

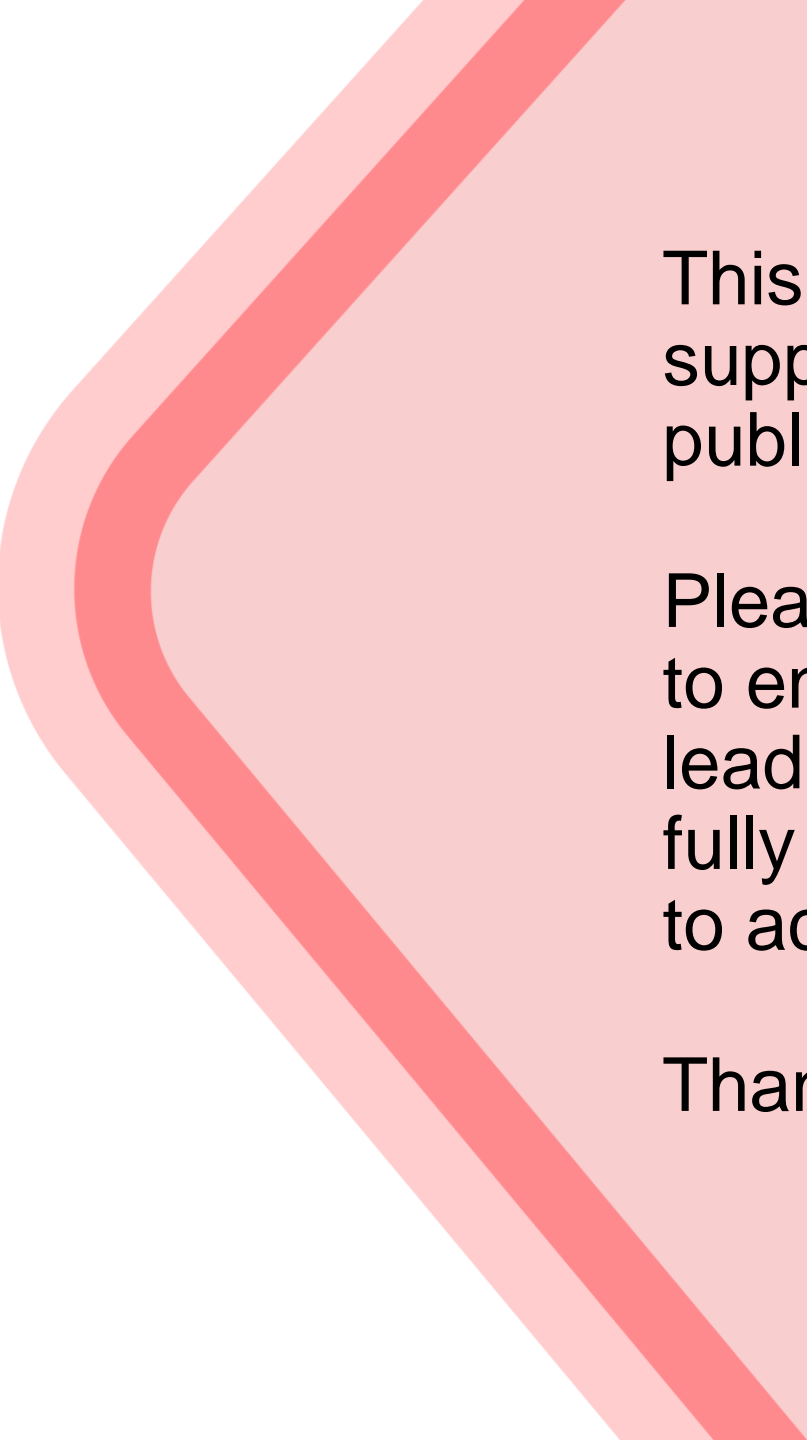


Department  
for Education

# National Professional Qualification in Early Years Leadership

## Animation Communications Toolkit

November 2022



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 Animation
- Tool 2: Social Media Posts
- Tool 3: Email/Promotional Text
- Tool 4: Article Text

# 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 an animation 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 animation](#)
- [Social media posts](#)
- [Email text](#)
- [Article text](#)

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

## Tool 1: The Animation

### Accessing the animation

You can download the animation and copy the code to embed the animation from [here](#).

### Using the animation

You can share the animation via your digital networks by

- embedding the animation in your emails, website articles, newsletters, blogs etc.
- saving the animation and posting it on social media using the suggested posts on the next slide

*Please do not share the link itself.*



## 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.

We're pleased to be able to tell you about the new, Department for Education-funded, **National Professional Qualification in Early Years Leadership (NPQEYL)** which has been developed to increase knowledge of leadership in early years settings, strengthen staff approaches to teaching and learning, and support children whose development has been impacted by the pandemic.

Participants will gain skills and confidence so they can deliver high-quality education and care to support children's development, become a better organisational leader and develop staff so they can reach their full potential.

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

The next cohort commences in February 2023 and a further two funded cohorts will be offered in 2023/2024.

Watch the animation below and then find out more about the eligibility criteria and how to apply on [GOV.UK](https://www.gov.uk)

## Tool 4: Article text

### The suggested article text below has been drafted to support stakeholders in publicising the NPQEYL and animation in website blogs and news posts

The new National Professional Qualification in Early Years Leadership (NPQEYL) has launched! 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 and group coaching sessions, as well as face-to-face sessions with other participants.

It will help you 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 you and your setting 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

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

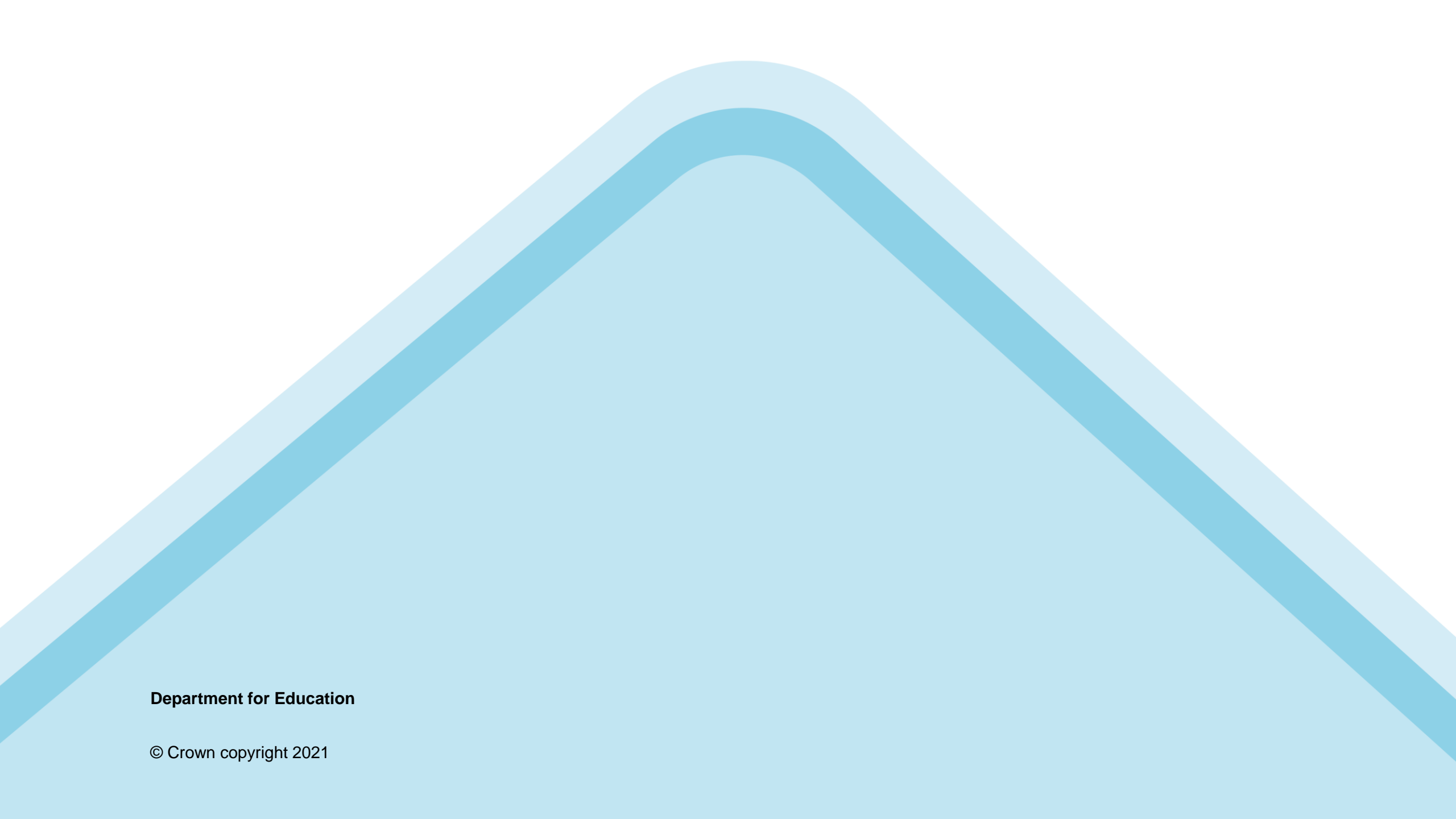
As a high-quality CPD offer, the NPQEYL complements those existing early years qualifications which leaders already hold which are directly linked to ratios. The NPQEYL fills a key gap identified by current and aspiring early years leaders, strengthening early years-specific teaching methods.

Full DfE funding, with no cost to the participant, is available. You are eligible for this course, and funding, if you are a leader, or aspiring leader, qualified to at least level 3 with a full and relevant qualification, employed:

- in a maintained nursery school in England
- in a preschool class or nursery that's part of a maintained school in England
- in a pre-school class or nursery that's part of an independent school in England providing free early years entitlements places
- in a nursery that is registered on the Ofsted Early Years Register
- as a childminder with leadership responsibilities working with early years children and registered on the Ofsted Early Years Register or with a registered Childminder Agency

The NPQEYL is delivered by [Lead Providers](#) and their delivery partners, who can also offer support in deciding whether the NPQEYL is the right choice for you and your setting. If the course is appropriate for you, and with agreement from your chosen Lead Provider, you may be able to self-fund the NPQEYL if you are not eligible for DfE funding.

Watch the animation and find out how to apply on [GOV.UK](#)



**Department for Education**

© Crown copyright 2021