

Blagdon Nursery School



Marketing Policy

Marketing Strategy for Blagdon Nursery School

Blagdon Nursery School provides a caring learning environment where everyone is valued and enabled to achieve and enjoy success.

Values

- Respect for ourselves others and the environment
- Everyone has the right to learn and achieve
- Tolerance and understanding

Aims

- To value the importance of the inclusive partnership between families and the Centre
- To provide high quality education and care to ensure that all children are healthy, safe, enjoy and achieve and make a positive contribution
- To deliver the Early Years Foundation stage through providing a curriculum which develops the children's skills and understanding, stimulates their curiosity and creativity and develops them as independent learners
- To value everyone as individuals regardless of culture, race, gender or ability and effectively tackle discrimination
- To make provision for children and families with special educational needs in accordance with the SEN code of practice and provide for children and families with English as an additional language
- To build strong links with the community of Whitley by working in collaboration with our stakeholders and other agencies to ensure that services provided match the needs of the families.

We promote the Nursery and its good practice through a variety of ways including:

- Word of mouth - the Nursery has a good name in the Community. (evidence for this is through asking new enquiries where they heard about us)
- Website - <http://www.blagdonnursery.reading.sch.uk/>
- Information on RBC website and Family Information Service website
- Leaflets, school prospectus
- Good links with the health visitors (including HV for teenage parents), PSST's,
- Advertise Willows vacancies in the Family Centre (also will be on website)
- We will explore other forms of social media e.g. Facebook, Twitter with a view to being able to continuing to maintain a high profile within the local community.

Signed by

J. Budge

Headteacher

Date: 08.01.18

E. Jackson

Chair of Governors

January, 2018

Review: Jan 2021

Marketing Policy –Jan 18