

Recommend
your friend to
an Asquith Day
Nursery and
both earn

£200

Asquith Day Nurseries will credit your account
and your friend with £200

1. Please complete your details

Title: Forename: _____

Surname: _____

Address: _____

Postcode: _____

Tel No: _____

2. Please complete your details of the friend who
recommended you to Asquith Day Nurseries

Title: Forename: _____

Surname: _____

Address: _____

Postcode: _____

Tel No: _____

Customer Account No: _____

TO BE COMPLETED BY AN ASQUITH DAY NURSERY MANAGER

Nursery _____

Nursery Manager Name _____

Nursery Manager Signature _____

Date _____

3. Hand this completed voucher to the
Nursery Manager for verification.

4. At the end of your initial 3 month period,
you will receive £200 off your booking
and the friend who recommended you will
receive a credit of £200.

Terms and Conditions

- Only one voucher per child is redeemable. • Asquith Day Nurseries will give you and your friend £200 off. This will be given at the end of your initial 3 month booking of a minimum of 4 sessions per week. • Not valid to staff or employees' relations.
- Asquith Day Nurseries reserves the right to refuse an application. • Not valid in conjunction with any other promotion.
- The voucher is only valid at the time of registration. • The voucher will be exempt for some accounts. • New places are subject to availability. • Valid when new parent registers and starts within the nursery by September 9th 2011.

asquith day nurseries

my nursery

*"The safety and wellbeing of the children
and staff is our number one priority."*

Why it just has to be Asquith

We know it's tough out there right now.

We're constantly talking to our parents across our 81-strong nursery network and as key basic costs like fuel and food increase and the government continues to slash spending across the board (including grants and funding in our sector) public sector workers strike over pensions and wages generally fail to keep up with inflation, it seems to be all doom and gloom.

Growing numbers of childcare providers are struggling or going out of business but here at Asquith but we have pledged to continue to invest heavily in our business – and in the future for your children in their early years.

So now I want to put a summer smile back on your face – with some good news for a change.

Asquith has embarked on an unprecedented programme for growth. Our mums and dads will be left in no doubt about our ongoing strategy; constant refurbishment and upgrades at our nurseries; a multi-million pound investment in latest technology; industry-leading safety and security measures; world-class staff training programmes and a plan to open more nurseries in coming months.

We know many of you are 'time poor'. We realise you don't really want letters in the post from us because often you don't have time to open them. And you don't want long phone calls either. You want to communicate with instant digital technology; iPhones and text messaging.

Our research tells us exactly what you desire when you make a choice about childcare: a partnership, strength of brand; service; feelings of inclusion, trust, and the ability to deal with professional, highly experienced people of high principle.

*"We are more focused than
ever on building the future"*

Parents, quite rightly are demanding more for their money. The universal mantra must be; 'quality and value for money'. At Asquith we are constantly monitoring these two fundamental elements.

Things are changing. And we must all adapt to it. Your five year old son or daughter knows as much about technology today as a ten year old knew a decade ago. Technology is relentless – but don't worry, we are on the case.

More news on all this and latest Asquith development plans in our autumn edition.



“Well mum, today I used a touch-screen PC and shot some video.”



IT director, Jeff Stanford

Remember when ‘cutting edge’ in-house equipment for children at day care nurseries would largely comprise large sheets of paper and crayons?

Well of course, Asquith children still have those tools at their disposal but in 2011 their equipment inventory has moved on a bit.

And as a leading day care group we work hard to

maintain our pole position when it comes to ICT education.

Explains our IT director Jeff Stanford: “This year we will spend well in excess of £500,000

on information and communication technology (ICT). We are investing in touch-screen PCs in every pre-school room at every nursery. Fifteen sites have it already and we anticipate completing the roll-out by September.

Additionally, our *Smartboard* interactive whiteboard programme continues to roll-out and one in four of all our nurseries will be enabled by the end of August.”

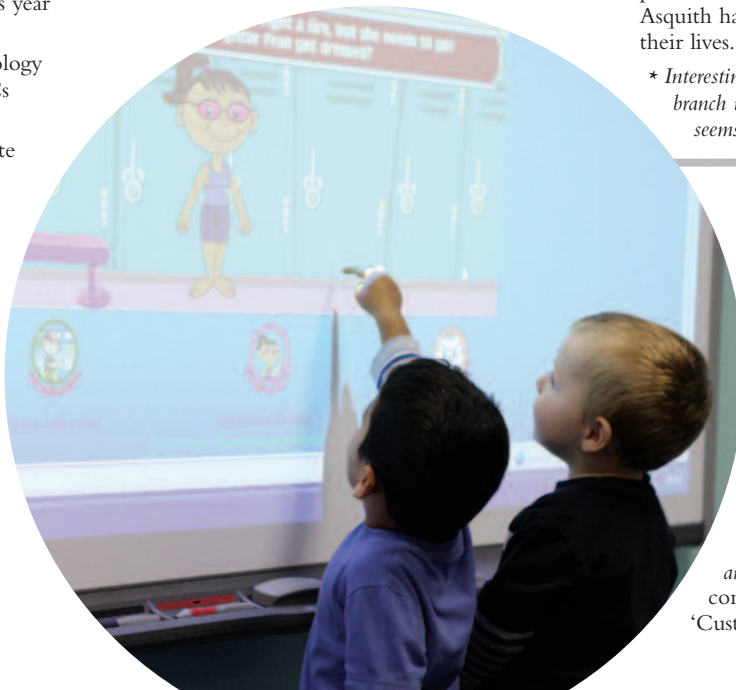
Adds Jeff: “Asquith children will also have their own special ICT ‘room kit’ to play with too. This might be a remote control car, or a light table; a metal detector or perhaps a camera or touch video camera. This new kit will be in 50% of our nurseries by October this year and available at the rest within months.”

And there’s even more Asquith IT excitement in the offing.

Jeff enthuses: “We are trialling a brand new parent communication initiative too. We all

know that a number of significant events happen in a nursery room during the day as the children develop. We want to enable individuals in the room to capture those events on video, or audio or camera or by keyboard – or even a staff note. It all gets recorded and added to a database against each child whose parents have opted-in for participation in the scheme. Then, at the end of the day the parent can come in to the nursery room, use an interactive screen and see what their child has been doing that day. This is at the drawing board stage right now but we will have a prototype ready within weeks.”

Mums and dads will also be delighted that we are making big strides in minimising paper trails; admin and form-filling. *Hallelujah!*



Hi, I’ve just graduated. I’m 5.

It may not be your child’s only graduation – but it’s certainly going to be the first.

Asquith kids are just one big happy family all over the country – so we are always sad to see them leave for ‘big school’.

Graduation Day is when we celebrate both the time your child has spent with us (often three or more years) and his/her progress and personal development during that time.

Although we make sure this special party is a time for joy, reflection, and expectation for the future, we have to admit that often a giveaway tear wells up in the corner of the eye (and we’re talking both staff and parents here).

We know they are your kids – but hey, we love them too and we are always sorry to wave them goodbye.

We love to hear about their progress at primary school – and we are always thrilled to hear from parents as time passes. Many parents write to us to let us know the time their child spent with Asquith has helped to form character and personality and boost confidence levels at this key time in their lives.

** Interestingly, sometimes you just can’t let go of an Asquith nursery. We have a member of staff at our Stafford branch in the Midlands who attended the nursery as a toddler. Now she’s full-time with our team there. It seems she just can’t get enough of us. (We did get her a bigger chair!)*



Asquith parents have their say

Any successful business that wants to stay successful had better take note of what its customers are saying.

We are always looking to improve Asquith efficiency through new ideas and programmes (E.g. *watch out for information soon on our industry-leading online invoicing programme and the excellent progress being made by our new training division in the key areas of staff development and retention*) so recently we commissioned an independent ‘Customer Satisfaction Survey’.

Here’s a snapshot of the results so far:

95.6% of parents questioned believe their child is safe and secure with us. And 90.5% of you are either satisfied or very satisfied with Asquith Day Nurseries. 88.9% of parents said their first impression of Asquith from an ‘atmosphere and decor’ viewpoint was pleasing.

We admit these are pretty good numbers but we won’t be happy until we have given every parent the chance to respond and completely satisfied the needs of ALL our parents ...so we will be working even harder to improve these numbers in the next survey.