background, and their heritage.

Our aim is to enable children to develop their full potential and capabilities as successful learners and responsible citizens.

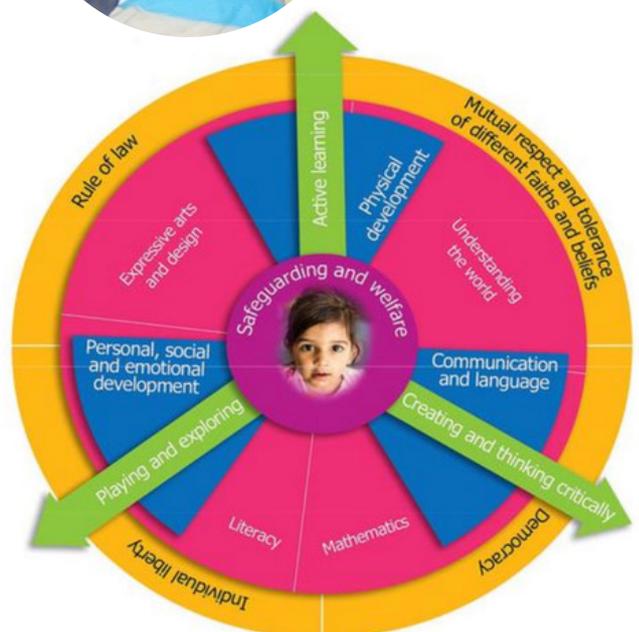


## EYFS & BRITISH VALUES

At Purple Willows each child is unique and at the heart of our nursery and remains the main focus of our planning.

British values are embedded in our setting and shared with all staff members, parents and visitors.

We listen to the children's and parents' views and take them into account when planning activities, developing environments and reviewing children's progress



# Our Educational Curriculum

The first five years of childhood are the most important in development and learning. Our education curriculum is designed to help children reach their fullest potential

At Purple Willows, your child will follow the Early Years Foundation Stage (EYFS) curriculum. This sets the standards for the learning, development, and care of your child. The things your child will learn have been organised into three prime areas of learning:

- Communication and Language
- Physical Development
- Personal and Social Development

And four specific areas of learning

- Literacy
- Mathematics
- Understanding the World
- Expressive Arts and Design



# Our Learning Journal

The early years foundation stage (EYFS) sets standards for the learning, development, and care of your child from birth to 5 years old. As Ofsted-registered provider, we follow the EYFS which means that we must carry out regular observations of every child to gauge children's needs and so more accurately plan next steps in their learning.

Observing what children choose to do, what their interests are and who and what resources they enjoy playing with, provides key staff and parents with reliable information about children as individuals.

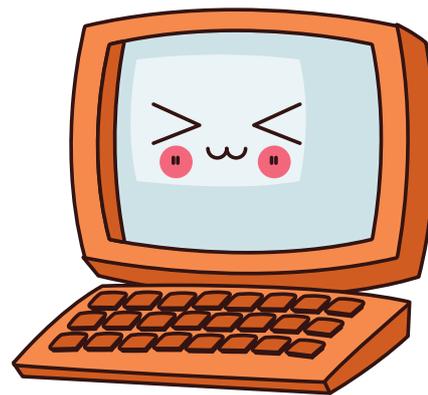
Observations take place on a regular basis as part of our daily routines and all of the children experiences at the nursery are recorded via ParentZone, which is a system that allows parents and carers to view their child's Learning Journal online. It is a smartphone app designed to bring parents and carers closer to their child's development in the nursery.

This means parents will be able to see their child's daily activities that are logged by their child's Key Person during their time in the nursery.

Upon registration, parents and carers will be provided with a unique username and password to their child's online portfolio, so they can view at any time what their child is achieving during their time in the nursery.

ParentZone apps can be downloaded from App store or Google Play Store on any android and iOS devices

Purple Willows also makes use of interactive touch and learn screens to empower children's interest and fascination towards their learning journey. Our pre-schoolers are natural users of touch screens.



**ParentZone**  
Partnership in your Pocket

# Our Educational Journey

## INFANTS

We believe that each child is a special gift and should be treasured. We encourage parents to spend as much time as they can developing their relationship with their babies - through talking, listening and playing.

In line with our values, these are embedded in our setting. We sit together in a social group, talking and playing together with young children. We provide a variety of resources which support the children's developing understanding of how they behave.

Our environment encourages conversations between an adult and younger children. We engage with the children in different situations throughout the day, and we talk about what they are doing.

Children are also encouraged to be active and we make use of heuristic play to encourage them to manipulate objects and explore materials. We engage the children's interest in books and stories through story reading and give them a profusion of multi-sensory experiences. *Our infant educational journey is a bespoke service. Please speak to a member of staff to find more.*



# Our Educational Journey

## TODDLERS

The toddler stage is very important in a child's life. Everything that happens to the toddler is meaningful. One major task for the toddler is to learn to be independent. That is why toddlers want to do things for themselves, have their own ideas about how things should happen, and use "NO" many times each day.

At purple Willows, we have a good selection of equipment which is used to help develop children's interest in the world and find out more about the world around them. Our environment facilitate group of children play together and we focus more on supporting children to

build their friendship.

Toddlers bursting with energy and ideas need to explore their environment. At Purple Willows, we ensure children can explore in an environment that is safe for them and become independent.

We give the children enough time to say what they want to say and provide them the resources that encourage them to talk. Our environment has more challenging resources for physical activities, and we make provision for activities to encourage large motor movement as well as fine motor control.



# Our Educational Journey

## PRE-SCHOOLERS

Our Preschool educational journey is unique and well equipped with a variety of resources that satisfy the emotional, social, physical, musical and creative needs of the children.

The preschool activities are based on first-hand experiences that encourage exploration, observation, experimentation, discussion, critical thinking, problem-solving and decision making.

As we prepare the children for primary education, they are presented with stimulating and safe environment to enable them to be independent and gain

confidence as well as experience. We spend more time talking together with the children as a group, helping them to negotiate effectively. We help the children organise their ideas and plan what they are going to do, and provide them opportunities to be reflective and discuss what they have been doing.

We have an environment that is resourced with physical activities which the children use independently to develop their manipulative skills. All children at purple Willows understand the importance of physical activity and to make healthy choices in relation to food.



# Nutrition

We value the diet consumed by children and focus on following nutritional guidelines and supplying balanced meals with vegetables, proteins, grains, and dairy. We ensure children gets the very best and deliciously nutritious meals and for this reason, all our meals are supplied daily by a leading UK catering company and experts in nursery food and nutrition "Zebedees".

Zebedees operate in compliance with the Food Safety and Hygiene (England) Regulation 2013. They have also been approved under EC Regulations 853/2004 and listed on the Food Standards Agency website. They say;

*"We believe nursery food matters. As the UK's leading nursery provider, we've perfected the art of preparing fresh, home cooked food that is appealing to little ones but is also varied, nutritious and excellent value for money."*

*Your children eat real food, prepared from scratch and cooked on the day of delivery. Our menus are developed with our in-house Nutritionist, to ensure they meet recommended nutrients targets for pre-school children (including salt and NME sugars)*

*Our menus have been independently reviewed and approved by the Children's Food Trust, in line with their National Best Practice Guidelines. We adapt our meals for a range of food allergies and intolerances, plus cultural and ethical requirements. We are committed to ensuring the highest standards of food safety, food quality and food hygiene*

*Nutritious foods help produce healthy, happy children and we believe that the quality of the food we serve has an essential part to play."*

Our catering company also provide a great new food for babies. They produce 100% organic frozen baby food purees. The nutritious baby purees are steam cooked to preserve all nutrients and then frozen to preserve all natural flavors and colors.



# Registration & Tuition Fees

## Sidcup Day Nursery

Address: **Old Farm Road East  
Sidcup Kent  
DA15 8AE**

Phone: 0208 310 9974

Email: [info@purplewillows.co.uk](mailto:info@purplewillows.co.uk)

Opening Hours: Monday - Friday from 07:30 to 6:00pm



At Purple Willows there are no hidden extra costs. Our fees are fully inclusive of everything including freshly served meals, snacks, nappies, wipes, and creams. We guarantee the use of accredited premium brand products.

Children accessing a full weekday nursery benefit at a discounted rate. We also offer siblings discount of 10% of eldest child's fees. All fees are payable in advance by standing order to reach the nursery's account by the 1st of the month.

Our nursery is open 50 weeks of the year, closing between Christmas, New Year and all bank holidays.

Before children attending our childcare facility, a financial arrangement has to be made and approved. A registration fee of £70.00 is required before a child's name is added to our registry. The registration fee is non-refundable. There is also an additional £150 which parents have to pay as a holding deposit. The holding deposit is refundable when the child leaves the nursery. Parents will be expected to sign a contract if offered a place at the nursery.

The registration form and our fees can be downloaded from our website. Parents can also apply directly online. Please visit [www.purplewillows.co.uk](http://www.purplewillows.co.uk) for further details.

# Policies & Procedures



Pride and Respect

## Policies

We have a range of policies in place to ensure that children are provided with a safe, secure environment where they can reach their full potential.

Should you have any particular queries about the nursery policies, then please call in and speak to the nursery manager.

We would be happy to discuss any concerns or questions you may have about our nursery policy and copies of all of our policies are available upon request.

## Procedure for Complaints

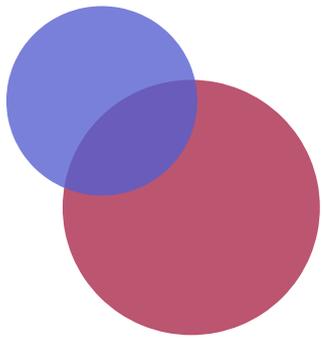
If any problems arise, we would hope to address them quickly and informally with the Nursery Manager. However, further help can be obtained following Purple Willows complaints procedure (available from the nursery).

Should a parent feel that a complaint has not been adequately addressed they can contact the regulator at OFSTED

Piccadilly Gate  
Store Street  
Manchester  
M12WD

Telephone: 0300 123 1231.

Website: [www.ofsted.gov.uk/parents](http://www.ofsted.gov.uk/parents)



## PROSPECTUS 2018

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