



National Day Nurseries Association

# Quality Counts

## In early years, **Quality Counts**

Reflect, review and improve your practice  
to the highest quality standards

[www.qualitycounts.org.uk](http://www.qualitycounts.org.uk)



# The Quality Counts scheme

The new, streamlined Quality Counts award scheme from NDNA gives you a framework and the skills to embed quality throughout your setting.

Raise outcomes for your children and be well-prepared for your next Ofsted inspection by following the Quality Counts pathway. The scheme will be fully mapped to the new Education Inspection Framework, and the frameworks in Scotland or Wales.

There are three pathways on the Quality Counts journey:

- Journey to Excellence manual
- Online Audit and Review
- Certification Mark

Find out more about each inside.

*“We know that good and outstanding settings make a stronger and more positive difference to children’s learning and development than those that are not yet good.” - Ofsted.*

## NEW Ofsted Education Inspection Framework

- Be prepared for the new Framework by signing up to Quality Counts Certification mark accreditation
- Maintain or improve your Ofsted rating by demonstrating your commitment to continuous improvement

## The benefits

- ⬆ Demonstrate better outcomes for children at inspection
- ⬆ Show parents and professionals your commitment to developing high quality practice for all children
- ⬆ Stand out from the competition by promoting your quality award to new parents
- ⬆ Attract and retain high quality staff
- ⬆ Improve teamwork, morale and communication.



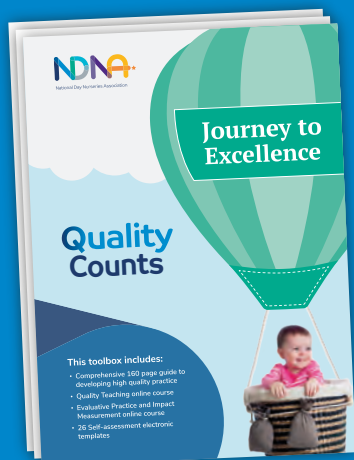
## Pathway One Journey to Excellence Toolbox

Develop your knowledge using tools to assist with your quality journey: review your practice; audit your skills, confidence and knowledge; and learn how to develop a quality team.

Ideal if you don't have a quality vision or have never embarked on a quality assurance programme.

This process will help you identify areas of development for you, your staff team and your practice.

The Journey to Excellence manual is made up of four key sections: Defining Quality, Reflective Practice and Critical Evaluation, Developing a Quality Workforce and Quality Partnerships with Parents.



### You will receive:

- A comprehensive 160-page manual featuring research based information on quality improvement
- Two online quality courses: Quality Teaching and Evaluative Practice and Impact Measurement.
- Access to 26 downloadable templates to tailor to your setting.

**Price: £89 for NDNA members and £140 for non-members**



## Pathway Two Online Audit and Review

If you need advice and support before starting the full Quality Counts Certification Mark, then sign up to our 12 month Online Audit and Review.



This online system helps you assess your internal quality processes and team's approach to quality and gives critical feedback from an independent early years expert to help identify areas for development.

It is an effective way to replace the SEF (Self Evaluation Form).

When you are ready, upgrade to the full Quality Counts Certification Mark for £800.



**Price: £230 for NDNA members and £280 for non-members**



## Pathway Three Certification Mark

# Quality Counts<sup>®</sup>

NDNA Certification

Achieving the Certification Mark gives your parents and staff the reassurance that your nursery meets defined and robust quality standards.

A mentor will help you and your team to critically evaluate practice against a framework of standards, developed by early years experts based on research into leading early years practice and the UN Convention on the Rights of the Child. The standards look at leadership practices, staff capabilities in addition to activities, environments and the health and well-being of children.

Accreditation is based on an assessment of your portfolio of evidence by an NDNA trained assessor prior to an on-site visit to observe practice.

**The Quality Counts Mark is a registered trademark, that has been externally examined and validated by the UK Intellectual Property Office (IPO).**

## Achievement of the Mark

This certification is designed to prove to parents that your nursery stands out by showing its dedication to quality and continual high standards of practice. Awarded settings will receive the Quality Counts logo to display on their website, email footer and stationery as well as an awards pack to help you promote your award and demonstrate your commitment to exceptional quality and improving outcomes for children. You have 12 months to complete the Quality Counts Certification from the date you sign up.



**Price: £900 for NDNA members or £1,080 for non-members**

# Find out more about our Quality Counts scheme

Sign up now at [www.ndna.org.uk/qualitycounts](http://www.ndna.org.uk/qualitycounts) or find out more about all three pathways to excellence on our new, dedicated and easy-to-use scheme website at [www.qualitycounts.org.uk](http://www.qualitycounts.org.uk)



*"I would definitely recommend it as a good way to assess your practice. It was confirmation that we were operating at a very high standard, and a further confirmation for parents that they are sending their children to a very good nursery."*

**Annie Silcock, Smarties  
Nursery – NDNA Nursery  
of the Year 2018**



Sign up at [www.ndna.org.uk/qualitycounts](http://www.ndna.org.uk/qualitycounts)



Call to find out more on 01484 407070



Email enquiries to [qualitycounts@ndna.org.uk](mailto:qualitycounts@ndna.org.uk)