

# PROSPECTUS

SCAN ME



# Welcome to Purple Willows

DAY NURSERY & PRESCHOOL

At Purple Willows, we are more than just a private preschool; we are a community dedicated to providing a premier early education and childcare experience for children and families. With an OFSTED accreditation, we stand as a symbol of excellence in education.

Our guiding ethos is "Community Pride and Respect." We instill in our children a sense of pride in themselves, their families, their background, and their heritage. We firmly believe every child can succeed, and we are committed to creating an environment where they feel happy, valued, and cared for.

We are dedicated to ensuring that every child at Purple Willows has the opportunity to fulfill their potential. Our greatest commitment lies in inspiring them to achieve their very best within a happy community, where respect and tolerance for self and others are deeply embedded.

We meticulously select our nursery staff based on qualifications and suitability for the post. Our team is not just caregivers; they are educators who understand the unique needs of each child. We pride ourselves on our unique curriculum, incorporating 21st-century learning skills. At Purple Willows, your child will explore, discover, imagine, and learn in a fun-loving environment.



Roland Tandoh BSc (Hons). MSc  
CEO



## Vision Statement

"At Purple Willows, we envision a world where every child is empowered to thrive and embrace their unique potential. We aspire to be the beacon of premier early education, fostering a community where learning is joyful, respect is paramount, and each child's journey is a stepping stone towards a brighter future."



# EYFS AND BRITISH VALUES



## Core Values:

**Community Pride:** We believe in nurturing a sense of pride within our community. Children, families, and staff alike take pride in themselves, their diverse backgrounds, and the rich tapestry of cultures that make Purple Willows a vibrant and inclusive environment.

**Respect:** Respect forms the foundation of our community. We cultivate an atmosphere where respect for oneself and others is not only encouraged but deeply embedded in our daily interactions. Every individual at Purple Willows is valued and respected for their unique contributions.

**Commitment to Excellence:** We are committed to providing a premier early education and childcare experience. Excellence is not just a goal; it is a standard we strive to uphold in every aspect of our curriculum, teaching methodologies, and interactions.

**Inclusivity:** Purple Willows is a place where diversity is celebrated. We foster an inclusive environment where every child, regardless of background or abilities, is embraced and supported. Our commitment to inclusivity ensures that each child feels a sense of belonging.

**Joyful Learning:** Learning is a journey that should be filled with joy and wonder. We create a fun-loving environment that sparks curiosity, encourages exploration, and ignites the imaginations of our young learners. Through joyful learning experiences, we inspire a lifelong love for education.

**Empowerment:** We empower every child to reach their full potential. Our educators provide guidance and support, instilling confidence and a love for learning. We believe that through empowerment, children develop the skills and mindset necessary to navigate the challenges of the 21st century.

**Integrity:** Integrity is the cornerstone of our interactions. We uphold honesty, transparency, and ethical behavior in all aspects of our operations. We believe that a foundation built on integrity is essential for creating a trustworthy and reliable educational institution.

**Collaboration:** We recognize the importance of collaboration between children, parents, and staff. By working together, we create a strong support system that enhances the overall learning experience. Collaboration fosters a sense of shared responsibility for the well-being and success of every child.

# Curriculum

## Early Years Foundation Stage Curriculum at Purple Willows

### Philosophy

At Purple Willows, we embrace the Early Years Foundation Stage (EYFS) as the cornerstone of our early education approach. Our curriculum is designed to provide a holistic and child-centered learning experience, laying the foundation for a lifetime of curiosity, creativity, and academic success.

### KEY PRINCIPLES

**Child-Centered Learning:** Our EYFS curriculum revolves around the unique needs, interests, and abilities of each child. We believe that children learn best when they are actively engaged in meaningful, play-based experiences.

**Holistic Development:** We focus on every child's holistic development, addressing their physical, emotional, social, and cognitive needs. Our curriculum is designed to nurture well-rounded individuals who are prepared for the challenges of the future.

**Play-Based Approach:** Play is the language of childhood, and we leverage it as a powerful tool for learning. Our play-based approach allows children to explore, experiment, and make sense of the world around them, fostering a love for learning.



**Inquiry and Exploration:** We encourage curiosity and a natural inclination for inquiry. Our curriculum provides opportunities for children to explore their surroundings, ask questions, and discover answers through hands-on experiences.

**Individualized Learning:** Recognizing that every child is unique, our EYFS curriculum is adaptable to individual learning styles. Our educators tailor activities to suit the diverse needs of each child, ensuring personalized growth and development.



## EARLY YEARS FOUNDATION STAGE

### Curriculum Components

**Communication and Language:** Developing effective communication skills is fundamental. We provide a rich language environment where children are encouraged to express themselves, listen actively, and engage in meaningful conversations.

**Physical Development:** A focus on physical well-being is essential. Our curriculum incorporates activities promoting gross and fine motor skills, ensuring children develop the physical foundation necessary for future learning.

**Personal, Social, and Emotional Development:** We prioritize our learners' emotional well-being and social skills. Through group activities, cooperative play, and emotional literacy, children develop a strong sense of self and positive relationships with others.

**Literacy and Numeracy:** Building a strong foundation in literacy and numeracy is integral. Our curriculum introduces age-appropriate activities that lay the groundwork for reading, writing, and mathematical understanding.

**Expressive Arts and Design:** Creativity is nurtured through expressive arts and design. Children engage in activities that encourage self-expression, imagination, and the exploration of various art forms.



## ASSESSMENT AND PROGRESS

At Purple Willows, our EYFS curriculum is not just an educational framework; it's a roadmap for cultivating a love of learning and preparing children for a future filled with possibilities. We believe in the importance of continuous assessment as a tool for understanding each child's unique strengths, needs, and developmental progress. Our assessment practices are designed to be holistic, child-centered, and supportive.

**Continuous Observation:** Our experienced educators continuously observe the children in their care. We gather valuable insights into each child's developmental milestones, interests, and emerging skills through keen observation during play, interactions, and learning activities.

**Developmental Milestones:** We use recognized developmental milestones as a guideline to assess a child's progress across various domains such as communication and language, physical development, personal, social, and emotional development, literacy, and numeracy.

**Individualized Assessments:** Assessment is individualized to cater to each child's unique needs and abilities. This ensures that our educators can provide targeted support and tailor activities to encourage further growth in areas where a child may need additional attention.

**Parent Involvement:** We consider parents valuable partners in a child's learning journey. Regular communication, parent-teacher conferences, and sharing of observations allow us to provide a comprehensive picture of a child's progress. We encourage parents to share insights about their child's development at home.

## PORTFOLIO BUILDING

Each child has a personalized portfolio that documents their learning journey. These portfolios include observations, samples of work, photographs, and assessments. Parents can access these portfolios, providing a tangible record of their child's growth and achievements.





# LEARNING JOURNEY

## NURTURING CURIOSITY, INSPIRING GROWTH

At Purple Willows, we understand that each child's learning journey is unique and dynamic. Our approach is centered on fostering a love for learning, celebrating individuality, and providing a stimulating environment that encourages exploration and discovery. Here is an overview of the Purple Willows Learning Journey:

### Welcome and Orientation:

- **Warm Welcome:** Upon joining Purple Willows, children and their families receive a warm and inclusive welcome, creating a sense of belonging from day one.
- **Orientation:** During an orientation session, parents and guardians are introduced to our team, facilities, and educational philosophy, ensuring a smooth transition for both children and families.

### Individualized Settling-In Period:

- **Transition Support:** We recognize the importance of a gradual transition. Our educators work closely with parents to create an individualized settling-in plan, ensuring each child feels secure and comfortable in their new environment.

## BUILT ON CHILDREN'S INTEREST AND FASCINATION



### Play-Based Learning:

- **Joyful Exploration:** Our learning journey is anchored in play-based experiences, allowing children to explore, experiment, and make sense of the world around them.
- **Curriculum Integration:** The Early Years Foundation Stage (EYFS) curriculum forms the basis for our play-based approach, promoting holistic development across various domains.

### Personalized Development Plans:

- **Tailored Interventions:** Personalized development plans are created if developmental needs are identified. These plans outline targeted interventions and strategies to support a child's growth.
- **Collaboration with Specialists:** We collaborate with health professionals or specialists when necessary, ensuring a comprehensive approach to addressing specific needs.

# LEARNING JOURNEY



## NURTURING CURIOSITY, INSPIRING GROWTH

### Enrichment Activities:

- Beyond the Classroom: Our learning journey extends beyond the classroom with enriching activities such as field trips and special events providing diverse and immersive learning experiences.

### Celebrating Achievements:

- Milestone Recognition: We celebrate each child's achievements, big or small. Milestones are recognized and shared with parents through portfolios, showcasing the progress made during their learning journey.



*At Purple Willows, the learning journey is not just a progression through educational milestones; it's a rich tapestry of experiences, relationships, and growth. We strive to create an environment where every child's curiosity is nurtured, their potential is realized, and the joy of learning is embraced throughout their journey with us.*

### Transition Support:

- Smooth Transitions: As children progress, we provide support during transitions, whether moving to a new class or preparing for the next educational phase. Open communication with parents ensures a collaborative approach.

### Graduation and Beyond:

- Graduation Ceremony: As children end their time at Purple Willows, we celebrate their accomplishments with a graduation ceremony, acknowledging their readiness for the next chapter in their educational journey.



# BRIDGING THE GAP BETWEEN HOME AND NURSERY

At Purple Willows, we understand the significance of keeping parents and carers actively involved in their child's learning journey. That's why we've embraced ParentZone, a cutting-edge system designed to provide real-time insights into your child's daily experiences at the nursery.



## Key Features of ParentZone

### Real-Time Observations:

Our educators conduct regular observations as part of daily routines, capturing each child's unique experiences. Through ParentZone, parents and carers gain real-time access to these observations, providing a glimpse into their child's activities, achievements, and moments of joy.

### Digital Learning Journals:

Every child at Purple Willows has a personalized digital Learning Journal stored on ParentZone. These journals comprehensively record a child's developmental progress, showcasing milestones, growth, and individualized achievements.

### Daily Activity Logs:

Parents can view a detailed log of their child's daily activities, including meals, naps, playtime, and educational engagements. This feature ensures that parents stay informed about the rhythm of their child's day at the nursery.



**ParentZone**  
Partnership in your Pocket

Upon registering at Purple Willows, parents and carers receive a unique username and password, granting exclusive access to their child's online portfolio. This personalized connection ensures that you are an integral part of your child's learning journey, fostering a sense of involvement and shared pride in their achievements.

At Purple Willows, ParentZone goes beyond a mere tool—it's a bridge that connects the nursery and home, creating a collaborative partnership in nurturing your child's growth and development.



## PURPLE WILLOWS INTERGENERATIONAL CARE

Our intergenerational care initiative embodies the Purple Willows ethos of "Community Pride and Respect." By creating a space where generations learn from and support each other, we strengthen the bonds that make our community truly special. Together, we bridge the gap between older people and the younger generation, fostering a legacy of compassion, understanding, and shared joy.



At Purple Willows, we believe in fostering connections beyond age, creating a community where the wisdom of our seniors meets the boundless energy of our youngest learners. Through our innovative initiative in collaboration with local Care Homes, we bring together two generations to share experiences, build relationships, and create a unique environment of intergenerational care.

## BRIDGING HEARTS ACROSS GENERATIONS

### **Shared Activities:**

Children and seniors engage in various shared activities that cater to the interests and abilities of both generations. This includes arts and crafts, storytelling, music sessions, and more. These activities promote meaningful interactions, creating a positive and vibrant atmosphere.

### **Mutual Learning:**

The program is designed to be a space for mutual learning. Seniors share their life experiences, stories, and skills, while children bring enthusiasm, curiosity, and joy. This exchange of knowledge and wisdom enhances the learning experience for the young and the elderly.

### **Building Empathy:**

Interacting with older adults cultivates empathy and understanding in our young learners. They develop a respect for diversity in age and learn to appreciate the value of every individual, regardless of age.

### **Social Connection:**

Our intergenerational care program fosters social connections that combat feelings of isolation and loneliness. The companionship between children and seniors contributes to emotional well-being and a sense of belonging.



# TAILORED LEARNING SPACES FOR EVERY STAGE

At Purple Willows, we understand that each stage of early childhood development is unique. Our nursery classrooms are designed to cater to the specific needs and developmental milestones of infants, toddlers, and preschoolers. Our commitment to providing a nurturing environment is reflected in the thoughtful design and activities tailored to each classroom.

## Transitions Between Classes

We facilitate smooth class transitions, ensuring children progress comfortably from one developmental stage to the next. We also maintain open communication with parents and caregivers throughout these transitions.



## INFANTS CLASS

AGE RANGE: 0-18 MONTHS

**Cocoon of Care:** Infants are welcomed into a cozy, secure environment where soft colors and gentle stimuli create a comforting atmosphere.

**Individualized Attention:** Our experienced caregivers provide individualized attention, fostering a sense of trust and security during this crucial bonding stage.

**Sensory Exploration:** Stimulating sensory activities are incorporated to encourage exploration and the development of fine and gross motor skills.





# TODDLER CLASS

AGE RANGE: 18 MONTHS - 3 YEARS

Everything that happens to the toddler is meaningful. We ensure toddlers learn to be independent and do things for themselves, have their ideas about how things should happen. 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.

**Active Discovery:** Toddler classrooms are vibrant spaces where curiosity and exploration are encouraged. Age-appropriate toys and activities promote active learning.

**Language Development:** Emphasis is placed on language development, with storytelling, music, and interactive play to enhance communication skills.

**Social Interaction:** Toddler classes provide opportunities for social interaction, fostering the development of early friendships and cooperative play.



*Our classrooms serve as dynamic spaces that evolve with the growth and development of each child. We believe in creating an environment where children feel secure, inspired, and ready to embrace the joy of learning at every stage of their early years.*





# PRESCHOOL CLASS

AGE RANGE: AGE RANGE: 3 - 5 YEARS

Our Preschool activities consist of language and thinking exercises that meet the minimum standards of the national EYFS curriculum. The activities are based on first-hand experiences that encourage exploration, observation, experimentation, discussion, problem-solving, and decision-making. We offer exciting projects and fun learning to help the children become confident and prepared for primary school.

**Preparation for School:** Preschool classrooms are designed to prepare children for formal education. Structured activities focus on early literacy, numeracy, and cognitive skills.



**Creative Expression:** Art corners and imaginative play spaces encourage creative expression, allowing preschoolers to explore their interests and talents.

**Independence Building:** Preschoolers are guided towards developing independence and self-help skills, laying the foundation for a smooth transition to formal education.



*All classrooms prioritize safety with child-friendly furniture, secure play areas, and careful attention to age-appropriate materials.*





# THE FOREST SCHOOL EXPERIENCE AT PURPLE WILLOWS

## ADVENTUROUS

At Purple Willows, our Forest School stands as a unique platform for children to immerse themselves in the wonders of nature, fostering confidence, creativity, and a deep connection to the world around them. Here's a closer look at what makes our Forest School a transformative learning experience:

### **Confidence and Self-Esteem Building:**

Engaging with the natural environment provides children with opportunities to challenge themselves, take risks, and overcome obstacles. This builds physical strength and instills a sense of accomplishment, boosting confidence and self-esteem.

### **Physical Activity and Well-being:**

Forest School encourages active play and exploration in an outdoor setting. Children engage in activities that enhance their physical development, promoting a healthy and active lifestyle. Fresh air and the freedom to move contribute to overall well-being.

### **Excitement and Adventure in Learning:**

The Forest School philosophy embraces children's natural curiosity, turning every lesson into an exciting adventure. From identifying flora and fauna to building nature-inspired structures, learning becomes a thrilling exploration.

### **Problem-Solving and Creativity:**

Forest School activities are designed to stimulate problem-solving skills. Children encounter challenges that require creative solutions, encouraging them to think critically and independently.

*Our Forest School lessons are structured to enhance the children's social development as they learn how to collaborate within a team and how to share their ideas and listen to others.*

*While not all Purple Willows settings may have a Forest School, our commitment to providing a nurturing, stimulating, and developmentally rich environment for every child remains consistent across all our locations.*





# TEACHING BRITISH VALUES AT PURPLE WILLOWS

Nurturing Citizenship and Respect

## DEMOCRACY

**Classroom Decision-Making:** We incorporate democratic principles in the classroom, allowing children to participate in decision-making. This can range from choosing activities to having class discussions where each voice is heard and respected.

## RULE OF LAW

**Classroom Rules:** We establish clear and simple classroom rules, promoting a sense of order and understanding of the rule of law from an early age.

## INDIVIDUAL LIBERTY

**Personal Choices:** Our curriculum encourages children to make choices within a framework of shared values. This includes selecting activities, expressing preferences, and learning the consequences of their decisions.

## MUTUAL RESPECT & TOLERANCE

**Cultural Celebrations:** We celebrate and acknowledge cultural diversity through various activities, exposing children to different customs, traditions, and beliefs.

CELEBRATING  
BRITISH VALUES



At Purple Willows, we recognize the importance of instilling values that contribute to developing responsible and respectful citizens. Our curriculum actively promotes Fundamental British Values, fostering an environment where children understand and appreciate the principles of democracy, the rule of law, individual liberty, and mutual respect and tolerance.





# Nourishing Well-being

At Purple Willows, the well-being and nutritional needs of the children under our care are of the utmost importance. We take pride in announcing that the Food Standards Agency has recognized our commitment to maintaining the highest standards of food hygiene with a 5-star rating.

We actively involve parents in discussions about nutrition, dietary preferences, and any specific requirements. Open communication with parents is essential to creating a supportive and informed nutritional environment

## NUTRIENT-RICH BALANCED MEALS

We understand the vital role nutrition plays in young children's growth and development. Our menus are carefully crafted to follow nutritional guidelines, ensuring each meal provides a well-balanced mix of essential food groups, including vegetables, proteins, grains, and dairy.

## EMPHASIS ON DIETARY GUIDELINES

Our culinary approach aligns with dietary guidelines, incorporating a variety of nutrients to support the children's physical and cognitive development. We strive to make mealtime an opportunity for children to explore different flavors and develop healthy eating habits.



## A Commitment to Health and Well-being





## CULTIVATING HEALTHY HABITS

### Nutrition Excellence at Purple Willows

Our approach to nutrition extends beyond mealtime; we use this opportunity to educate children about the importance of healthy food choices, fostering a positive relationship with food that can last a lifetime. We view nutrition as a cornerstone of a child's well-being.



### VARIED AND WHOLESOME MENUS

Menus are thoughtfully designed to offer a diverse range of foods, exposing children to a variety of tastes and textures. This approach helps in broadening their palate and encouraging an appreciation for different types of food.

### HYGIENE AND SAFETY PROTOCOLS

Beyond providing nutritious meals, we maintain rigorous hygiene and safety protocols in our kitchens and dining areas. This includes regular inspections, thorough cleaning practices, and staff training to uphold the highest food safety standards.

### 5-STAR FOOD HYGIENE RATING

Our nurseries have received the highest accolade, a 5-star food hygiene rating, from the Food Standards Agency. This reflects our unwavering commitment to maintaining the highest standards of food safety and hygiene.

# GREEN TRAVEL

Promoting awareness among parents about the health, environmental and safety benefits of more walking and other forms of sustainable and active travel.

## Traveling to Nursery

Purple Willows supports and encourages Parents/Guardians to use forms of transport other than private cars. One of our primary objectives is the raising of awareness among parents and staff of the environmental and health-related benefits of increased walking and other forms of sustainable and active travel, with strong emphasis on the development of road safety skills. Purple Willows is located in a highly accessible position and benefits from a good public transport network



## Public transport

When accompanied by an adult, all children under 11 can travel for free at all times, on buses and on the tube. Details of transport links can be found in the nursery travel guide.

## Cycling and scooting

Under parental supervision, we encourage the use of cycles and scooters when travelling to nursery and there is storage available on site.



# Fee structure and enrollment process

At Purple Willows, our commitment to openness and fairness extends to our fee structure. We strive to make the enrollment process straightforward and offer support to families with various needs. For any specific inquiries or further details, please feel free to contact us directly. We look forward to welcoming your family to the Purple Willows community.

## Inclusive Fees

Purple Willows emphasizes transparency by offering fully inclusive fees. This means that there are no hidden extra costs, and the fees cover everything from meals and snacks to nappies, wipes, and creams.

## Sibling Discount

Purple Willows offers a 10% discount on fees for the eldest child when two or more siblings are enrolled at the nursery, promoting affordability for families with multiple children attending.

## Registration Process

A non-refundable registration fee is required when adding a child's name to the nursery's registry record. Additionally, a holding deposit may be payable, which is fully refundable upon the child's departure from the nursery.

## Universal and Extended Entitlements

Purple Willows is aligned with the Government's universal entitlement for early education, providing eligible children with a specified number of funded hours per week. We also facilitate extended entitlements for eligible working families, offering additional hours to support busy parents. Please refer to our funding guide for more information about government funding.

## Payment Methods

Fees are payable in advance and can be done through standing order or direct debit, with the expectation that payments reach the nursery's account by the 1st of each month.

## Contract Signing

Once offered a place at the nursery, parents are expected to sign a contract. This formalizes the agreement between the parents and the nursery, outlining terms and conditions.

# Outstanding workforce

We acknowledge the diverse talents and skills that our staff bring to Purple Willows. The Employee of the Year Awards aim to spotlight individual excellence within our dedicated team.

**Lola Wells**  
Employee of the Year 2023



At Purple Willows, we believe in fostering a culture of appreciation and recognition. Our dedicated staff plays a pivotal role in creating a nurturing and enriching environment for the children in our care. We proudly introduce the Employee of the Year Awards to honor and celebrate their exceptional contributions. The Awards highlight individual excellence and contribute to our nursery community's collective success and vibrancy.





Promoting a community of  
**GROWTH, PRIDE & RESPECT**

## Holistic Approach to Childcare Development



**Purple Willows** have a holistic approach to child development, focusing not only on education but also on fostering confidence, creativity, and a love for exploration



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