

## All nurseries are not the same.

Posted on September 5, 2016 by Daniel French

The [London Preschool](#) is run by an innovative team of Early Years Educators who have developed a curriculum that focuses on a unique curriculum for each child, based on needs, talents, abilities and interests. Bill Zuckerman, CEO, claims that The London Preschool isn't like other nurseries.



### **Some nurseries will arrange for your dry cleaning to be done.**

We teach your children to clean themselves up after having fun doing very messy activities. We educate children, we don't clean clothes.

### **Some nurseries provide staff with starched Victorian uniforms**

We provide qualified teachers for performing arts, art, science and discovery, technology and sport that treat your child as an individual, encouraging them to explore, discover and learn.

### **Some nurseries can offer you a choice of hundreds of locations.**

We never will. We couldn't possibly treat your child as an individual or ensure the quality of our staff and their interactions with your child. If you're lucky, you live near one of our few nurseries. If not, why not move?



**Some nurseries will pick up your child from home.**

We don't. We need to ensure that every member of staff is properly checked and vetted, and don't want to be distracted by doing things that don't contribute to your child's development or education.

**Some nurseries offer music and movement classes provided by itinerant child entertainers once a week.**

We don't. They don't have to be vetted in the same way as our staff, and can't possibly know your child that well. We hire performing arts teachers for every nursery who are professional educators, focused on your child's development and have a passion for performing arts. Performing arts are part of the child's daily curriculum.



**Some nurseries offer a concierge service.**

We focus our attention on your child, who, in most cases, can't yet pronounce the word concierge. Give them a chance. But let us be their concierge.

**Some nurseries will tell you when you collect your child, "Johnny couldn't go outside today because it was raining, but he did get to watch Ben 10 on video"**

We'll tell you, "Johnny got in his waterproofs and we spent 40 minutes sliding in the mud and looking for earthworms".

**Some nurseries will offer to cook a gourmet dinner for you to take home.**

We have our own chefs who provide nutritious menus, freshly prepared using organic food for your children. The menus are designed to be healthy, culturally diverse and introduce your child to a variety of flavours and textures. If they're busy planning your dinner, what are they doing for your child?



**Some nurseries will help your child to learn to sing *Away in a Manger*, and *I'm a Little Teapot***

So will we. But we'll also help your child compose their own opera, writing the story and music and designing the sets and costumes. We'll invite you to attend a performance of a work they created and own.

**Why don't you find out the difference for yourself?**

Visit [www.londonpreschool.co.uk](http://www.londonpreschool.co.uk) or call 020 3538 7602 for more information.

The article can be read at <http://www.smallstepsonline.co.uk/news/18784/all-nurseries-are-not-the-same>