



CORE VALUES

Our mission

To provide high quality childcare, early years education and play experiences, which meet the individual needs of all children.

Our values

We put children first

- We work closely in partnership with parents and other agencies to share quality information and create the best opportunities to meet the individual needs of each child and family.
- Children need to feel happy and confident before they're able to develop and grow their skills. We extend the emotional security offered at home into the nursery, allowing children to feel safe and secure at all times.
- We understand that every child is unique. Recognising the small things which are individual to each child and recognising the individual achievement of each child makes a big difference in helping a child to feel cherished and cared for.
- There isn't a right or wrong way to play, we enable children to take the lead through carefully selected resources, fun activities and open-ended play – it's the best way to engage them and make learning fun.

We value our colleagues

- We aim to attract and recruit a skilled and experienced workforce of high quality professionals who excel in early years childcare.
- Our experienced management team is committed to monitoring, supporting and developing both staff and early years practice.
- We provide training, development and career progression through:
 - Recognising talent and developing each individual's skills to help them become the expert they aspire to be
 - Acknowledging the importance of professional development and making sure this is available to all employees
 - Encouraging professional growth so that every employee has the opportunity to progress within the company

- We retain the best team by:
 - Listening and responding to employees so that we become their employer of choice.
 - Valuing our staff through our innovative welfare schemes that reward individuals and nurseries for their hard work and achievements.

We encourage an honest, open culture

- We value the skills and expertise of our staff and prioritise the wellbeing and education of children by creating a culture that is reflective, consultative and open.
- By being reflective we can continually learn, develop and improve ourselves and our business.
- We encourage individuals to share their ideas to help shape the working terms and conditions of the business.
- We recognise, reward and celebrate achievements on both an individual and company wide basis.

We create a quality nursery environments

- The nursery environment should be happy, healthy and motivating for both children and staff.
- We recognise the importance and impact of working conditions and so create work environments that colleagues aspire to work in.
- Our environments provide plenty of indoor and outdoor space to support and provide high quality experiences for children.
- Our environments are calm, designed using neutral colours that promote concentration and provide a stronger learning environment that is not over stimulated and distracting.

We invest in research and development

- Since we were established over 20 years ago, we've invested time and resources researching best practice in this country and in a wide range of countries who've built up great early years specialism.
- We aim to learn from the best the world has to offer in childcare provision, and to be a leading provider in the communities we serve.
- The results speak for themselves – some of our earliest Happy Days children have gone on to attain high level degrees at university.