



AppleKids  
DAY NURSERIES

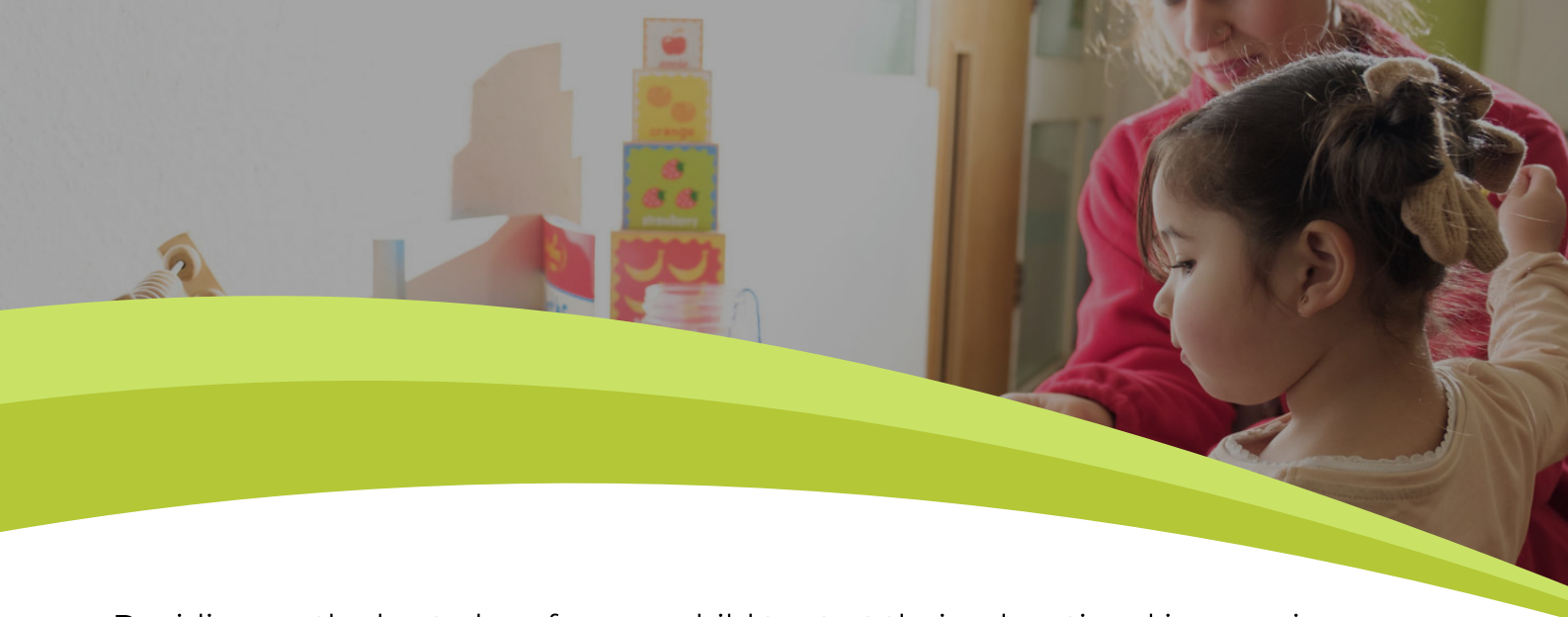
## Prospectus

AppleKids Day Nursery Sparkhill

1 Showell Green Lane  
Sparkhill, Birmingham B11 4NP

T: 0121 247 0345 | E: [sparkhill@applekids.co.uk](mailto:sparkhill@applekids.co.uk)

Ofsted Registered: EY468993



Deciding on the best place for your child to start their educational journey is not easy, so we've put this little guide together to help make life a little simpler.

## All children are individual

Every child is unique & we go a long way to fully appreciate & understand their individuality. It's the children that inspire our planning, with our skilled staff using their distinct interests to inform the learning that takes place. To the untrained eye, the children are having fun moving around their secure space and exploring the many activities laid out for them. To us, they're following a well-planned and thought out array of activities designed from the observations staff have made about what makes the children tick. These activities are hitting all the areas of learning taken from the Early Years Foundation Stage curriculum (EYFS).

All children are linked to a key worker, a trained member of our team that will ensure your child has an individual care plan as well as giving you a main point of contact amongst our team.

## Capturing the journey

We use an award winning app to log the journey from the very first day your child crawls in, to the moment they graduate and leap out into big school. It's almost like a Facebook for our nursery & pre-school.

An account is created once you complete your registration form and is used to communicate between us, your child's key worker, accounts and invoices, daily activities, what they've eaten, nappy changes, to collect photos, videos and lots more. The app is available on all smartphones so you'll never miss a moment no matter how busy life can get.

# Registration

Registration can be taken up to a maximum of six months in advance, with places offered on a first come first served basis. After your visit you have two options; you can decide on registering straight away, allowing our team to send you an application form out immediately or; you can have us call you a week later to see if you have any further questions, or even if you wish to arrange another visit. Either way, we've made registration fairly straight forward by using an integrated electronic version of our application form emailed straight to your inbox. Once complete, you'll receive a confirmation email and our staff will then set you up on our award winning app.

## No registration fees. Ever

Lots of nurseries charge a fee to make you complete an application form. We don't. Thanks to our investment in technology, we've made our registration process almost fully automated, meaning costs are reduced and money is saved. It's only right that we pass those savings on to you.

## Deposit secures a place

For private paying places we take a small deposit. Once your registration form has been received, an invoice for a £100 deposit will be sent. As soon as this is paid your child's place is secured. Due to demand, if a deposit isn't paid within 3 days we'll close the application so we can allocate the place to another child. To avoid any delay it's always recommended to either call or email us to advise your deposit has been paid.







## Our Fees

We're open 38 weeks a year except for national holidays and currently offer two sessions:

- £46.50 – Full day - 9 am to 3:45 pm
- £32.50 – Half day - 9 am to 11:45 am or 12:45 pm to 3:45 pm

All of our places are term time only. A minimum of three weekly sessions applies to all bookings. Additional hours that are not part of your regular booking plan are charged at £8.50 per hour. Settling in hours are £7.60.

Invoices are itemised and sent monthly for payment in advance.

Fees are fully inclusive of fresh water, milk and snacks. We ask you to supply a packed lunch & nappies.

The nursery operates a strict late charge policy charging £10 for every 15 minutes past the expected collection time.

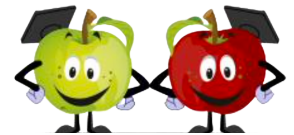
# Discounts

We offer two multi-day discounts on full day bookings. 4 days saves you 2% and 5 days will save you 4% off your invoice. Siblings receive a 5% discount applied to the child with fewer sessions, or if they attend the same number, the older child will receive the discount. If they're twins we'll apply a 4% discount to both. We've never seen triplets before so if you want to change our world by registering a trio of the same age we'll give you a whopping 5% off all three. All discounts are applied to monthly invoices.

# 15 and 30 hour funding

We can provide funded places for free at no cost to you subject to availability and can apply the number of hours you are eligible for flexibly. Let us know what your needs are and we'll do our best to offer a place accordingly. The funding we claim doesn't cover fresh fruit and snacks so we ask for a termly contribution of around £8.50 a month. If your child attends more than the number of hours you are eligible for, we'll deduct the funding from your monthly invoice.

# Time to get started



All the formalities are done and it's time to have some fun! Once your application is in and the deposit has been paid, the nursery manager will make contact with you to ensure we've received all the information we need. It is important for you to provide us with a completed 'All About Me' booklet so we can prepare a smooth start to your child's journey with us.

A start date will be arranged and we'll roll out the red carpet... or maybe a paper roll and some paint... or maybe some water with some sea monsters... the options are endless when it comes to making the first impression count for our newest member of the family.

Your key worker and a senior member of staff will plan your child's settling in sessions based on their individual needs. Settling in can be completed quickly or it may take a few weeks, both are acceptable and there's no rush from our end.

## Uniform

We offer an optional uniform sweater & polo shirt which can be purchased directly from us. These help to ensure your child's regular clothes are kept clean, and they also make deciding what to wear the next day simple. Children attending for a minimum of 4 full days will receive a free sweater or polo.

## Healthy eating

All of our snacks are prepared freshly on site by staff that have received training to Food Safety & Hygiene Level 2 standards in our 5 star rated kitchen.

Snacks are served during the morning & afternoon sessions in a buffet style presentation at our snack café. This is a great way for children to learn about making choices from an array of fresh fruit, breadsticks & cheese crackers.

## Terms and Conditions

Our full terms & conditions with some policies are provided with the registration form. They're fairly standard and we've kept everything simple in good old plain English. We may change our terms from time to time but any increases to fees are notified at least 30 days in advance. We will always do our best to remain competitive.

If you have any other questions or queries you can give us a call or send in an email using the details on the front cover of this information booklet.

*Thank you for choosing AppleKids!*





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[applekids.co.uk](http://applekids.co.uk) | [info@applekids.co.uk](mailto:info@applekids.co.uk)

Childcare  
**Choices**

**Startwell**  
Being active, eating well, achieving more.

Ofsted  
Good  
Provider