

Norland Code of Professional Responsibilities





Leading the way since 1892

Emily Ward founded Norland in 1892. She recognised the need for early years childcare to be more structured, centred around the child, loving and nurturing.

Norland Code of Professional Responsibilities

The Norland Code of Professional Responsibilities (the Code) contains the professional standards that Norland students, Newly Qualified Nannies (NQNs) and Norland graduates (Norlanders) must uphold. The values and principles set out in the Code are not negotiable or discretionary. They underpin the behaviours and competencies expected of all those who are studying at, and have graduated from, Norland College.

When joining Norland, you commit to upholding these standards. This commitment to upholding the professional standards of the Code is fundamental to being a Norland student, NQN and Norlander. It ensures the highest possible standards of practice and protects the reputation and brand of Norland. We will take disciplinary action if students, NQNs or Norlanders fail to uphold the Code.

For the many committed and expert practitioners already on our Norland register, this Code should be seen as a way of reinforcing your professionalism. The Code will guide your practice and offer evidence of the very highest standards provided by Norlanders. For students and NQNs, this Code gives you a framework from which to work, ensuring that you enhance the reputation of yourselves, the College and the many Norlanders who have gone before you.

The Code contains a series of statements that, taken together, signify what good Norland practice looks like. It puts the interests of children and their families first, adheres to all relevant legislation, and effectively promotes professionalism, trust and excellence.

Core standard 1: Prioritise children and their families

You put the needs of children and their families first. You make the development, care and safety of the babies and children in your care your main concern and ensure that their needs are recognised and that you respond effectively to them. You make sure that those you are working alongside are treated with respect, that their rights are upheld and that discriminatory attitudes and behaviours towards others are challenged. These values are demonstrated in your behaviour towards others, in particular children, families, College staff, fellow students/NQNs/Norlanders and other professionals.

1. Treat people as individuals

To achieve this, you must:

- 1.1 treat people with kindness, respect and compassion
- 1.2 avoid making assumptions and recognise and celebrate diversity and individual choice
- 1.3 respect and uphold the human rights (dignity, fairness, equality, respect and independence) of all those with whom you work

2. Listen to children and their families and respond to their needs, preferences and concerns

To achieve this, you must:

- 2.1 work in partnership with families/ placement staff/colleagues to make sure you meet the needs of children effectively
- 2.2 recognise and respect the contribution that parents make to their children's development and care, respecting and facilitating their wishes in the best interests of the child
- 2.3 encourage and empower children to share decisions about their care and development wherever possible
- 2.4 recognise when others are anxious, distressed or concerned and respond compassionately and politely
- 2.5 pay special attention to promoting wellbeing and meeting the changing development and care needs of children during all stages of development

Core standard 1: Newly Qualified Nanny (NQN) examples

An NQN supported her family when one of her employers was diagnosed with a terminal illness. The NQN put the family's needs ahead of her own, taking sole charge of their young child for two weeks and moving into a rental property to minimise the risk of infection. During this time, the NQN communicated with the parents effectively while also allowing them the time they needed following their difficult news.

Some NQNs have found themselves in a difficult position when they have been questioned about or have overheard confidential information about their employers and their family at the school gates/children's clubs. The NQNs advised that they did not join in the conversation and found a professional way to discuss this with their employer despite the difficult position they could find themselves in with their peers.



3. Act in the best interests of children at all times

To achieve this, you must:

- 3.1 respect the customs, values and spiritual beliefs of families and children and adhere to relevant statutory frameworks, guidance and legislation at all times
- 3.2 strive to provide the very best experiences for children, motivating them and inspiring them to succeed
- 3.3 understand the environment in which children learn and develop and ensure that it is appropriate in terms of the child's age, stage, needs, interests and rights
- 3.4 be aware of the benefits and challenges of social media and online use, drawing a clear line between your professional life and your personal life
- 3.5 be a positive role model for others, especially children
- 3.6 understand the emotions that drive children's behaviour, promoting self-regulation by using positive and supportive strategies to help them to understand their own behaviour and emotions
- 3.7 work in a collaborative and cooperative manner with parents and other professionals and voluntary agencies, recognising their particular contributions for the care of children

4. Respect children's and families' right to privacy and confidentiality

To achieve this, you must:

- 4.1 respect children's right to privacy in all aspects of their care
- 4.2 make sure that families are informed about how and why information is used, stored and shared and that they give their permission for you to hold such information
- 4.3 where possible, store any information about children and families securely, using secure password protection/lockable storage
- 4.4 respect that a family's right to privacy and confidentiality continues when you no longer work with them
- 4.5 share necessary information with others only when disclosure is required by law or by the order of a court or is necessary in the interests/safety of children
- 4.6 ensure professionalism, integrity and confidentiality when using social networking sites, and only take photographs or videos of charges with the prior consent of the children's parent/carer
- 4.7 use social media responsibly and professionally, ensuring that any posts reflect the standards and values inherent within the Code, reflect positively on Norland and everyone associated with it, and pay particular attention to confidentiality and the rights of the family and children with whom you work



Core standard 2: Practise effectively

You recognise the needs of children and their families and meet those needs to the best of your abilities, on the basis of the best evidence available and best practice. You communicate effectively, keeping clear and accurate records and sharing skills, knowledge and experience where appropriate. You reflect on any feedback you receive to improve your practice.

5. Always practise in line with the best available evidence

To achieve this, you must:

- 5.1 find out from parents/carers the children's and family's history, and show concern for their likes, dislikes and interests
- 5.2 make sure that you observe and assess the care and learning needs of children and make plans based on this observed evidence
- 5.3 communicate regularly with parents/carers as partners in their children's learning and development
- 5.4 maintain the knowledge and skills you need for safe and effective practice through continuing professional development activities, to ensure your knowledge and understanding remains up to date and reflects current evidence and practice

6. Communicate clearly

To achieve this, you must:

- 6.1 use terminology that children in your care, parents, families, other professionals and colleagues will understand
- 6.2 use a range of agreed verbal and non-verbal communication methods to better understand and respond to children's needs
- 6.3 communicate with parents/carers as partners in their children's learning and development
- 6.4 communicate clearly and effectively, both in writing and verbally

Core standard 2: Norlander examples

"K is an exceptional human being who is the embodiment of the modern professional nanny. Her Norland training has honed her skill set and attitude to be the best she could possibly be – well done to the college for the job that they've done. She pours kindness and love into my children and I will be forever grateful to her for everything she has done for us." – Agency family

"L is continually seeking to augment her already impressive knowledge. When discussing problems with eating, sleeping or behaviour, she presents me with what she believes is the best solution while thoroughly explaining why and what the other options are. She has fit in seamlessly during a rather challenging period of homeschooling three children last winter, drawing upon her EYFS knowledge and maintaining a thoroughly professional attitude despite the demanding circumstances." – Agency family

7. Work cooperatively

To achieve this, you must:

- 7.1 respect the skills, expertise and contributions of your peers, colleagues, other professionals, parents/carers and College staff, referring matters to them when appropriate
- 7.2 maintain effective communication with peers, colleagues, other professionals, parents/carers and College staff
- 7.3 be supportive of parents/carers and families, recognising that they want the best for their children
- 7.4 be supportive of fellow students/NQNs/Norlanders/parents/carers/colleagues who are experiencing health or performance problems

8. Share your skills, knowledge and experience for the benefit of children and their families

To achieve this, you must:

- 8.1 gather and reflect on feedback from a variety of sources, using it to improve your practice and performance
- 8.2 deal with differences of professional opinion with peers, other professionals or colleagues by discussion and informed debate, respecting their views and opinions and behaving in a professional way at all times
- 8.3 deal with differences of opinion with parents/carers/families by discussion and informed debate, respecting their views and opinions and behaving in a professional way at all times
- 8.4 support fellow students'/NQNs'/Norlanders' learning to help them develop their professional competence and confidence

Core standard 2: Newly Qualified Nanny (NQN) examples

An NQN identified an additional developmental need that was missed by another nanny. They then went on to support the child's development in this area, allowing him to thrive. This nanny took on the shared responsibility of communicating with doctors and attending specialist appointments with her charge while also ensuring her nanny documentation was kept up to date and was used to support the appointment outcomes.

A number of NQNs have supported their employers and charges with new practices based around approaches to emotion coaching and creating fun and healthy food preferences at mealtimes. The NQNs not only drew on their up-to-date knowledge but also used effective communication skills to share information and allow their employers to make an informed decision. Employers have fed back how invaluable this advice and guidance has been.

9. Keep clear and accurate records

Records could include children's learning journals, observations, a Nanny Diary, medical records (including administration of medication), records of expenditure from petty cash, safeguarding and disclosure records, etc.

To achieve this, you must:

- 9.1 complete all appropriate records at the time or as soon as possible after the event
- 9.2 complete all records accurately and without falsification
- 9.3 sign, date and time all records where appropriate
- 9.4 keep all records securely

10. Keep personal qualifications and records up to date

To achieve this, you must:

- 10.1 update your twelve-hour paediatric first-aid qualification every three years unless in exceptional circumstances and approved in advance by a Norland Senior Manager
- 10.2 update your Disclosure and Barring Service (DBS) check every three years unless on the update service
- 10.3 assess your continuing professional development (CPD) needs each year and actively address any areas that need development within your practice and knowledge, including any changes in legislation and new practices based on recent research

It is also recommended that Norlanders obtain personal liability insurance and keep themselves updated in safeguarding regulations and best practice.

Core standard 2: Norlander example

"J is a great communicator. We discuss every morning the plan of the day, and then recap what went well. What we might need to tweak at the end of every day. She is very good at keeping me clued in with how the day is going with my son and what she does with him, what he eats, etc., and as well is flexible if I ask her to do something specific. She worked like clockwork to email plans the week before so I could get the food she put on the list beforehand. The nanny diary was sent to me every day."

– Agency family

Core standard 3: Preserve safety

You make sure that child safety is your priority. You work within the limits of your competence, exercising your professional duty of care and raising concerns immediately whenever you come across situations that put children at risk. You take action to deal with any concerns where appropriate.

11. Recognise and work within the limits of your competence

To achieve this, you must:

- 11.1 provide a positive, healthy and safe environment for children
- 11.2 keep to and promote recommended practice in relation to controlling and preventing infection
- 11.3 recognise when a child is unwell and know when to refer the child for medical assistance
- 11.4 take account of your own safety and health and do not put others at risk
- 11.5 act immediately and appropriately to put right the situation if a child has suffered actual harm for any reason
- 11.6 act immediately to put right any situation or incident which has the potential for harm
- 11.7 document all these events (re.11.5/11.6) formally and keep parents/carers/placements fully informed
- 11.8 raise your concerns immediately if you are being asked to do things which are beyond your role, experience and training
- 11.9 tell someone in authority (Norland or your employer) if you experience problems that may prevent you working within the Code, taking prompt action to tackle the causes of concern if you can
- 11.10 protect the children with whom you work from any harm, detriment or victimisation

12. Raise concerns immediately if you believe a child is vulnerable or at risk and needs extra support and protection

To achieve this, you must:

- 12.1 take all reasonable steps to protect the child in your care from harm, neglect or abuse
- 12.2 share information if you believe a child or vulnerable adult may be at risk of harm, following local safeguarding procedures
- 12.3 have knowledge of and keep to the relevant laws and policies about protecting children

Core standard 3: Norlander example

“Before a day out, T will give a pep talk to the children, giving them instructions (e.g., not to be out of her sight without her explicit permission) and letting them know her expectations. They know that if they deviate from this, then they will not be able to have a nice day out again ... So they are all good as gold for her and are rewarded appropriately. All the children know to wait for T before crossing the road, and the youngest regularly stops at the road as well – he is now two-and-a-half years old.” – Agency family



Core standard 4: Promote professionalism and trust

You uphold the reputation of Norland and operate as a Brand Ambassador at all times. You display a personal commitment to the standards of practice and behaviour set out in the Code. You are a model of integrity and leadership to which others aspire. This in turn will lead to trust and confidence in you from your peers, your employers, the College, the children with whom you work, other professionals and the general public.

13. Uphold the reputation of Norland at all times as a Brand Ambassador

To achieve this, you must:

- 13.1 keep to and uphold the standards and values set out in the Code
- 13.2 ensure you conduct yourself in a polite and professional manner at all times with the families with whom you work as well as with College staff, students, NQNs, Norlanders and the general public
- 13.3 act with honesty and integrity at all times, treating people fairly and without discrimination, bullying or harassment
- 13.4 be aware at all times of how your behaviour can affect and influence the behaviour of children and others
- 13.5 keep to the laws and customs of the country in which you are working
- 13.6 treat people, including children, in a way that does not take advantage of their vulnerability or cause them upset or distress
- 13.7 stay objective and have clear professional boundaries at all times with the children in your care and the families with whom you work
- 13.8 make sure that you do not express your personal beliefs (including political, religious or moral beliefs) to people in an inappropriate way
- 13.9 act as a role model of professional behaviour to which others aspire
- 13.10 maintain the level of health you need to carry out your professional role
- 13.11 use all forms of spoken, written and digital communication (including social media and networking sites) responsibly, respecting the right to privacy of others at all times
- 13.12 refuse to accept any gift, favour or hospitality which might be interpreted as seeking to exert undue influence to obtain preferential consideration
- 13.13 never ask for or accept loans from anyone with whom you work or anyone close to them
- 13.14 act with honesty and integrity in any financial dealings with those with whom you have a professional relationship, including the families with whom you work
- 13.15 avoid the use of your Norland status in the promotion of third-party commercial products or services, as this could compromise the independence of professional judgement on which families and their children rely
- 13.16 cooperate with the media (where there is a link with Norland) only when permission has been given by Norland College
- 13.17 keep your knowledge and skills up to date, taking part in appropriate and regular learning and professional development activities that aim to maintain and develop your competence and improve your performance



14. Cooperate with all investigations

To achieve this, you must:

- 14.1 immediately inform both Norland College and your employer if circumstances change which might affect your Disclosure and Barring Service check or Disqualification by Association Declaration status
- 14.2 never allow a complaint made against you to affect the care you provide to children
- 14.3 use all complaints as a form of feedback and an opportunity for reflection and learning to improve practice
- 14.4 respond positively during the course of any investigation, providing testimony and/or evidence as requested in order to respond to issues or allegations

Core standard 4: Student examples

"E has been consistently professional every day of her placement. She communicates effectively with all family members – parents and children alike. She arrives to placement each morning on time, looking presentable with a confident and bubbly nature. In terms of organisation and personal admin, we've all seen clearly that E is on top of this. She frequently uses the perfect opportunity to carry out observations and also asks for any signing off to happen when the boys are asleep to not disturb the running of the day. She has been charming, thoughtful, kind, playful, proactive, creative, diligent, positive and caring. I could go on and on." – Placement family

"J is very professional. She is always on time, on schedule and organised to keep the house and the boy going. I find that when there is downtime, J cracks on to make sure the laundry is moving along and put away, toys are tidied, etc." – Placement family



Keeping up to date

The Code is subject to review by Norland College and Agency. Suggestions and comments for consideration in the review will be welcomed in order to maintain quality provision and relevance.

Students will be informed of any changes to the Code by Norland College. Norlanders have a duty to check the Norland website on a regular basis to ensure that they are up to date with any changes or modifications to the Code. Norland Agency will inform Norlanders of any changes to the Code through newsletters.

Declaration

In order to declare your commitment to the Code, you will be asked to sign and date an electronic record at the start of each academic year (students) and at the beginning of your NQN year (NQNs).

By signing, studying at Norland, working as an NQN or Norlander, or using your Norland status in order to gain work or publicity, you accept that you are bound by the Code and will continue to uphold its standards and values. This commitment includes any updates to the Code that may occur hereafter.

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