

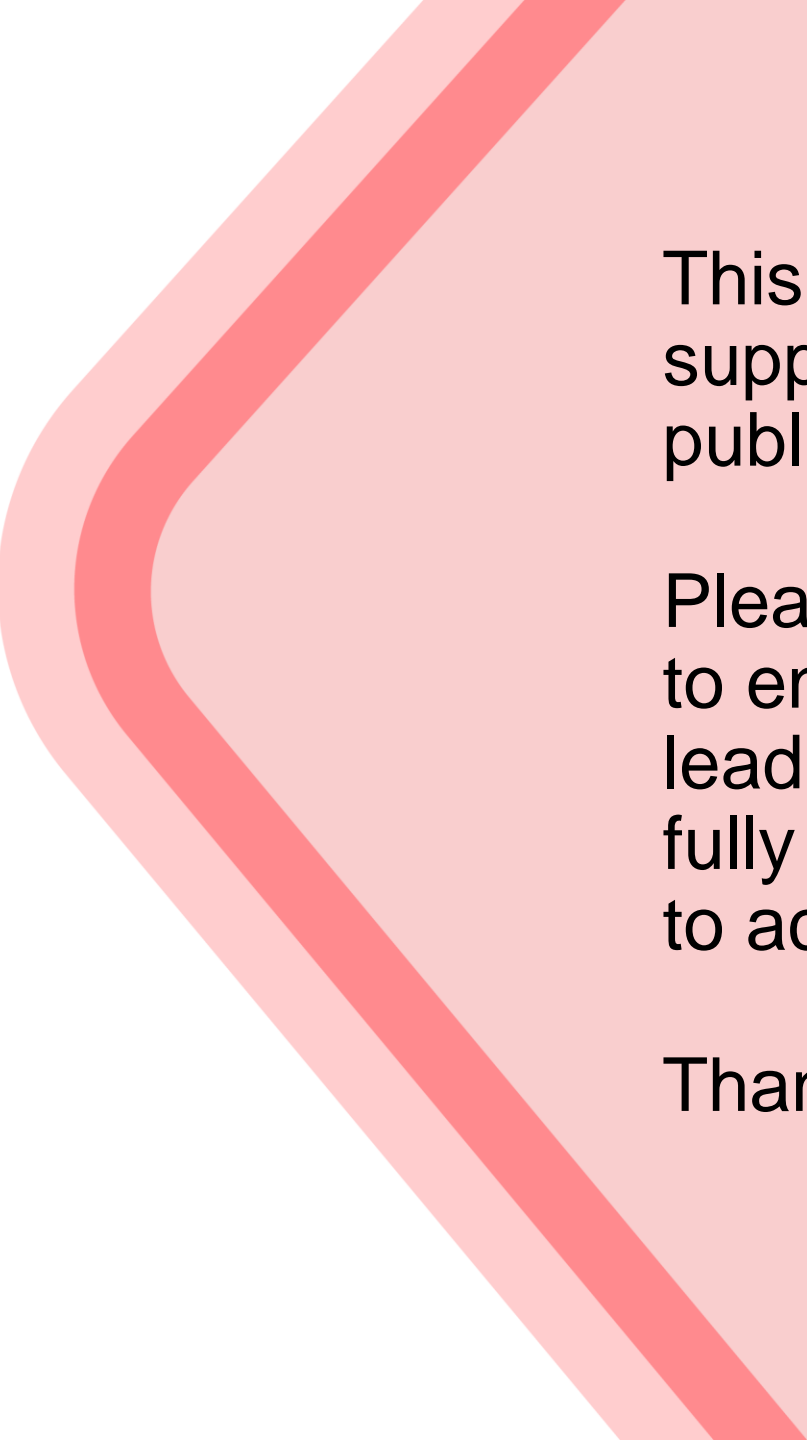


Department
for Education

National Professional Qualification in Early Years Leadership

Blog Communications Toolkit

January 2023



This toolkit has been produced to support early years stakeholders to publicise the NPQEYL.

Please use the information that follows to ensure that childminders, nursery leaders and pre-school practitioners are fully aware of the new course and how to access it.

Thank you.

Content

What is the National Professional Qualification in Early Years Leadership?

What benefits will the NPQEYL bring to early years leaders and the children in their care?

Communication tools

- Tool 1: The Blog
- Tool 2: Social Media Posts
- Tool 3: Email/Promotional Text
- Tool 4: Blog Extracts

What is the National Professional Qualification in Early Years Leadership (NPQEYL)

The National Professional Qualification in Early Years Leadership (NPQEYL) is a new, DfE-funded, professional development course being offered from autumn 2022 to leaders and aspiring leaders of early years settings. It is designed to support early years leaders to develop expertise in leading high-quality education and care, as well as in effective staff and organisational management.

The NPQEYL has been designed with leaders and practitioners in mind, using the latest and best available evidence and collective wisdom of the profession to ensure every child in every setting gets the best start in life.

The NPQEYL is aimed at leaders qualified to (at least) Level 3 with a full and relevant qualification, who are, or are aspiring to be:

- managers of Private, Voluntary and Independent nurseries,
- Headteachers or leaders of school-based and maintained nurseries, or
- childminders with leadership responsibilities.

Early years professionals helped us design this course to fit around busy schedules. On average participants will need to spend between 1 and 2 hours per week working towards this NPQ.

Further information about the NPQEYL is available on [GOV.UK](https://www.gov.uk)

What benefits will the NPQEYL bring to early years leaders and the children in their care?

The NPQEYL focuses on the key challenges early years leaders face in their role. This CPD course covers 7 topics, with a mix of self-study, group coaching sessions, and face-to-face sessions with other participants.

It will help participants gain confidence and develop skills in:

- ✓ developing your leadership style
- ✓ delivering high-quality early education and care
- ✓ organisational management
- ✓ giving constructive feedback to parents
- ✓ enhancing the expertise of your staff and supporting their development
- ✓ working with children who have additional and special educational needs

How participants and their settings could benefit:

- ✓ Ensuring all children experience success
- ✓ Delivering a high-quality and ambitious curriculum
- ✓ Managing resources and budgeting effectively
- ✓ Knowing what improvement approaches to use
- ✓ Learning with people from different early years settings, allowing you to build your network and share best practice

Communication Tools

The Department for Education has developed a blog to promote the NPQEYL and we'd appreciate your help in sharing it with your early years networks on social media.

To support you to publicise the NPQ to PVI, childminders and school nurseries, the following have been developed and are included in this toolkit:

- [NPQEYL blog](#)
- [Social media posts](#)
- [Email text](#)
- [Blog extracts](#)

Please use and share these through your own networks and channels.

Tool 1: The Blog:

How the NPQ for Early Years Leadership (NPQEYL) supports PVI and other early years settings

Accessing the blog

The blog has been published on the Foundation Years website. This is the [link to the blog](#).

Using the blog

You can share the blog via your digital networks by

- Providing an extract from the blog and a link to it in your emails, website articles, newsletters, blogs etc.
- Posting a link to the blog on social media using the suggested posts on the next slide
- Copying the full text of the blog for use in emails or website articles. You must acknowledge the blog originates from the Foundation Years site and providing a link to it



Use this image in your social media posts

Tool 2: Social Media Posts

Post copy to use to promote the NPQEYL when sharing the animation on social media

“Early Years leaders will develop essential knowledge and skills that underpin the successful leadership of your nursery with a free National Professional Qualification. Find out more on [GOV.UK](https://www.gov.uk)”

“The free National Professional Qualification in Early Years Leadership develops and supports your existing expertise in leading high-quality education and care. Find out more on [GOV.UK](https://www.gov.uk)”

“You can boost your career aspirations and develop into an Early Years leader with a free National Professional Qualification. Find out more on [GOV.UK](https://www.gov.uk)”

Tool 3: Email/Promotional text

The suggested promotional text below has been drafted to support stakeholders in publicising the NPQEYL animation and help get the message to early years professionals via your digital networks. For use in emails and newsletters, blogs or website updates.

Read [DfE's blog](#) to find out how the NPQ for Early Years Leadership (NPQEYL) supports PVI and other early years settings.

Are you interested in enhancing your leadership skills? The new, Department for Education-funded, **National Professional Qualification in Early Years Leadership (NPQEYL)** will help you develop the knowledge and skills to meet today's challenges, effectively lead your team and manage your setting, and boost early years development to ensure every child has the best start in life.

The course is free, flexible and designed by sector experts to help professionals across the sector to develop their career.

The deadline to apply to start the free NPQEYL in February is fast approaching. Read [the blog](#) to find out how the NPQEYL can benefit you and apply today on [GOV.UK](#).

Tool 4: Blog extracts

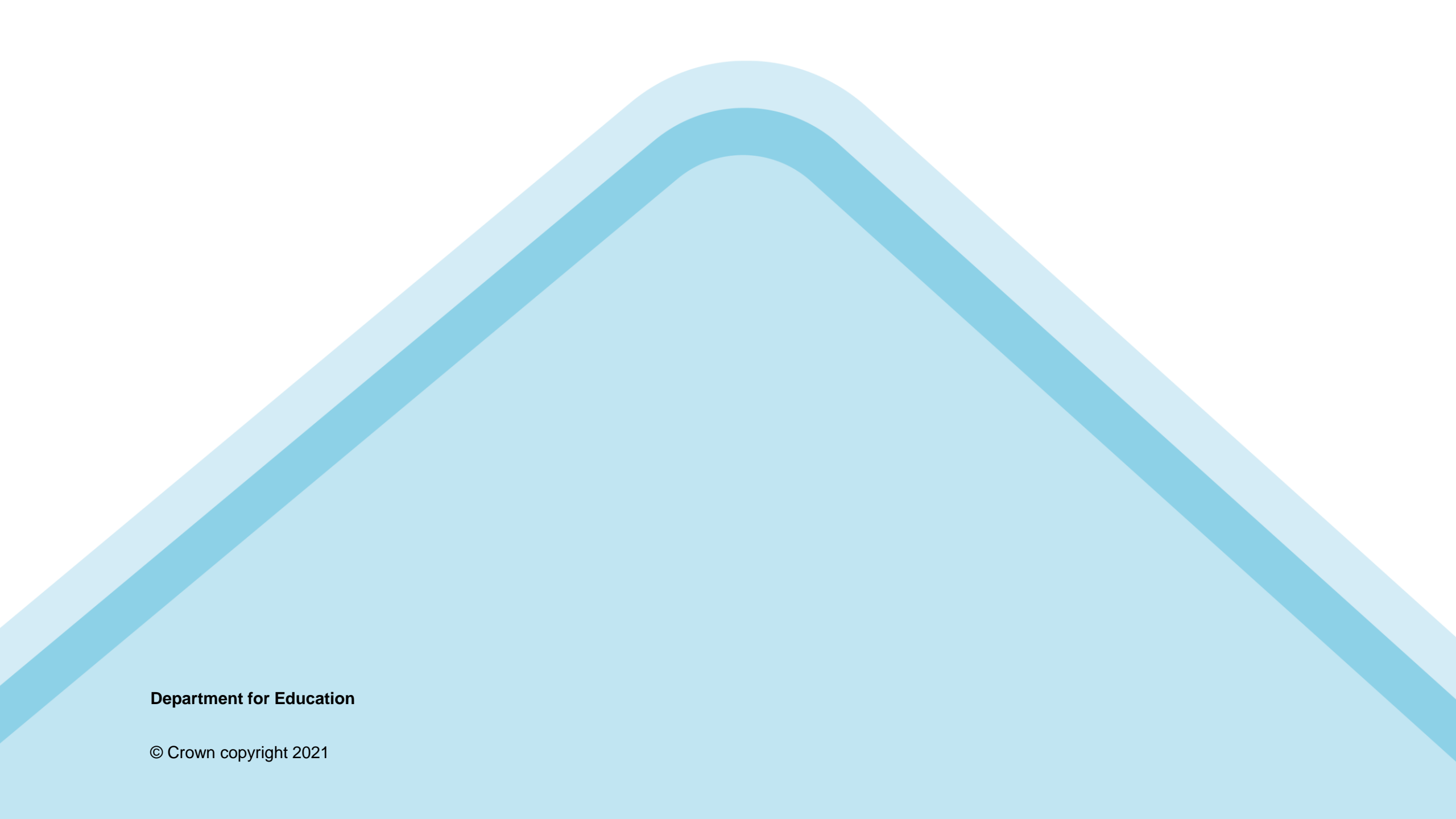
Suggested extracts to use to publicise the NPQEYL and blog in website blogs and news posts

“Want to enhance your leadership skills? The NPQEYL will help you develop the knowledge and skills to meet today’s challenges, effectively lead your team and manage your setting, and boost early years development to ensure every child has the best start in life. The deadline to apply to start the free NPQEYL in February is fast approaching. Read on to find out how the NPQEYL can benefit you and apply today on [Gov.uk](https://www.gov.uk).”

“We know that leading a nursery requires a wealth of strategic and operational knowledge and that leaders rely on working with and through colleagues. Designed alongside sector experts, the NPQEYL will help participants become experts in leading high-quality early years education and care”

“The NPQEYL enables leaders to understand the components of an effective curriculum and how to support all children to develop and experience success. The NPQEYL curriculum covers routines and strategies for supporting children to build early mathematical skills, communication, comprehension, and age-appropriate behaviours.”

“Leaders will explore the importance of effective decision-making and good financial, staff and educational resource management. They will also understand the role of strategic planning, employee relations and risk management in successful early years settings.”



Department for Education

© Crown copyright 2021