



## **Management Statement**

### **Purpose**

This statement outlines how the proposed nursery at 22-24 Sussex Rd, Haywards Heath, RH16 4EA will operate and identifies benefits it will bring to the local community and economy.

### **Who are we?**

Kingsway Nurseries Ltd has been established by its Directors to create three new, high-quality nurseries in the Mid and West Sussex area.

The companies' three Directors are highly experienced in the Early Years sector, including having established eight nurseries from scratch and acquired two others in the last decade or so. Of these, three were rated Outstanding by Ofsted, four Good and three have yet to be assessed.

The eight nurseries, which were created from scratch, were similar to the proposed Sussex Rd project in that they involved acquiring premises, seeking planning permission and renovating unprepossessing properties to a high standard. These were in the following locations: Chiswick, Godalming, Farnham, Twickenham, Epsom and Ewell, Sutton, Petersfield, whilst the latest project is in Cobham. In two such cases (Farnham and Epsom and Ewell) the landlord is the Council, with whom a strong relationship was built and benefits delivered to the local community (more on this below). The other two nurseries, which were owned by the business, were acquired as going-concerns and improved by the team of Directors. These were in Reading and Chandler's Ford.

John Warren is the Director responsible for Quality and Curriculum. John was recently awarded the British Empire Medal for services to the Early Years sector and work within the local communities in which he has operated. John has experienced every aspect of the sector, having started his career as an Early Years nurse, holding a Masters in Early Childhood Education, undertaken inspections whilst at Ofsted and having been a Regional Manager for

a number of the country's largest chains. John is also an Expert Witness for cases involving Early Years, is on the judging panel for both Nursery World and Nursery Management today, whose annual awards recognise excellence of practice in the sector. He has also twice been voted one of the ten most influential people in Childcare (Nursery Management Today). He is also a children's author!

Eamonn O'Connor is the Director responsible for ensuring the commercial viability and long-term sustainability of the nurseries. He is experienced in creating and managing businesses across a range of sectors. Having spent thirty years in the financial services industry, where he built and managed businesses in the pensions, actuarial and investment spheres, in the last decade or so he has focused on the Early Years sector, working with the team to create and/or acquire the nurseries identified above.

Urvashi O'Connor is the Director responsible for safeguarding and regulatory matters. She is the lead with Ofsted and holds a BA in Early Years. Urvashi was to some extent the founder of the business having opened the nursery in Chiswick, rated Outstanding by Ofsted, who said 'Urvashi is a well-qualified and experienced manager, who constantly evaluates practice and seeks the views of others to identify areas to further enhance the setting'.

### **Operational Details**

The nursery will be registered with Ofsted. It will accommodate a maximum of 80 children at any given time. Children are grouped by age: babies (three months to two-year-olds), toddlers (two-year-olds) and pre-schoolers (under-fives).

The nursery's core hours will be 8am to 6pm. There will be provision for early drop off (7.30am) and late pick-up (6.30am). The experience of the business suggests this will be attractive only to a handful of parents. The nursery will open Monday to Friday, all year round except for the period between Christmas and New Year.

Unlike schools, nursery drop-offs and pick-ups tend to occur over wide intervals, usually 7.30am to 9.30am and 4.30pm to 6.30pm. This alleviates potential congestion, traffic or otherwise.

Parents are also encouraged to 'drop off and go', which facilitates the ability of our staff to settle children.

As with all of the other settings operated by the nursery, there will be no car parking on site for parents. Parents will be instructed to use Franklynn Rd car park, which is a three-minute walk to the site, facilitated by an existing traffic light crossing. A detailed transport statement, accompanying this submission, supports the viability of this approach. Further, the nursery has approached the Council to buy annual passes to allow parents to park during the likely busiest drop-off and pick-up periods. This is an approach previously instigated in the Farnham nursery operated by the business.

Outdoor activity promotes curiosity, confidence, and social skills in children. As such, the proposal to create an enthralling outdoor area for the children is a key feature of the

nursery's proposals. All outdoor activity is supervised. It is 'child-led' but moderated by staff, who will work in the following ratios: one per three for under-twos, one per five for other children. There will be a number of themed activity huts, eg art, reading, role-play, mud-kitchen, curiosity hub, plant and vegetable growing. The garden area will be open during core nursery hours, 8am -6pm. The noise from children's nurseries is usually regarded as pleasant background humming. Of the other nurseries identified above, the Reading and Godalming settings are in residential roads, the Farnham setting backs on to a row of residential dwellings, whilst Chandler's Ford has a residence immediately next door and Twickenham some houses to the rear of the nursery. In no instance has children's noise been an issue for residents.

To facilitate drop-offs and pick-ups, it is proposed to create a single, secure entrance, for which there is ample space at the front right-hand side of the building. This will add visual amenity, improve the appearance of the building and ensure plenty of space for parents at drop-off and pick-up. It will also provide ample secure buggy and cycle storage out of sight from the street.

The nursery will encourage walking and cycling to work, as well as the use of public transport. No on-site parking will be available for staff, other than one for the manager and deputy-manager at the front of the building. This is the situation at the nurseries in Reading, Godalming, Twickenham, Epsom and Ewell and Sutton. Cycle racks will be provided and a Cycle-to-Work scheme offered.

## **Staffing**

The nursery will recruit locally, as is invariably the case in the sector. This provision will create employment opportunities for around 40 individuals, across a mix of full-time and flexible roles. This flexibility supports both the operational needs of the nursery and the work-life balance of the staff team.

In addition to employment opportunities for experienced staff, the setting will offer a number of apprenticeships for young people wishing to start a career in the sector. The nursery works with Hawk Training [www.hawktraining.com](http://www.hawktraining.com) an Ofsted Outstanding training provider to develop pathways for local school and college leavers to forge a career in Early Years. The nursery will engage with local schools and colleges to promote such opportunities.

## **Parents**

While the nursery will be registered for approximately 80 children, it is recognised that many families do not require full-time places. As a result, a nursery of this size is likely to provide a facility for up to 130 families within the Haywards Heath area, enabling parents and carers to return to work and contribute to the local economy.

Parents will, if eligible, be able to access up to 30 hours of week government funding and up to £2,000 per child per year via tax-free childcare. Although it is hoped parents will contribute towards those costs which are not covered by government funding (food,

nappies, consumables, extra activities and outings) funded-only places will still be available to parents who cannot (or do not wish to) pay these 'extras'. As an inclusive nursery, no child will be excluded from any activity or outing, regardless of whether the parent is able or willing to pay for these.

### **Involvement in the community**

The nursery intends not only to be an addition to the area, but an integral part of it. The intention is to serve not only the families who attend the nursery, but the wider community of Haywards Heath. As an example, the Directors have previously developed intergenerational links in the areas where they have operated nurseries by working with local care homes. Children, supported by staff, spend time with residents and participate in shared activities. This approach provides meaningful benefits for both children and older members of the community.

Opportunities will be afforded in the wider community for individuals who may have skills that will enhance the learning experiences for the children, eg. from dance to language classes.

Although the nursery works with a specialist external catering provider for children's main meals, it is committed to sourcing local produce wherever possible. This extends to other consumables, thereby supporting local businesses and suppliers.

Community visibility and contribution will be a key focus. Engagement in local charity initiatives and events, positioning the nursery as a positive and visible presence within Haywards Heath, will support this.

### **SEND**

Early years SEND provision remains a significant challenge nationally, with increasing numbers of young children requiring additional support and many families struggling to access suitable places. Recent research found that over half of early years providers are supporting children with SEND, with needs becoming increasingly complex and providers highlighting shortages of specialist places and trained staff.

Our nursery in Haywards Heath will respond positively to the growing demand for inclusive early years provision by creating an environment where children with SEND can access high-quality education and care alongside their peers.

The nursery works with Cheryl Warren of Aperion Training and Consultancy [www.aperiontraining.co.uk](http://www.aperiontraining.co.uk), a nationally and internationally recognised specialist and author in neurodiversity and inclusive practice. Cheryl will support the development of a neuro-affirming approach, staff training, and family engagement. Through skilled practitioners, strong SENCO leadership, and thoughtfully designed environments that include calm and sensory-responsive spaces, the nursery will help local families access specialist support within their own community, reduce the need for travel to out-of-area

provision, and improve outcomes for children at the earliest stage of their educational journey.

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