



students/NQNs/Norlander  
parents/carers/colleagues  
who are experiencing health  
or performance problems

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# Value for Money Statement

2022/23

## Value for Money Statement

Norland is a private fee-paying college, operating as a not for profit organisation with any surplus being reinvested for the benefit of the students and the Charitable Group. Its principal activity is the provision of a Higher Education BA (Hons) degree in Early Childhood Education and Care, which is studied alongside the Norland Diploma, ensuring Norland students learn all of the theoretical and practical skills and knowledge required to become the best-in-class professional childcare practitioners. Norland also provides employment agency services for Norland qualified students, corporate training, consultancy services and research within the Early Years sector.

Norland and its governing body ensure that there are adequate and effective arrangements in place to provide transparency about value for money for students. This is met by this 'Value for Money Statement', as well as embedding such considerations within relevant Norland regulations, budget setting procedures and a general ethos of seeking value for money for students and the public.

This statement outlines the distinctive features of a Norland education, as well as a financial breakdown of student tuition fee expenditure for 2022/23. An explanation supporting this calculation is given in Appendix 1.

## **'Value for Money', as a Norland Student**

Tuition fees cover the costs of the following unique features of a Norland education:

1. The Norland Diploma is a distinctive and prestigious qualification which is studied alongside the degree course. Therefore, students complete not only a degree but also each element of the practical skills-focused Norland Diploma, before ultimately using the title 'Norlander' - the key to opening up a world of exciting and varied career opportunities.
2. Students receive high levels of face to face teaching of around 20 hours per week, with pastoral and academic tutorial support in addition to this.
3. Students spend approximately half of the academic year in Norland organised placements, fully supported in order for theory to be put into practice.
4. Although some sessions may include half or the whole year group (around 50 or 100 students respectively) most teaching is in small classes of up to 26, ensuring quality teaching, as well as focussed and comprehensive support, promoting enviable student to academic staff ratios.
5. Norland's smaller size means that students have good access to our sector leading module lecturers, Programme Leaders, Vice Principal and Principal. In addition, valued added curriculum opportunities may include many different activities, some examples being:
  - Drama workshops to develop confidence and communication skills
  - Support and training for well-being and good mental health
  - Sleep and behaviour workshops
  - Emotion coaching lectures
  - Creativity workshops
  - Off-site visits, including to the Children's Hospice South West
  - Outdoor activity daysAll activities are subject to change.
6. Norland students are taught by subject specialists, many of whom have worked as nannies and can share their practical experiences, with the course being an effective preparation for employment and not merely a course of abstract theoretical tuition.

### **'Value for Money', as a Norland Student - continued**

7. Valuable employment skills are taught throughout the three years of study at Norland, with an intensive employment course at the end of year three which focuses on the preparation for work readiness. Examples of activities that may be included are:
- Security and cyber-security training
  - Self-defence classes
  - Skid pan driving
  - Baby massage
  - London orientation
  - Bereavement support
  - Finance and contracts
  - First aid
  - Training in etiquette and social and interpersonal skills

All activities are subject to change.

8. Norland will support students to find their first paid job as a Newly Qualified Nanny (NQN), and coach them through the application and interview process.
9. During the NQN year, students are fully supported to ensure that the transition into work is seamless. This support includes visits to the NQN in their employer's home, telephone and email support, taking appraisals and troubleshooting.
10. Norland helps students find suitable term time and holiday work through its 'Student Job Shop'. This unique service organises student opportunities with local, national and international companies, signposting work within childcare settings in ski resorts, summer holiday destinations, cruise ships, school holiday clubs and prestigious hotels, as well as local baby-sitting opportunities via its 'Marvellous Baby Sitting' app.
11. All Norland activity is run through a private limited company ('Norland College Limited') with the 51 shares held securely by 'The Norland Foundation', (registered charity no 1180292). The member derives no benefit from their shares, with any surpluses being reinvested for the benefit of the students and the long-term future of Norland via the Charitable Group. The Articles of Association prevent the declaration or payment of a dividend.

### **‘Value for Money’, as a ‘Norlander’**

Without any additional fees, a fully qualified ‘Norlander’ can look forward to:

1. Full use of our exclusive employment agency for the rest of their career, with an enviable abundance of employment opportunities, with many more positions available than Norlanders looking. Current salaries for London based first year qualified Norlanders, start at approximately £38,500 and £48,000 for residential and daily positions respectively, rising to approximately £57,500 and £80,000 for residential and daily positions respectively, after more than 10 years’ experience.
2. Advice, guidance and support from Norland throughout a ‘Norlander’s’ future career.
3. Provision of ongoing opportunities for further training, development and networking events from Norland.
4. The title ‘Norlander’, ensuring excellent future employment opportunities.
5. Enhancing an historic 130-year reputation of being the very best early years practitioners.
6. Membership of the Professional Association of Norlanders (PAN) - for a small annual membership fee.

## **Financial Breakdown of Student Tuition Fees for 2022/23**

In order to promote and provide transparency about value for money for Norland students and for UK taxpayers, a breakdown of how our tuition fee income was spent in 2022/23 is provided in the paragraphs and chart below.

### **Academic Department Salaries 33%**

This includes lecturing staff, student support services, placement team, newly qualified nanny team, librarians, admissions, and course and department leadership staff. It includes gross salaries, pension costs, national insurance and temporary staff costs.

### **Direct Student Expenditure 14%**

The non-pay cost of bursaries, affiliation fees, regulatory fees, learning resources, external speakers, extra-curricular costs, student health, student travel and costs associated with employment weeks (an extended period of intense training at the end of our course, to prepare students for work). It also includes celebratory graduation costs as well as heritage events.

### **Norland Support & Management salaries 23%**

This includes Norland support/admin roles including all non-educational Leadership, Finance, HR, Marketing and Estates staff. It includes gross salaries, pension costs, national insurance and temporary staff costs.

### **Campus Property Costs 6%**

These non-pay costs include building rents, rates and utility costs, as well as building repairs, cleaning and grounds maintenance.

### **Operating Overheads 11%**

This non-pay cost includes printing etc., subscriptions, IT provision, telephone, audit, legal and professional, and health & safety.

### **Funds for Reinvestment %**

This is the surplus of tuition fee income over tuition costs. All funds are reinvested for the benefit of students and the Charitable Group, through asset investment and course development. Norland's Articles of Association (the document that sets out how the company is run, governed and owned) prevent the declaration or payment of a dividend. This safeguards such funds entirely, enabling Norland to operate as a not for profit organisation.

### **Staff Training & Staff Expenses 3%**

These non-pay costs include staff training, development, welfare, benefits, travel and recruitment.

### Depreciation 7%

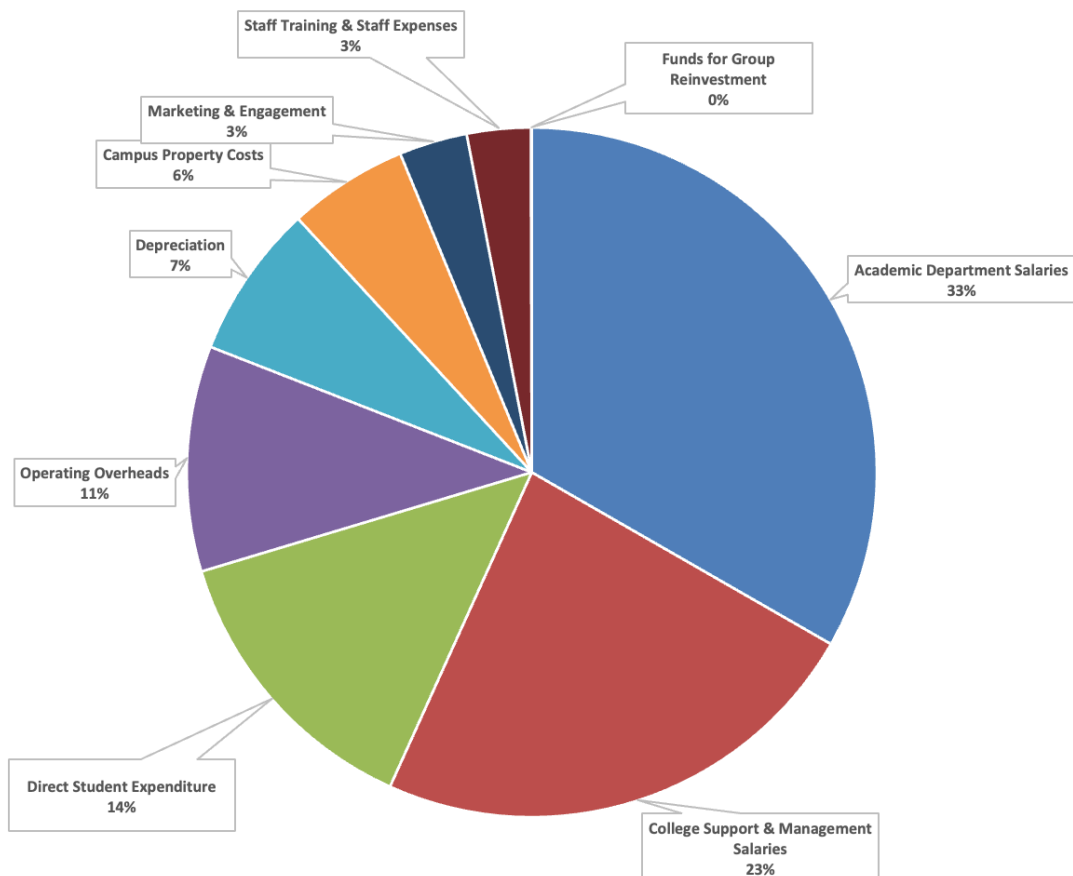
Depreciation is provided at rates calculated to write off the cost of an asset, over its expected useful life.

### Marketing & Engagement 3%

Non-pay costs to market Norland and ensure demand for our course, including alumni engagement, lifelong support and making certain that qualified Norlanders enjoy unrivalled future job opportunities.

### Summary Pie Chart

This split in expenditure is represented by the chart below:





### Appendix 1

The principal activity of Norland is the provision of a Higher Education degree in Early Years Development and Learning and the practical skills gained through the Norland Diploma.

In addition to this core activity, within the Early Years sector Norland also provides:

- employment agency services for Norland qualified students
- corporate training
- consultancy services
- research

These additional activities are over and above those of our core activity, though reported through the same limited company mechanism.

Therefore to give a meaningful financial breakdown of student tuition fees for 2022/23 these non student tuition fee activities are removed as below:

	£
Profit for the financial year per the final statutory YE 2023 financial accounts	234,649
Less: Non student tuition fee activity YE 2023	<u>233,403</u>
<b>Total funds for group reinvestment from student fee activity YE 2023</b>	<b><u><u>1,246</u></u></b>

The expenditure that produces the ‘**Total funds for group reinvestment from student fee activity YE 2023**’ is given in the explanations and pie chart on the previous pages.