



Stower Vale Pre-School

ADVERTISING AND MARKETING POLICY

At Stower Vale Pre-School we recognise the importance of promoting the services it provides to the families in the local community who may want to use them. It will provide this information in a variety of different ways and will attempt to make it as accessible as possible to all.

We recognise that the most effective advertising will be through recommendations from users of the setting who are happy with the service it provides. It will, therefore, continue to strive towards providing high quality care and learning for all the children it caters for. All staff should be aware of this and should treat all children, parents, colleagues and visitors with courtesy and respect at all times.

The Play Leader and Committee are responsible for seeing that all letters sent out from the setting are on headed notepaper and have been checked for spelling and grammatical accuracy. The setting's brochure, leaflets and adverts all contain accurate, up-to-date information on the services available. Permission is obtained from parents before using any images of children in advertising or promotional material.

All enquiries about the setting and its services are recorded and the information passed on to the Playleader and Committee. All requests for information are followed up promptly. Regular events are held to promote the setting within the local community and prospective parents are always welcome to book an appointment to visit.