

PROSPECTUS



SCAN ME



Welcome to Purple Willows

DAY NURSERY & PRESCHOOL

At Purple Willows, we are more than a private preschool; we are a nurturing community dedicated to delivering a high-quality early education and childcare experience for children and families. As an Ofsted-registered setting, we are committed to maintaining high standards of care, learning, and development.

Our guiding ethos, "Community, Pride and Respect," underpins everything we do. We encourage children to develop pride in themselves, their families, their backgrounds, and their heritage. We believe that every child can succeed, and we work hard to create an inclusive environment where children feel happy, valued, safe, and supported.

We are dedicated to ensuring that every child at Purple Willows is given the opportunity to reach their full potential. Our aim is to inspire children to achieve their very best within a warm and welcoming community, where respect, kindness, and tolerance for themselves and others are actively promoted.

Our nursery staff are carefully selected based on their qualifications, experience, and suitability for working with young children. Our team are not only caregivers but skilled early years educators who take the time to understand each child as an individual. We are proud of our engaging and well-planned curriculum, which incorporates modern learning approaches and supports the development of essential 21st-century skills. At Purple Willows, children are encouraged to explore, discover, imagine, and learn through play in a fun, stimulating, and caring environment.



Roland Tandoh BSc (Hons). MSc
CEO



Vision Statement

"At Purple Willows, our vision is for every child to be empowered to thrive and reach their full potential. We aspire to provide outstanding early education within a nurturing and inclusive community where learning is joyful, respect is fundamental, and every child's individual journey is valued. Through high-quality care and education, we aim to lay strong foundations that support children's confidence, curiosity, and lifelong love of learning."

Core Values



Community Pride

We nurture a strong sense of pride within our community. Children, families, and staff are encouraged to value themselves, their families, their backgrounds, and the diverse cultures that make Purple Willows a welcoming and inclusive environment.

Respect

Respect underpins everything we do

We promote an environment where respect for oneself and others is actively modelled and embedded in daily practice. Every individual at Purple Willows is valued and recognised for their unique contributions.

Commitment to Excellence

We are committed to providing high-quality early education and childcare. Excellence is not simply an aspiration but a standard reflected in our curriculum, teaching practice, professional conduct, and relationships with children and families.

Inclusivity

Purple Willows celebrates diversity and promotes equality

We are committed to creating an inclusive environment where all children, regardless of background, ability, or need, are welcomed, supported, and enabled to feel a true sense of belonging.

Joyful Learning

We believe learning should be engaging, meaningful, and enjoyable. Our nurturing environment encourages curiosity, exploration, creativity, and imagination, helping children develop a lifelong love of learning through positive experiences.

Empowerment

We empower children to become confident, capable learners. Through encouragement, guidance, and supportive relationships, our educators help children build independence, resilience, and the skills needed to thrive in a changing world.

Integrity

Integrity is central to our practice. We act with honesty, transparency, and professionalism in all that we do, building trust with children, families, staff, and the wider community.

Collaboration

We value strong partnerships with children, parents, carers, staff, and external professionals. By working together, we create a supportive network that promotes children's wellbeing, development, and overall success.

Why Choose Purple Willows?

At Purple Willows, we provide more than childcare — we offer a high-quality early years experience rooted in care, curiosity, and community. Our approach is centred on nurturing confident, happy, and capable children within a safe, inclusive, and inspiring environment.

A Values-Led Nursery Community

Our ethos of Community, Pride, and Respect underpins everything we do. We celebrate every child as an individual and create an environment where children feel safe, valued, and supported to thrive.

High-Quality Early Education

Our curriculum is firmly rooted in the Early Years Foundation Stage (EYFS) and delivered through purposeful play, exploration, and meaningful experiences. Learning is carefully planned to support children's development, curiosity, and school readiness.

Experienced and Caring Educators

Our qualified and dedicated team builds strong, trusting relationships with children and families. Through the Key Person approach, every child receives consistent care, emotional support, and personalised learning opportunities.

Strong Partnerships with Parents

We believe children thrive when families and educators work together. Through open communication, ParentZone digital learning journals, and regular engagement, parents are active partners in their child's learning journey.

Inclusive and Individualised Support

We are committed to inclusion and equality. Children with additional needs are supported through individualised planning, close partnership with families, and collaboration with external professionals, ensuring every child can achieve their full potential.

Enriching Experiences Beyond the Classroom

From outdoor learning and Forest School opportunities to intergenerational care and enrichment activities, children benefit from experiences that broaden their understanding of the world and support wellbeing, empathy, and confidence.

A Strong Focus on Wellbeing and Safety

Safeguarding is a top priority, supported by robust procedures and trained staff. Children's health and well-being are further supported through nutritious meals, positive routines, and environments designed for safety and comfort.

Preparing Children for the Future

Through supportive transitions, growing independence, and a strong focus on social and emotional development, we help children leave Purple Willows confident, resilient, and ready for their next stage of learning.

WHERE EVERY CHILD THRIVES

What Parents Can Expect at *Purple Willows*

At Purple Willows, we aim to create a warm, nurturing, and well-organised environment where children feel safe, valued, and supported, and where parents feel informed, confident, and involved.

Daily Routine

Children benefit from a consistent daily routine that provides structure while remaining responsive to individual needs. Each day includes a balance of:

- Play-based learning activities aligned with the Early Years Foundation Stage (EYFS)
- Opportunities for outdoor play and exploration
- Group times, including stories, songs, and communication-rich activities
- Mealtimes and snacks prepared to support children's health and wellbeing
- Rest and sleep periods appropriate to each child's age and stage of development

THE KEY PERSON APPROACH

Every child is assigned a Key Person who is responsible for building a secure relationship with the child and family. The Key Person:

- Supports children's emotional well-being and sense of belonging
- Observes and plans for children's learning and development
- Acts as the main point of contact for parents
- Supports transitions within the nursery and to school

This approach ensures continuity of care and strong partnerships with families.

Communication with Parents

Open and regular communication is central to our practice. Parents can expect:

- Daily updates about their child's day
- Ongoing communication through ParentZone, including learning updates and key information
- Scheduled meetings to discuss children's progress and development
- Opportunities to share information about their child's interests, routines, and needs

We value parental input and see families as partners in their child's learning journey.

Raising Concerns or Providing Feedback

Purple Willows encourages open dialogue with parents. Any questions, concerns, or feedback can be raised:

- Informally with the child's Key Person
- With the Nursery Manager or the senior team
- Through formal feedback or complaints procedures, if required

Concerns are taken seriously, responded to promptly, and handled in line with the nursery's complaints and safeguarding procedures. Feedback is welcomed and used to support continuous improvement.

BRIDGING THE GAP BETWEEN HOME AND NURSERY

At Purple Willows, we recognise the importance of strong partnerships with parents and carers. Children thrive when home and nursery work closely together, which is why we use ParentZone, a secure digital platform that keeps families actively involved in their child's learning and development.

ParentZone allows parents and carers to stay connected with their child's nursery experience, offering meaningful insight into daily activities, progress, and achievements.



Key Features of **ParentZone**

Real-Time Observations

Our educators regularly observe children as part of everyday practice. These observations capture learning experiences, special moments, and achievements, and are shared through ParentZone so parents can see their child's development as it happens.

Digital Learning Journals

Each child has a personalised digital Learning Journal, securely stored on ParentZone. These journals document developmental progress, milestones, and individual achievements, supporting assessment in line with the Early Years Foundation Stage (EYFS).

Daily Activity Logs

Parents can view daily updates, including meals, naps, play experiences, and learning activities. This provides reassurance and helps families understand their child's routine and well-being throughout the day.



ParentZone
Partnership in your Pocket

Upon registration at Purple Willows, parents and carers are provided with a unique username and password, giving them secure access to their child's online portfolio. This ensures confidentiality while strengthening parental involvement and shared celebration of children's achievements.

At Purple Willows, ParentZone is more than a communication tool — it is a bridge between home and nursery. By supporting open communication and collaboration, we work in partnership with families to nurture every child's growth, learning, and development.

Curriculum

Early Years Foundation Stage Curriculum at Purple Willows

Our Curriculum Philosophy

At Purple Willows, our curriculum is rooted in the Early Years Foundation Stage (EYFS), which underpins all aspects of teaching, learning, and development within our setting. Our approach is designed to provide a holistic, child-centred learning experience that supports children to develop curiosity, creativity, confidence, and a strong foundation for future learning.

KEY PRINCIPLES

Child-Centered Learning: Our EYFS curriculum places each child at the heart of learning. We recognise and value children's individual interests, needs, abilities, and stages of development. Learning experiences are carefully planned to build upon what children already know and can do, with a strong emphasis on play-based learning that is meaningful, engaging, and enjoyable.

Holistic Development: We are committed to supporting children's holistic development, ensuring their physical, emotional, social, and cognitive needs are met. Our curriculum promotes wellbeing, independence, and positive relationships, helping children to develop into confident, resilient, and well-rounded individuals.



Play-Based Approach: Play is central to how young children learn and develop. Through purposeful play, children are encouraged to explore, experiment, problem-solve, and make sense of the world around them. Our educators skilfully support and extend play to promote learning across all areas of the EYFS.

Inquiry and Exploration: We foster children's natural curiosity and desire to explore. Our curriculum provides rich opportunities for investigation, questioning, and discovery through hands-on experiences, both indoors and outdoors. Children are encouraged to think critically, try new ideas, and develop a positive attitude towards learning.

Individualised Learning: We recognise that every child learns in their own way and at their own pace. Our curriculum is flexible and responsive, allowing educators to adapt activities and experiences to meet individual learning styles and developmental needs. This personalised approach ensures every child is supported to make progress and reach their full potential.

EARLY YEARS FOUNDATION STAGE (EYFS)

Our curriculum is aligned with the seven areas of learning and development within the Early Years Foundation Stage. These areas work together to support children's overall development and prepare them for future learning.

CURRICULUM COMPONENTS

Prime Areas

Communication and Language

Developing strong communication skills is fundamental to children's learning and development. We provide a rich language environment where children are encouraged to express themselves, listen attentively, ask questions, and engage in meaningful conversations. Through stories, songs, role play, and everyday interactions, children develop confidence in speaking and understanding.

Physical Development

Physical well-being is essential for healthy growth and learning. Our curriculum promotes both gross and fine motor development through a wide range of physical activities, including outdoor play, movement, and hands-on experiences. These opportunities help children build strength, coordination, control, and independence.

Personal, Social and Emotional Development (PSED)

We place a strong emphasis on children's emotional well-being and social development. Through positive relationships, group activities, and supported play, children learn to understand their emotions, develop self-confidence, manage feelings, and build respectful relationships with others.



Specific Areas

Literacy

We support children to develop early literacy skills through a love of stories, books, songs, and rhymes. Children are encouraged to recognise sounds, explore mark-making, and develop early reading and writing skills in ways that are meaningful, engaging, and appropriate to their stage of development.

Mathematics

Our curriculum introduces mathematical concepts through practical, hands-on experiences. Children explore numbers, counting, shapes, patterns, and problem-solving during everyday play and routines, helping them develop a strong foundation in early mathematical understanding.

Understanding the World

Children are encouraged to explore and make sense of the world around them. Through first-hand experiences, exploration, and discussion, children learn about people, communities, nature, technology, and their environment, developing curiosity and a sense of discovery.

Expressive Arts and Design

Creativity and imagination are nurtured through art, music, movement, and role play. Children are supported to express themselves freely, explore different materials and media, and develop confidence in sharing their ideas and creativity.

ASSESSMENT AND PROGRESS

At Purple Willows, assessment is an integral part of our Early Years Foundation Stage (EYFS) curriculum and plays a key role in supporting children's learning and development. Our approach to assessment helps us understand each child as an individual, celebrate their achievements, and identify next steps that support continued progress. Assessment at Purple Willows is ongoing, child-centred, and supportive.

Continuous Observation: Our experienced educators observe children as they play, interact, and engage in learning experiences throughout the day. These observations provide valuable insight into children's interests, learning styles, strengths, and emerging skills, ensuring learning opportunities are meaningful and responsive.

Monitoring Developmental Progress: We use recognised developmental milestones and EYFS guidance to monitor children's progress across all areas of learning, including communication and language, physical development, personal, social and emotional development, literacy, mathematics, understanding the world, and expressive arts and design. This allows us to identify children's achievements and any areas where additional support may be beneficial.

Individualised Assessments and Planning: Assessment is tailored to each child's needs and abilities. Information gathered through observations and assessments is used to plan next steps and adapt learning experiences, ensuring children are supported and appropriately challenged as they develop.

Partnership with Parents: We recognise parents and carers as key partners in their child's learning journey. Regular communication, shared observations, and scheduled discussions help provide a holistic view of each child's development. We actively encourage parents to share information about learning and achievements at home, supporting continuity between home and nursery.

Learning Portfolios: Each child has a personalised learning portfolio that documents their development over time. Portfolios include observations, photographs, samples of work, and assessment summaries. Parents and carers can access their child's portfolio, providing a meaningful record of progress and a shared celebration of achievements.



When families and educators work together, children grow with confidence, security, and joy

LEARNING JOURNEY

NURTURING CURIOSITY, INSPIRING GROWTH

At Purple Willows, we recognise that every child's learning journey is unique, personal, and continually evolving. Our approach is centred on nurturing a love of learning, celebrating individuality, and providing a stimulating environment that encourages curiosity, confidence, and discovery. Below is an overview of how we support children throughout their learning journey with us.

Welcome and Orientation:

A Warm Welcome: From the moment families join Purple Willows, children and parents are welcomed into a caring and inclusive community. We prioritise building positive relationships from the outset, helping children feel safe, valued, and confident.

Orientation and Induction: Parents and carers are invited to attend an orientation session to be introduced to our staff team, learning environment, daily routines, and educational approach. This ensures a smooth and well-informed transition for both children and families.

Individualised Settling-In Period

Supporting Transitions: We understand that starting nursery is a significant milestone. Our settling-in process is flexible and responsive, allowing children to transition at their own pace. Educators work closely with parents to develop an individualised settling-in plan that supports each child's emotional well-being and sense of security.



Play-Based Learning

Joyful Exploration: Children's learning at Purple Willows is rooted in play. Through purposeful play-based experiences, children are encouraged to explore, investigate, experiment, and make sense of the world around them in a way that feels natural and enjoyable.

Curriculum Integration: Our play-based approach is guided by the Early Years Foundation Stage (EYFS) framework, ensuring children experience balanced and meaningful learning opportunities that support their development across all areas of learning.

BUILT ON CHILDREN'S INTEREST AND FASCINATION

LEARNING JOURNEY

Personalised Development Plans

Targeted Support and Next Steps: Where additional developmental needs are identified, personalised development plans are put in place. These plans outline clear next steps and targeted strategies to support children's progress and confidence.

Working with Parents and Specialists: We work in partnership with parents and, where appropriate, external professionals to ensure children receive the support they need. This collaborative approach helps us provide consistent, well-informed support tailored to each child's individual needs.

Enrichment Activities

Beyond the Classroom: Our learning journey extends beyond the nursery environment. Children benefit from a range of carefully planned enrichment activities, including outings, visitors, and special events that provide diverse, hands-on learning experiences. These opportunities broaden children's understanding of the world, support curiosity, and enhance learning in meaningful and memorable ways.

Celebrating Achievements

Milestone Recognition: We believe every achievement deserves to be celebrated. Children's milestones, progress, and accomplishments—both big and small—are recognised and shared with parents through learning portfolios and regular communication. This ensures families are fully involved in celebrating their child's development and learning journey.



Transition Support

Supporting Smooth Transitions: We recognise that transitions are an important part of a child's development. Whether children are moving between rooms within the nursery or preparing for their next stage of education, we provide consistent and thoughtful support. Through familiar routines, gradual changes, and close communication with parents and carers, we ensure transitions are positive, well-planned, and child-centred.

Graduation and Beyond

Celebrating the Next Chapter: As children reach the end of their time at Purple Willows, we celebrate their achievements and readiness for the next stage of learning. Our graduation celebration recognises children's progress, confidence, and independence, marking an important milestone in their educational journey and preparing them positively for what comes next.

INTERGENERATIONAL CARE

Our Intergenerational Care initiative reflects the Purple Willows ethos of “Community, Pride and Respect.” By creating meaningful opportunities for children and older adults to connect, we strengthen community bonds and foster mutual understanding across generations.

Through carefully planned partnerships with local care homes, we bring together the wisdom, experience, and stories of older people with the curiosity, energy, and joy of our youngest learners. This unique approach creates enriching experiences that benefit both generations while promoting compassion, respect, and shared learning.

BRIDGING HEARTS ACROSS GENERATIONS



Shared Activities

Children and older adults take part in a range of thoughtfully planned activities that are inclusive and appropriate for all participants. These include arts and crafts, storytelling, music, conversation, and shared celebrations. Such experiences encourage positive interactions and help build warm, respectful relationships in a safe, supportive environment.

Mutual Learning

Intergenerational care provides valuable opportunities for learning in both directions. Older adults share life experiences, skills, and memories, while children contribute creativity, enthusiasm, and fresh perspectives. This exchange enriches learning, supports communication skills, and deepens understanding for everyone involved.

Developing Empathy and Respect

Interacting with older adults cultivates empathy, patience, and respect for others. They learn to value people of all ages and appreciate diversity, supporting their personal, social, and emotional development in line with the EYFS.

Social Connection

Our intergenerational programme supports emotional well-being by fostering meaningful social connections. For children, it builds confidence and communication skills; for older adults, it provides companionship, stimulation, and a sense of purpose. Together, these connections promote inclusion, belonging, and shared joy within the wider community.

TAILORED LEARNING SPACES FOR EVERY STAGE

At Purple Willows, we recognise that each stage of early childhood development is unique. Our learning environments are thoughtfully designed to meet the developmental needs of infants, toddlers, and preschool-aged children. Each classroom provides a safe, nurturing, and stimulating space that supports children's growth, well-being, and learning at every stage. Our commitment to high-quality care is reflected in the careful design of our environments and the activities offered within each room, ensuring children feel secure, confident, and ready to explore.

Transitions Between Classes

We support children through transitions as they move between rooms and developmental stages. Transitions are planned gradually and sensitively, taking into account each child's emotional well-being and readiness. Open communication with parents and carers is maintained throughout, ensuring a collaborative and supportive approach that helps children feel confident and secure.

INFANTS CLASS

AGE RANGE: 0-18 MONTHS

Cocoon of Care: Our infant room provides a warm, calm, and secure environment where babies feel safe and nurtured. Soft colours, gentle lighting, and age-appropriate resources create a comforting atmosphere that supports early development.



Individualised Attention: Our experienced practitioners provide consistent, individualised care, building strong, trusting relationships during this important bonding stage. Each child's routines, preferences, and needs are carefully followed to promote emotional security and well-being.

Sensory Exploration: Sensory-rich experiences are thoughtfully incorporated to encourage curiosity and early exploration. Activities support the development of both fine and gross motor skills while stimulating babies' senses in a safe and engaging way.

TODDLER CLASS

AGE RANGE: 18 MONTHS - 3 YEARS

Everything that happens during the toddler years is meaningful. At Purple Willows, we recognise this important stage as a time of rapid development, growing independence, and curiosity about the world. Our toddler environment supports children in exploring, making choices, and developing confidence as they begin to understand themselves and their surroundings.

We encourage toddlers to develop independence by supporting them in doing things for themselves, expressing their ideas, and taking part in daily routines. A carefully selected range of age-appropriate resources and equipment helps stimulate children's interests and supports their natural desire to explore and learn about the world around them.

Active Discovery: Our toddler classrooms are lively and engaging spaces where curiosity is celebrated. Through hands-on, play-based experiences, children are encouraged to explore, investigate, and learn through movement, discovery, and experimentation.

Language Development: Language development is a key focus during the toddler years. We support communication through stories, songs, rhymes, music, and meaningful interactions, helping children develop vocabulary, confidence in speaking, and early listening skills.

Social Interaction: Toddler classes provide rich opportunities for social interaction. Through shared play experiences, children begin to form early friendships, learn to take turns, and develop cooperation skills, supporting their personal, social, and emotional development.



PRESCHOOL CLASS

AGE RANGE: 3 - 5 YEARS

Our preschool provision is carefully designed to support children in their final stage of the Early Years Foundation Stage, preparing them for a confident and positive transition to primary school. Learning experiences are aligned with the EYFS framework and are based on rich, first-hand experiences that encourage exploration, observation, experimentation, discussion, problem-solving, and decision-making.

We provide engaging projects and purposeful play that support children's growing independence, confidence, and enthusiasm for learning. Through a balance of child-initiated and adult-guided activities, children develop the skills, knowledge, and attitudes needed for the next stage of their education.

Preparation for School: Preschool environments are thoughtfully organised to promote school readiness while remaining play-based and developmentally appropriate. Activities support early literacy and numeracy, communication and language, attention and listening skills, and the ability to follow routines, helping children feel confident and prepared for formal learning.

Creative Expression: Creativity is actively encouraged through art, music, role play, and imaginative learning spaces. Children are supported in exploring their ideas, expressing themselves, and developing confidence in their abilities and interests.

Developing Independence: We guide preschool children towards increasing independence through daily routines and self-help skills. Children are encouraged to make choices, take responsibility for their belongings, and develop resilience and confidence, supporting a smooth transition into primary school life.



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



THE FOREST SCHOOL EXPERIENCE AT PURPLE WILLOWS

At Purple Willows, our Forest School provision offers children a rich and meaningful opportunity to connect with nature while developing confidence, resilience, and a lifelong love of learning. Set within a natural outdoor environment, Forest School provides children with the freedom to explore, take risks safely, and learn through first-hand experiences.

Our Forest School approach supports children's physical, emotional, social, and cognitive development, complementing our indoor curriculum and enhancing learning across all areas of the Early Years Foundation Stage (EYFS).

Building Confidence and Self-Esteem:

Through regular engagement with the natural environment, children are encouraged to challenge themselves, try new experiences, and overcome obstacles. Activities such as climbing, balancing, exploring uneven terrain, and working with natural materials help children develop resilience, independence, and a strong sense of achievement.

Physical Activity and Well-being:

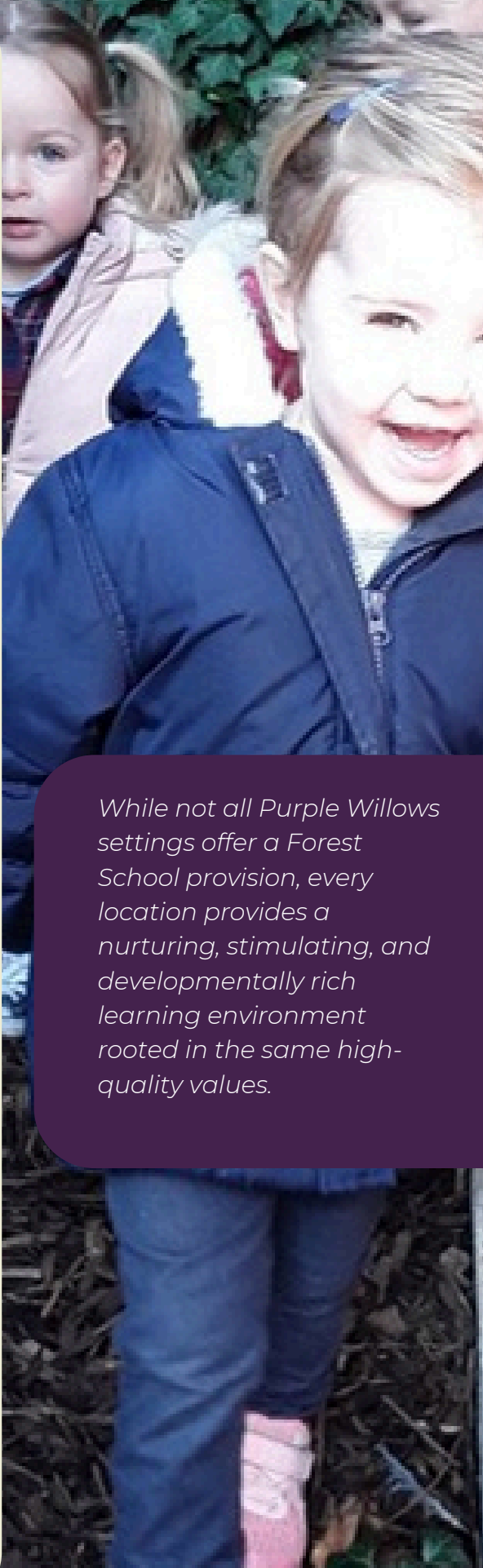
Forest School promotes active outdoor play and supports children's physical development in a natural and stimulating setting. Fresh air, movement, and exploration contribute positively to children's health and well-being, supporting coordination, strength, and overall physical confidence.

Excitement and Adventure in Learning:

Learning outdoors transforms everyday experiences into exciting adventures. Children investigate natural materials, observe wildlife, explore seasonal changes, and take part in imaginative, nature-inspired activities. This hands-on approach sparks curiosity and encourages children to become enthusiastic, motivated learners.

Problem-Solving and Creativity:

Forest School experiences encourage children to think critically and creatively. Whether building dens, creating natural artwork, or solving practical challenges, children are supported to develop problem-solving skills, independence, and imaginative thinking through open-ended exploration.



While not all Purple Willows settings offer a Forest School provision, every location provides a nurturing, stimulating, and developmentally rich learning environment rooted in the same high-quality values.

TEACHING BRITISH VALUES AT PURPLE WILLOWS

Nurturing Citizenship and Respect

At Purple Willows, British Values are woven naturally into everyday practice in an appropriate way for young children. Through play, routines, and positive relationships, we help children develop respect, confidence, and an understanding of the world around them.

Democracy

Children are encouraged to share their views and take part in simple decision-making. This may include choosing activities, contributing ideas during group discussions, and learning that everyone's voice matters and is respected.

The Rule of Law

Clear, simple, and consistent rules help children understand expectations and boundaries. Through everyday routines, children learn why rules are important and how they help keep everyone safe and happy.

Individual Liberty

We support children in making choices, expressing preferences, and developing independence within a safe and supportive environment. Children learn that their choices matter while also understanding responsibility and consequences.

Mutual Respect and Tolerance

We promote respect for others by celebrating diversity, exploring different cultures, and encouraging kindness and understanding. Through stories, celebrations, and shared experiences, children learn to value similarities and differences.

**CELEBRATING
BRITISH VALUES**



At Purple Willows, we recognise the importance of nurturing values that support children to grow into responsible and respectful members of society. Our curriculum actively promotes Fundamental British Values in an age-appropriate way, helping children develop an understanding of democracy, the rule of law, individual liberty, and mutual respect and tolerance for others.





Nourishing Well-being

At Purple Willows, children's well-being and nutritional needs are a top priority. We are proud to have been awarded a 5-star food hygiene rating by the Food Standards Agency, recognising our commitment to maintaining the highest standards of food safety and hygiene.

We believe that good nutrition plays a vital role in children's growth, development, and overall well-being. Mealtimes at Purple Willows are viewed as positive learning experiences that support healthy habits from an early age.

Working in Partnership with Parents

We actively involve parents and carers in discussions about nutrition, dietary preferences, allergies, and any specific cultural or medical requirements. Open, ongoing communication ensures that every child's individual needs are understood and met, fostering a supportive and inclusive approach to nutrition.

NUTRIENT-RICH BALANCED MEALS

Our menus are carefully planned in line with recognised nutritional guidance to provide well-balanced meals that support children's development. Each meal includes a healthy mix of essential food groups, such as fruit and vegetables, protein, grains, and dairy or suitable alternatives.

EMPHASIS ON DIETARY GUIDELINES

Our approach to food encourages children to explore a variety of flavours and textures in a positive and relaxed environment. By offering nutritious meals and promoting healthy choices, we support children's physical development, concentration, and long-term wellbeing.

A Commitment to Health and Well-being





CULTIVATING HEALTHY HABITS

Nutrition Excellence at Purple Willows

At Purple Willows, we recognise nutrition as a vital part of children's health, development, and wellbeing. Our approach to food supports children in developing positive eating habits and an understanding of healthy choices from an early age.



VARIED AND WHOLESOME MENUS

Our menus are thoughtfully planned to provide a wide range of nutritious foods, introducing children to different tastes and textures. This balanced approach supports healthy growth while encouraging children to enjoy and explore a variety of foods.

HYGIENE AND SAFETY PROTOCOLS

BWe maintain robust hygiene and safety procedures across all kitchen and dining areas. Staff are trained in food safety practices, and strict cleaning and monitoring procedures are followed to ensure the highest standards are consistently met.

5-STAR FOOD HYGIENE RATING

We are proud that our nurseries have achieved a 5-star food hygiene rating from the Food Standards Agency, reflecting our commitment to excellence in food safety and hygiene.

SAFEGUARDING AND CHILD PROTECTION

Safeguarding and promoting the welfare of children is a fundamental priority at Purple Willows. We are committed to creating a safe, secure, and nurturing environment where children are protected from harm and can thrive.

All safeguarding practice at Purple Willows is delivered in line with:

- The Early Years Foundation Stage (EYFS) statutory safeguarding and welfare requirements
- Local safeguarding procedures
- Relevant national legislation and guidance

Staff Recruitment and Vetting

All staff working at Purple Willows are subject to robust safer recruitment procedures, including:

- Enhanced Disclosure and Barring Service (DBS) checks
- Verification of identity and right to work
- Full employment history and references
- Ongoing suitability checks in line with EYFS requirements

Staff are trained to understand their safeguarding responsibilities and to act promptly and appropriately if they have any concerns about a child's welfare.

Designated Safeguarding Lead

Purple Willows has a Designated Safeguarding Lead (DSL) and Deputy DSL in place, responsible for:

- Overseeing safeguarding practice within the nursery
- Providing guidance and support to staff
- Liaising with external agencies where required
- Ensuring safeguarding policies and procedures are implemented effectively

The DSL role is held by a senior member of staff with appropriate training and experience.

Safeguarding Practice

All staff receive regular safeguarding training and are confident in:

- Recognising signs of abuse or neglect
- Understanding safeguarding thresholds
- Following reporting and escalation procedures
- Maintaining accurate and confidential records

Clear procedures are in place for managing concerns, whistleblowing, and responding to allegations, ensuring children's safety is always the primary consideration.

Parents can request copies of the nursery's safeguarding and child protection policies at any time.



Special Educational Needs and Disabilities (SEND)

Purple Willows is committed to providing an inclusive environment where all children, including those with Special Educational Needs and Disabilities (SEND), are supported to achieve their full potential.

We work in line with the SEND Code of Practice (0–25) and the Early Years Foundation Stage (EYFS) to ensure early identification, appropriate support, and inclusive practice. A Designated SENDCo, supported by the wider leadership team, oversees SEND provision within the nursery.



Support for children with SEND includes

- Individualised planning tailored to each child's needs and strengths
- Reasonable adjustments to routines, environments, and learning experiences
- Close partnership working with parents and carers

- Collaboration with external professionals, including health visitors, speech and language therapists, and other specialists, where appropriate

Our approach ensures that children with SEND are fully included in nursery life and supported to make progress in a safe, nurturing, and supportive environment.

Nursery Policies and Further Information

Purple Willows operates in line with robust policies and procedures designed to ensure the safety, well-being, and positive experience of all children and families.

Full copies of nursery policies are available to parents upon request, including but not limited to:

- Safeguarding and Child Protection Policy
- Complaints Policy
- Behaviour Management Policy
- Health and Safety Policy
- Data Protection and Privacy Policy

These policies are reviewed regularly to ensure compliance with current legislation, the Early Years Foundation Stage (EYFS), and local authority guidance. Parents are encouraged to speak to the nursery team if they would like further information or clarification about any aspect of nursery practice.

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.

Paid (Non-Funded) Hours

Any childcare hours accessed in addition to funded entitlement are charged at Purple Willows' published private hourly rate. Paid hours are optional and allow families to extend attendance beyond funded hours to meet individual childcare needs.

Meals, Consumables and Optional Services

Government funding does not cover the cost of meals, snacks, or consumable items. Purple Willows provides a comprehensive early years experience, including freshly prepared meals, snacks, daily consumables, and access to the full nursery routine.

A meals and consumables contribution applies alongside both funded and paid hours and reflects costs not covered by government funding. Participation in this contribution is not a condition of accessing funded early education hours, and funded hours remain free at the point of access.

Funded Early Education Entitlement (FEEE)

Eligible children may access government-funded early education hours. These funded hours are free at the point of access and are delivered as stretched funding across 51 weeks of the year.

Universal Entitlement (3- and 4-year-olds)

- 15 funded hours per week for 38 weeks of the year, delivered as an equivalent number of hours spread across 51 weeks.

Extended Entitlement (Eligible working families)

- An additional 15 funded hours (up to 30 hours total) for 38 weeks of the year, also delivered as stretched funding across 51 weeks.

Working Families Entitlements (from 9 months, subject to eligibility)

- Funded hours are delivered in line with national roll-out and local authority guidance and are also provided on a stretched basis.

Funded hours may be combined with paid childcare hours where families require longer sessions, full-day care, or year-round provision.

Allergy Management

Due to allergy management, safeguarding, and food-safety requirements, parents are not able to provide food from home. Where families are unable or choose not to participate in the meals and consumables contribution, alternative arrangements will be discussed directly with the nursery in line with funding guidance.

Registration Process

A non-refundable registration fee applies when a child is registered with the nursery. This fee covers administrative costs associated with setting up a child's records and is payable only when a child accesses paid (non-funded) childcare hours.

A holding deposit may be requested when families book paid childcare hours. This deposit is fully refundable upon the child's departure, subject to the nursery's terms and conditions. No registration fee or deposit is required for children accessing funded-only places, in line with Funded Early Education Entitlement (FEEE) funding conditions.

Further details are available in the Purple Willows Funded Early Education Entitlement (FEEE) Guide for Parents.

Further Information

Full details of eligibility, how stretched funding is calculated, and how funded hours are delivered are available in the Purple Willows Funded Early Education Entitlement (FEEE) Guide for Parents.

Contract Signing

Once a place is offered at the nursery, parents will be asked to complete and sign a Parent Agreement. This agreement sets out the nursery's terms and conditions, including attendance arrangements, safeguarding responsibilities, notice periods (where applicable), and any paid childcare services agreed.

The Parent Agreement does not place any conditions on a child's access to funded early education hours, which remain free at the point of access. Where a child is accessing a funded-only provision, the agreement is limited to information sharing, safeguarding, and operational arrangements.

Payment Arrangements and Invoicing

Fees for paid (non-funded) childcare hours are payable in advance. Payments are made by standing order or direct debit, with funds reaching the nursery's account by the 1st of each month, unless otherwise agreed in writing.

No payment is required for funded early education hours, which are delivered free at the point of access.

Invoices clearly distinguish between:

- Funded hours (shown as £0.00)
- Paid childcare hours (where applicable)
- Meals and consumables contributions (where applicable)

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

At Purple Willows, we actively support and encourage parents and carers to consider sustainable travel options when travelling to and from the nursery. Where possible, families are encouraged to walk, cycle, or use public transport rather than private cars.

Our aim is to raise awareness among children, parents, and staff of the environmental and health benefits of active and sustainable travel. We also promote the development of early road safety awareness through everyday conversations and age-appropriate learning experiences.

Purple Willows is located in a highly accessible area and benefits from strong public transport links, making sustainable travel a practical and achievable option for many families.



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.

Outstanding Workforce and Staff Recognition

Purple Willows recognises and values the diverse skills, experience, and commitment that our staff bring to the nursery. Our workforce plays a central role in creating a safe, nurturing, and stimulating environment in which children can thrive.



We are committed to fostering a positive and supportive workplace culture where staff feel valued, motivated, and recognised for their contribution. As part of this commitment, Purple Willows operates an Employee of the Year Award, which celebrates individual excellence, professionalism, and dedication to high-quality early years practice.

The award recognises staff who demonstrate outstanding care, strong safeguarding practice, positive relationships with children and families, and a commitment to continuous improvement. By celebrating excellence, we promote staff morale, retention, and a shared culture of high standards across the nursery. This approach supports workforce stability and quality, directly contributing to positive outcomes for children and families.



Contact Us

Purple Willows Brentwood
Kingsood Road
Brentwood
CM14 4DR
T: 020 3093 0158
E: Brentwood@purplewillows.co.uk

Purple Willows Clapham
2 Lyham Road
Clapham
SW2 5QA
T: 01322 937402
E: Clapham@purplewillows.co.uk

Purple Willows Nuxley Village
2 Erith Road
Belvedere
DA17 6EZ
T: 0203827 7530
E: Nuxleyvillage@purplewillows.co.uk

Purple Willows Sidcup
Old Farm Road East
Sidcup
DA15 8AE
T: 0203915 2380
E: Sidcup@purplewillows.co.uk



www.purplewillows.co.uk