

20. Advertising and Marketing Policy

Legal Framework:

Children Act 2004, 2014

Childcare Act 2006, 2010

Data Protection Act 1998, 2010

Every Child Matters: Change for children 2004

EYFS Welfare Requirement: Organisation, Documentation.

National Standards: Standard 2 – Organisation

Name of Responsible Person; Marketing Team, Management Team and Owners

We recognise the importance of promoting the services we offer to the families within our community. We provide this information in variety of different ways to make this as accessible as possible to as many families as possible. We are always willing to change or adapt the format of our information to meet the needs of families who may require that.

We recognise the most effective form of advertising is through our existing and past families who recommend us and are happy with the service we have provided. We will therefore continue to strive towards providing high quality care and education for all the children we care for. All staff are aware of this and treat all children, parents, carers, colleagues and visitors with courtesy and respect at all times.

The Manager is responsible for ensuring all letters sent out are on headed paper and have been checked for spelling and grammatical accuracy. The settings brochures, website, leaflets and adverts all contain up to date information on the services we provide. Permission is always obtained from parents before using any images of the children in advertising or promotional materials.

All enquiries about the setting and its services are recorded and the information is passed onto the Manager. All requests for information are followed up promptly. Regular open days and events are held to promote the settings within the community and prospective parents are always welcome to visit with, or without an appointment. We use social media sites such as ‘facebook’ and ‘twitter’ responsibly and only use images of children that are responsible and whose parents have given written agreement that state they can be used for advertising and marketing purposes.

Procedures

Preparing and distributing promotional material

Handling telephone, email and postal enquiries

Showing visitors and parents around the setting

Advertising for staff

Media Interest

Procedure for Preparing and Distributing Promotional Materials

- If children's photographs are used on any promotional materials written permission must be received from parents.
- Without written permission children's images are not able to be used under any circumstance.
- Images used will be used for a total of five years maximum before being removed. Parents can request images are removed at any time and we will comply with this request as soon as is reasonably possible.
- Children's names are also not to be used, although with consent family names may be used.
- Any photographs used must be of a suitable nature and high regard must be given to safeguarding that child.
- Distribution of material is thought out and planned and the places where material is displayed must be fitting with our family ethos.
- Families with English as an additional language or those with disabilities that prevent them from accessing the materials, are informed that there are other formats available on request.

Procedure for Handling telephone, Email and Postal enquiries

- Staff are aware that this may be the first point of contact with a new family and are therefore polite and friendly and able to deal appropriately with enquiries.
- When using the telephone staff will ensure they are in a place where they can hear, the children are not upset within listening distance and they are giving the call their full attention.
- If the Manager or deputy is unable to take the call staff will take their details and pass the message on to call back, or they can take an address to send a prospectus to.

- All details of the enquiry are recorded in the enquiry book and a copy of all the settings details sent out in the next available post.
- All enquiries are monitored and data recorded regularly by the Marketing Manager.
- Any enquiries by email or post will be recorded and sent out in the same way.
- Prospective parents/carers can request further information on fees and places as they wish.
- All enquiries are also directed to our website for further information.
- A compliment slip should be placed with the prospectus thanking the parent for their enquiry and inviting them to call in to visit or telephone for further details.
- Prospective parents are shown around the setting by the Manager or Deputy and are free to have access to all areas of the nursery while being supervised.
- Parents are invited to spend time in the setting with their child if they wish.
- The child is welcomed into the setting and can stay in their prospective base room if they wish while their parent/s has a tour.
- Staff and students are always introduced to parents by name.
- Parents can take a registration form away with them, and return to book a place on the waiting list by paying a 4 week deposit, to be used for the child's first month's fees.

Procedure for Showing Parents around the Setting

- Parents are welcome to visit the setting at their convenience, without an appointment if it is possible for the Manager or Deputy to show them around.
- If not possible the Manager/Deputy should rearrange the next suitable time.
- Parents should be invited into the office and given the background and history of the setting.
- They should be given a show round pack containing a prospectus, price list, Ofsted report, registration form and a list of questions to ask regarding the setting.
- The Manager/Deputy will show the parent around the setting, answering all their questions fully.
- Staff and students should be introduced to parents by name.
- Prospective children can be left in their prospective base room if they and their parent wish.
- If the child becomes upset the senior staff should let the parent know so they can return.
- A copy of the settings OFSTED report should be offered to the parent.
- Parents are invited to visit again if they wish.
- At the end of the visit the parent and child are given Tigers promotional materials

Procedure for Advertising for Staff

- Staff vacancies are advertised internally and externally.
- Apprentice vacancies are advertised at the Connexions Centre, on the Apprenticeship website, our own website, on Indeed Recruitment website and through West Berkshire Training Consortium and the equivalent in Swindon Wiltshire.
- Adverts are sometimes placed in our local newspapers.
- Very occasionally we may use publications such as Nursery World to advertise vacancies.
- When writing adverts we must have regard for equal opportunities so we do not state a gender, age, ethnicity or social group which would not reflect the diverse society in which we live.
- All our adverts have a statement to make applicants aware of safeguarding and they will be subject to an enhanced DBS disclosure should they be successful.

Media Interest

- Occasionally there may be media interest in the setting from the Local or National Newspapers or Television.
- Staff will be informed of the situation on a level appropriate to their job role.
- Parents will be informed of the interest as soon as possible, if appropriate and necessary
- Staff will not talk to media gathering outside the setting. All will confirm “no comment”.
- Anyone who does speak to the media, either directly or indirectly will be considered that it is gross misconduct.
- A statement will be issued by the nursery, under the guidance of professional advice, and this will be passed to the media by an allocated representative, nominated by the Nursery Directors.
- No other statement will be given unless agreed by the Nursery Directors.
- The settings will open as usual unless otherwise decided by the Nursery Directors.