

Disclaimer: Activities with children must always be risk assessed, including for allergies or choking. Children must always have adequate supervision. Resources and materials must always be appropriate for children's age and stage of development.

Top tips: Revisiting your mission statement

Revisiting your mission statement on a regular basis ensures that it continues to reflect the vision and values for your setting and stakeholders.

In most nurseries, there are regular changes to families accessing the setting, new staff and ways to expand or change the way you deliver your sessions over time.

Use these top tips to check that your mission statement echoes your current provision.

1. Your mission statement should mean something to everyone who is involved with your setting - staff (practitioners, admin, cook, cleaner), parents, directors. Wherever practicable, they should be involved in creating the mission statement and it should always be shared with them
2. The mission statement tells others what to expect from your setting and ensures that everyone shares the same expectations. It should summarise your day-to-day purpose and clearly reflect what is important to you. The best mission statements are brief, informative and direct, using simple language which all stakeholders will understand e.g. *Our nursery is a centre of excellence providing high quality day-care in a learning community that respects, nurtures and challenges each individual. We believe in nurturing a safe and caring atmosphere, encouraging positive self-image, and a love of learning where every child is respected and valued for their uniqueness.*
3. Make sure your mission statement ties in with your vision and values statements. These can sometimes be confused: Put simply, the mission statement is what happens now, while a vision statement reflects your aspirations and inspires others to want to engage with your setting now and in the future. Your values statement is just that – what are the values of the setting, what is important to you, what do you offer that makes you unique? What are your passions for children and families?
4. Don't assume everyone shares the same mission, vision and values. Take time to talk together, question and discuss with each other until you get to the heart of the setting. Who are you, what do you do and why do you do it? Why should parents bring their children to your setting rather than another one? Why will children flourish in your nursery?
5. Download mission statements from other settings. Share them and talk about what you like and dislike about their statements. It is often easier to create your own from an example, especially if you are unsure where to start. You could create a couple of draft versions and then ask staff and



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parents to say which one they prefer and why

6. Finally, once you have your agreed mission statement share it everywhere so that visitors to the nursery building, your website and social media channels have a clear understanding of what your nursery stands for so they can 'buy in' to your vision and values
7. Plan to regularly revisit your mission statement.

NDNA products to support you with these tips

- [Effective marketing and promotion – online course](#)

And more resources at www.ndna.org.uk/hub/myndna