

Clubbing together!

At Morton Michel we pride ourselves on offering our policyholders the best possible products and services. And because we insure more childcare professionals than any other insurer, we could see great benefits in a club that would offer our clients even more products and services to complement their insurance. And so the Morton Michel ChildCare Club has been launched!

The ChildCare Club has got something for everyone involved in the world of professional childcare - great discounts on products, training and childcare magazines; monthly draws; activity ideas; help with risk assessment; and an e-newsletter! What's more, it's all free!

We have set up the ChildCare Club to be your club. Childcare professionals taking out a Morton Michel policy automatically join the thousands who are already enjoying the privileges available to club members.

One of the first advantages to be gained by members was a monthly e-newsletter, which provides a window on the world of childcare. A more recent addition is Creative Minds digital magazine, which is packed with inspirational ideas for active, young minds!

Club members are able to enter monthly draws which offer great childcare-related prizes. They are also entitled to discounts on childcare magazines and equipment from suppliers such as GALT Educational and Dickory Dock Designs.

The Early Years Foundation Stage (EYFS) is being introduced in September 2008 and you need to know all about it. So why not participate in an EYFS distant learning course designed by the highly regarded training company, Training Packages. You can purchase the courses on CD from our shop, taking advantage of the



Birds of a Feather star, Pauline Quirke (pictured, centre) at the opening of the first Pauline Quirke Academy. Morton Michel is delighted to be providing the insurance cover for the academies, continuing its long history of offering flexible policies for groups, associations and clubs of this kind. For story, see page 2

discounts offered exclusively to ChildCare Club members.

Or you might want advice on risk assessment. We have worked closely with Croner, leading adviser on health, safety and employment, to offer you a downloadable document that gives you interactive advice. It is free and exclusive to members of the ChildCare Club.

There is just so much in the ChildCare Club for you to take advantage of as a childcare professional.

Morton Michel partner, Samantha Beere, explains: "We introduced the ChildCare Club because we wanted to offer more benefits to our clients to complement our insurance products."

She added: "The club is for all those involved in the childcare profession, providing something to everyone. We hope that the additional goods and services we are offering will be well received."

Adele Smith, who heads up Little Seedlings Pre-school in Magdalen, Norfolk became a member of the club

when she moved to Morton Michel following her treasurer's recommendation.

The thriving pre-school in a village hall has already benefited from membership to the club, having won a Tidy Books Bookcase in a recent monthly draw. Adele commented: "Any prospect of treating the children to new educational equipment is wonderful!"

She added that she particularly enjoys the e-newsletter: "It's a reference document and it's comprehensive. When it flips into my email box I can look at the relevant news. It keeps me up to date with childcare practice. It also gives me links to other useful sites."

She continued: "It's an easy and informative read - anything like that, which saves me time is good!"

If you are a policyholder who is not receiving your e-newsletter or digital magazine you should email Alex Meazzini at Morton Michel: ameazzini@mortonmichel.com quoting your policy number.

Performing well

When it came to choosing insurance for the new Pauline Quirke Academies there was no contest!

Recommendations for Morton Michel came from two business colleagues, so Steve Sheen, a director of Pauline Quirke Academies, took their advice. Since then he has not looked back, enthusing: "The service is superb!"

Morton Michel has a long history of insuring groups, associations, clubs and private tutors. We pride ourselves on offering flexible policies that are tailored to the needs of each group whether it be educational, social, community, charitable or performing arts, at a cost that is hard to beat.

Steve said he had been delighted with the personal service provided by Morton Michel and the way their policy has been tailored to their needs.



"It's been very useful," he commented, adding: "I did not realise some of the rules of the Financial Services Act but they [Morton Michel]

have advised me on that side of things. They are very, very good, especially for a new company like ours that is just starting up."

Nanny of the Year



It's been really good fun!" said Heidi McFadyen as she reflected on her new role as Professional Nanny of the Year.

The children she looks after, aged two, four, five and eight, are also enjoying her elevated position, "Only last night in the car, they were singing 'the nanny of the year is here'," laughs the 27 year old from St Neots in Cambridgeshire.

But being an 'ambassador' for the nanny industry has also been "a big eye opener," confessed Heidi.

"At the moment I'm becoming registered as a Nanny. I've also been helping to promote nannies being regulated and registered.

"Before the award I did not know anything about voluntary registration for nannies. Now I'm trying to let other nannies know about this and get them involved."

As part of her prize, Heidi, who was nominated by her employers, was given a year's free Morton Michel

Nanny insurance.

The Nanny policy includes public liability insurance which covers Heidi in the event of an accident to a child in her care for which she could be legally liable.

"I didn't realise how important it is to have insurance. Because I wasn't registered, I didn't hear about things like that," said Heidi, adding:

"It's given me peace of mind as accidents can happen."





Steering towards peace of mind

Are you properly insured when driving children as part of your working day? It's worth checking: If you have a motor insurance policy covering you for social, domestic and pleasure use, there is a chance that the children you carry in your car for business purposes such as childminding, may not be covered by the insurance.

However, should you need to rethink your car insurance, help is at hand from Morton Michel.

The childcare insurance specialist has earned itself a reputation for tailored childcare policies. Now it has launched a new car insurance package. MotorCare from Morton Michel provides the cover that professional childminders or nannies need in order

to do their work - at no extra cost.

The new policy also covers those running after school clubs when transporting children in their own cars.

Nick Beere, partner of Morton Michel explained that an ordinary policy covering social, domestic and pleasure use would not necessarily cover a childminder or other childcare providers should they use their own car to transport the children in their care. "Our policy clearly states: social, domestic, pleasure and business use in connection with childcare activities."

He added, "We believe that we are the only insurance intermediary to do this."

The MotorCare policy complements Morton Michel's other insurance policies which have made the company the UK's market leader and pioneer in childcare insurance.

When the going gets tough

Just as you never know when you might need insurance, so you never know when you're going to need specialist advice.

That's why Morton Michel ensures that you have access to five dedicated helplines 24 hours a day, 365 days a year.

The free service provides Morton Michel's childcare policy holders with a team of specialists who are able to give confidential and practical advice on a range of subjects from legal, medical, tax and VAT to household emergencies. There is even a confidential counselling line.

The majority of calls to the helpline relate to legal matters, particularly employment law. However, many use the service for advice on self-assessment income tax or to find approved emergency contractors such as glaziers, plumbers, electricians or pest controllers.

And while the qualified nurses on the dedicated medical line will not give a diagnosis or prescribe treatments over the telephone, they do provide callers with factual information on such matters as vaccinations; food allergies and childhood illnesses.

The confidential counselling - run by trained and qualified counsellors - is there to help you through those difficult times and includes referrals to voluntary or professional organisations, where appropriate.

For childcare professionals, the helplines are a popular bonus, offering not only advice on issues related to caring for children, but information on contracts with parents such as what to do if the parents of children in their care fail to give the required notice before removing their child.

Information on the helplines and how to access them is included in your policy documentation.

Web works

It's bright, cheerful, easy to use and comprehensive - and now the Morton Michel website is even better! It now offers even easier access to insurance summaries and proposals as well as featuring improved facilities for on-line shopping.

"Come and see it!" urged Morton Michel partner Samantha Beere, "We've completely revamped it and have installed a new shop. Now it's much easier to buy childminder products online and easier to navigate. We are also adding to the products we sell."

Copies of the Childminder

Organiser can be purchased on-line as well as Organiser packs and fire blankets - and more and more products are being added to the range, making the site a one-stop-shop for professional childcarers.

There is a new section that Early Years' departments can use to re-order forms or to book an appointment with Morton Michel's Early Years' liaison officer. There are also plans for a Members' area which will contain all kinds of exciting new features.

Samantha explained: "The focus is on how we can improve our website even more, make it more interactive and easy to use and, where possible, to offer more on-line facilities for all the visitors to the site. We have lots of plans for the site and will continue to be developing it in 2008 so why not check back and see what's new?"

Children's Stars 2007 Awards

TV and radio star Neil Fox hosted a star-studded evening to mark the 4Children's National Children's Stars 2007 Awards.

The awards dinner, held at Lloyds of London, was a tribute to the country's most dedicated and inspiring childcarers, who were joined by Beverley Hughes, MP, Minister for Children, Young People and Families.

This year's winners of the Morton Michel Childcare Team of the Year are Smallworld Nursery in Brechin, Scotland. Smallworld Nursery staff were presented with their trophy and certificate by Morton Michel partner Samantha Beere.

The panel of judges, which included Morton Michel co-founder Kathy Beere, were looking for a

childcare team that makes a real difference to children's lives.

Smallworld Nursery fought off competition from hundreds of other nurseries across the country because of its dedicated workforce; exemplary standards of care and wrap-around service. It was also heralded as a nursery that has adapted to the needs of local families, providing not only childcare for younger children but for older ones who attend the breakfast and after-school clubs.

To their delight, they were nominated for the prestigious award by a grateful parent of three children.

Lynn Dean, the nursery's manager explained: "It meant a lot. It's quite a thing if a parent puts you forward, it shows they appreciate the service we are giving them."

With the trophy now a permanent



fixture in the entrance to their nursery, Lynn says staff are also putting together an album as a memento of the occasion, featuring pictures of the awards presentation, programmes and the original letter to 4Children.

She enthused: "It was a brilliant evening. We're just trying to work out how we can go back for the next awards!"

Smallworld Nursery in Brechin, Scotland receiving the Morton Michel Childcare Team of the Year award. Left to right: TV and radio star, Neil Fox, with Alison Reid, Rebecca Glen, Emma Reynolds, Lynn Dean and Morton Michel partner, Samantha Beere.

Improving 'perfection'

Perfection" is how one Morton Michel childminder describes the ChildMinder Organiser, adding simply: "it can't be beaten."

Other childminders have told us how much it has impressed their inspection officers, as well as the parents whose children they are looking after. And that they find it easier to use than anything else on the market.

Now the ChildMinder Organiser is undergoing its biggest transformation since its introduction six years ago.

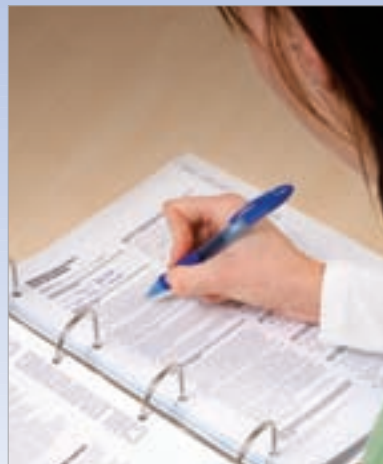
Our plans include the creation of a new look Organiser that will allow childminders to keep their child records separately from their business paperwork. This will help to increase confidentiality and security for childminders.

Meanwhile, the inside of the Organiser has been reviewed and updated after Morton Michel's Early

Years liaison manager, Sarah Anderson spent over a year in close consultation with Early Years officers and childminders across the country.

While many of the changes have been in preparation for the introduction of the Early Years Foundation Stage in September 2008, they have also been part of the continual process of improving the Organiser for Morton Michel childminder customers. Sarah explained: "We are basically working all the time to make this pack the best we can to support our childminders."

With childminders subject to inspections, it's both their qualities in looking after children as well as their paperwork that determines the outcome of the inspection. Poor paperwork can mean the difference between a 'good' rather than 'outstanding' grade. "The organiser is designed to assist childminders with



maintaining records relating to the children they look after and with the business side of their work," says Sarah, adding: "and by filling in the various forms that are in our ChildMinder Organiser, childminders are helped towards 'best practice' and complying with many of the national standards."