

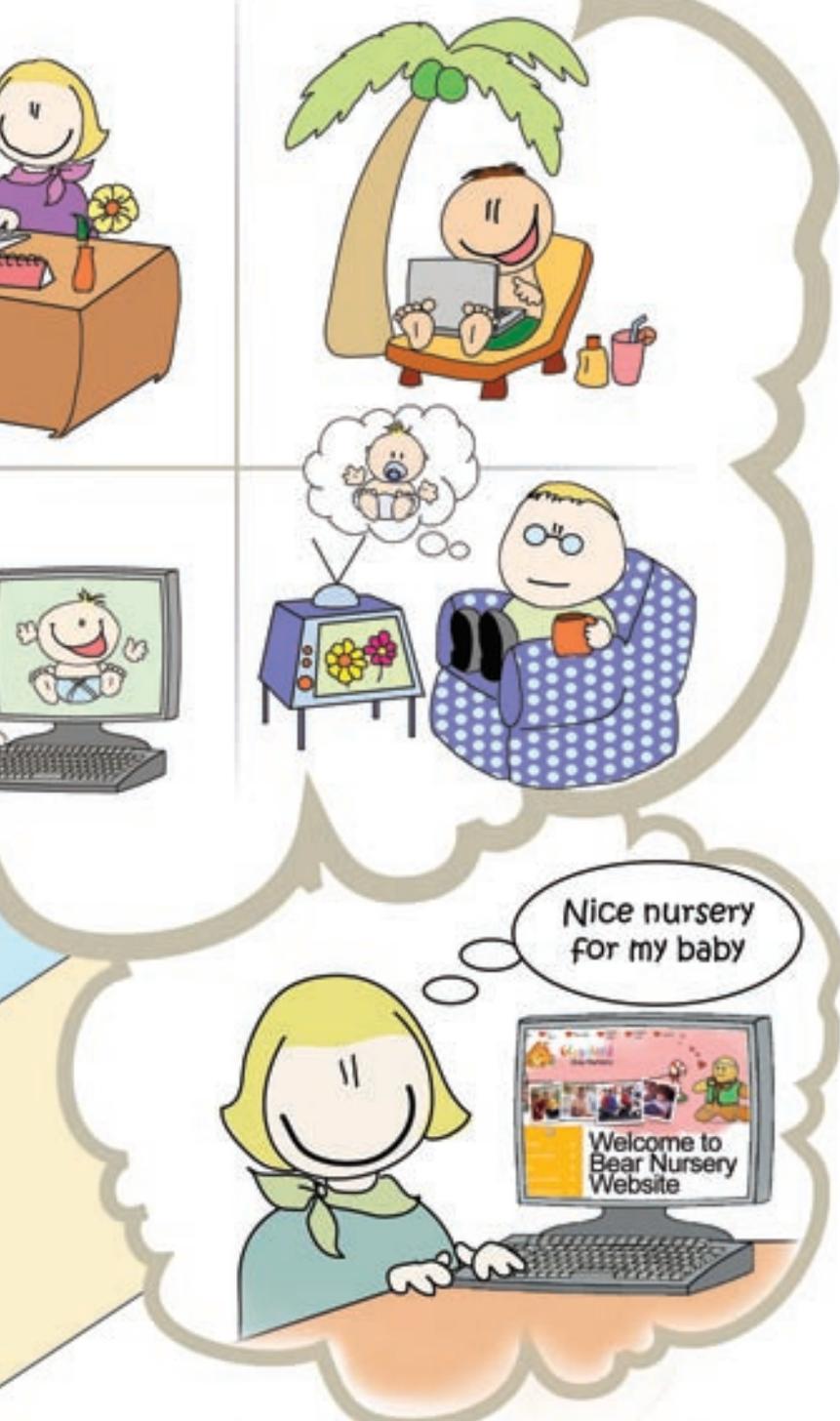
Parental Webcam, CCTV, Access Control, Nursery Website

NurseryCam



Create a safe and loving childcare environment





Star features for top class day nurseries

NurseryCam helps great nurseries stand out from the rest and improve even further the quality of the services they provide. Our mission is to help you build more effective staff to parent communication and understanding, incorporate security systems which maximise efficiency, and present your nursery as the leading provider of professional and caring childcare in your community.

Our market-leading and award-winning products and services are designed specifically to meet the needs, concerns and budgets of day nurseries and childcare providers – many of whom are striving to differentiate themselves in a competitive and emotive marketplace.

Parental Webcam

For 5-star nurseries who want to impress.



Reassure parents by letting them see for themselves how happy their child is at nursery - and the great job your staff do every day.

Page 2 - 8

CCTV

Maximum protection and security



Create a safe and secure environment for staff and children in your care - and avoid mis-understandings and false accusations.

Page 9 - 13

Access Control

For secure door access



Keep out unauthorised visitors, enable secure entry for parents at appropriate times, and reduce the pressure of constant door-opening at drop-off and pick-up times.

Page 14 - 16

Nursery Website

Show off your nursery on the web



Information for new parents, all delivered via one easy-to-update website.

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Parental Webcam

FOR 5-STAR NURSERIES WHO WANT TO IMPRESS

One of the most difficult tasks for nursery staff is reassuring parents that their child really is happy and well-looked after whilst in their care. For parents and children who find dropping off difficult, guilt and emotion can easily cause them to mistrust even the most well-run and friendly nurseries.

Parental Webcam helps nurseries tackle the problem head-on using a highly secure web-cam facility. By enabling parents to view live images of their child at play via the internet from wherever they are, they can see for themselves that their child is fine and the nursery is doing a fantastic job. A 21st century extension of the 'open door policy' Parental Webcam is popular with parents and nursery staff as it provides an easy and effective way of offering reassurance and building trust.



Sitting in work after 6 months maternity leave, my first week back and thinking what am I doing here. I just wanted to see my baby! What she is doing now, is she missing me" I logged in and she was asleep! So I knew she was ok. Thank you this is such a wonderful idea.

Michelle, Liverpool

BBC North West Tonight



"We use the NurseryCam as a marketing and promotional tool for the nursery to show new parents."

iTV West



"When you go back to work, you really miss your little ones. And to be able to login just briefly and check that they're ok and they're playing and they're not unhappy 'coz you're not there, it's an excellent idea."

"It brings a smile to my face every time I see her and helps make the time apart that little bit easier. I tell her that I have been watching her at school and she usually replies that she hasn't been watching me but she sees me in her dreams.... Priceless!!"

Barry, Manchester

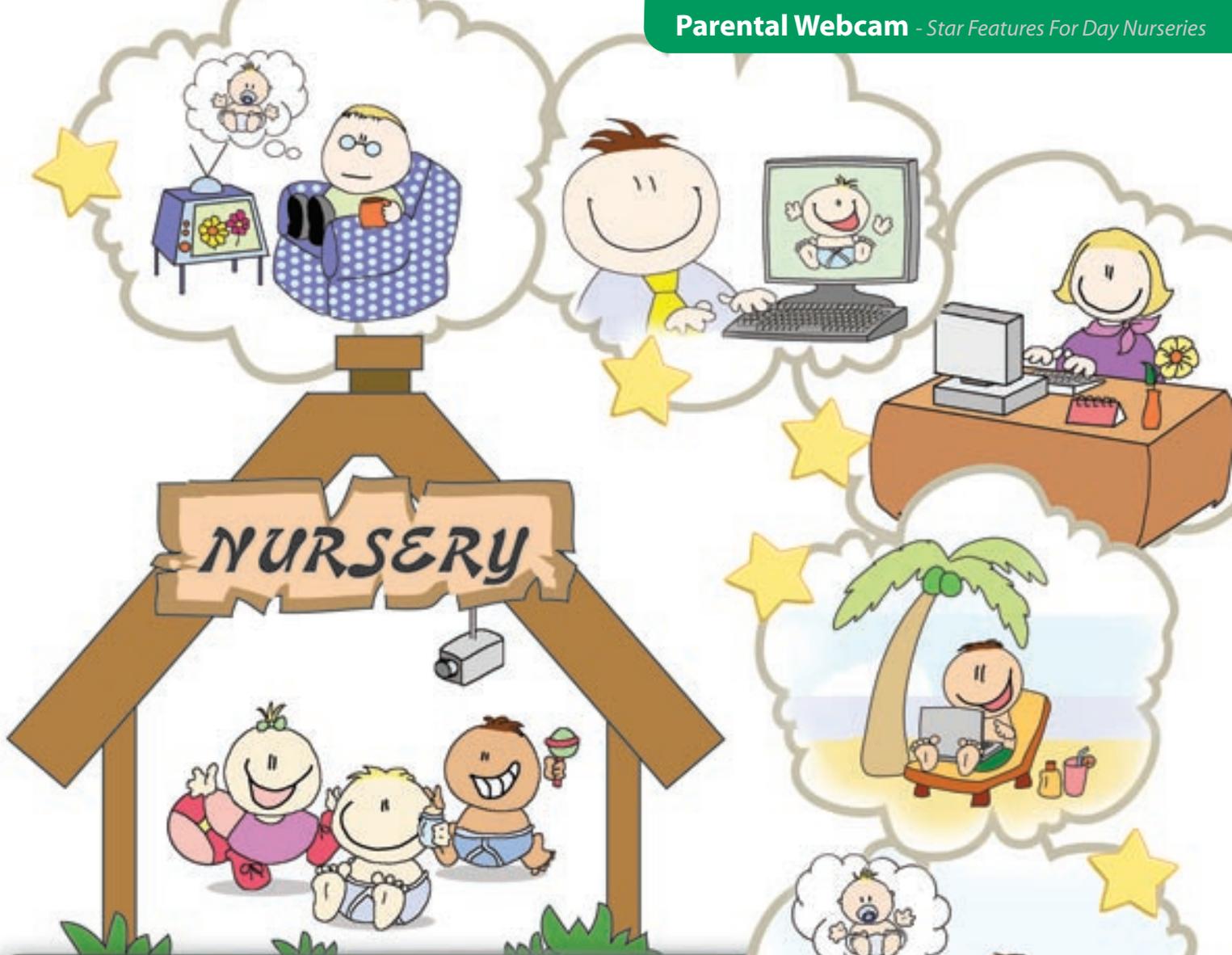
"It gave such a peace of mind after leaving him crying to be able to see that he was happy by the time I had got to work."

Katie, Exeter.

"... very pleased with our Parental Webcam. I know that some parents have decided to register their child based on this facility alone."

**Michelle Williamson,
Twinkle Tots Day Nursery**

"I purposely chose a nursery that has Parental Webcam."
Kelly, Manchester



Increases your occupancy level

Without exception, all of the nurseries that have Parental Webcam installed enjoy full enrolment. This is easy to understand as when given a choice, parents overwhelmingly select a nursery where they can see their children anytime, anywhere. And once parents have used Parental Webcam, they can never go to another nursery without one.

A five-star facility for great day nurseries

Parental Webcam is an innovative way of giving your nursery the edge over your competitors. Not only do parents love it, in a practical sense it also clearly demonstrates how proud you are of the consistently high standards of care provided. Allowing parents to 'drop in' to look whenever they like shows that you have the utmost confidence in all your staff. The added benefit of course is that happy parents are also the most effective (and free) way of advertising your services in the local community.

A family-friendly Childcare Service

Parental Webcam helps to increase parents' understanding and awareness of their children's development. Simply put, the Parental Webcam provides parents with a means to be involved in their child's daily achievements and share to some degree in their milestones. Parental Webcam enables nurseries to work more closely with parents and deliver a family-friendly childcare solution which meets the needs of all.

Supporting your nursery staff

NurseryCam has been a big hit at Bronte Nursery. Both parents and staff (after initial resistance) love it.

Peers Carter, Bronte Nursery

"It's great to see my child at play with others and the superb staff at the nursery"

Craig, Portishead

■ Talk to staff in other nurseries

Nursery staff may find it helpful to talk to staff in other nurseries that have already installed a Parental Webcam. If you feel your staff would benefit from this, please let us know and we will arrange you to talk to them. They are more than happy to share their experience with you.



■ Sharing with parents

In the experience of our nurseries, most of parents' complaints arise not from the incident that sparked them but from a deeper sense of mistrust of the nursery by the parent or a feeling of guilt. Parental Webcam helps to banish such feelings. The result is that levels of trust between parents and the nursery rise and the number of complaints reduces as a consequence.

■ Hard working staff are recognised

Great nursery staff work exceptionally hard, however their effort can often go unrecognised by parents and occasionally by nursery managers. Parental Webcam is an effective way for everyone to share the positive interactions between nursery staff and children that take place on an ongoing basis.

Once Parental Webcam is up and running, staff often tell us they receive more compliments from parents than ever before:

"...it's also nice to see how good all of the staff are with the children. I have seen that Josh is cared for when upset and offered a cuddle when he has woken up. These little things make me feel so much happier about leaving my son in the care of the staff."

Katie, Exeter

■ Sensitivity and good communication

Parental Webcam undoubtedly brings many benefits to working parents, however, some nursery staff can feel a little uncomfortable at the prospect of being on camera to begin with. Good communication and a sensitive individual approach from the beginning is therefore important. Once the system is installed, staff quickly forget it is there in the same way that CCTV cameras in shops and banks for example are largely ignored by most of us.

Staff-friendly features

In order to ensure that Parental Webcam works effectively for nursery staff as well as parents, we welcome feedback. The following features have all been introduced as a result of comments from nursery staff using Parental Webcam.

Limit on daily viewing time - Each nursery has the option to set a limit on the maximum viewing time per day for each parent. Some nurseries have set a limit of 15 minutes or 30 minutes per day. This is enough to keep parents happy without interfering with your work too much.

No Sound - There is no sound or audio component whatsoever. Staff conversations, instructions and verbal interactions with the children or each other, are never heard.

Stationary camera at play-area only - The cameras are stationary and cannot pan, tilt, or zoom. Each camera is typically positioned to provide a wide-angle view of a large area or an entire classroom.

iTV West:



"It is not a question of trust or mistrust, it's about letting parents see for themselves that their children are settled and happy at nursery"

iTV West:



"Ask a child what they did at the nursery today, they'll often say, 'Nothing'. But, now parents in Bath can find out for themselves what their children have been up to."



knew how I would feel if I was a parent dropping my child off at nursery, and I wanted our customers to feel as reassured as they possibly could. Parents are made to feel guilty in whatever they do nowadays, whether it be staying at home, or going to work. If they choose to go to work, the last thing a parent wants to feel is worried about the level of care their child is receiving.

I wanted to make use of webcams but I was unsure how to go about installing them until I came across NurseryCam in a national magazine. It was a relief to find a company that was 'doing it already' and was used to installing and maintaining the webcams as it took so much pressure off ourselves. The NurseryCam Parental Webcam system is very up-to-date and it was reassuring to find out how secure the webcams are. Reassuringly, we are also able to monitor who is logging on.

When interviewing staff for the nursery, I mentioned the webcams to them. If someone had a problem with them, I would not recruit them as, to me, they must have something to hide. However, during the interviews, I found the opposite to be true - that most people were happy to be on camera as they felt proud of the work they did. They also were aware of all the bad publicity nurseries have been receiving lately and wanted to be involved in a nursery that disproved that theory.

I now have utter faith in my staff and not once in the year that we have been open have staff felt threatened by being on camera.

I love the fact that when a parent leaves their child for the first time they can go to work and log onto the internet and see that their child is alright. Generally, we notice a surge of logging on when a child first starts at the nursery, then the parent gradually begins to feel reassured and logs on less and less often.

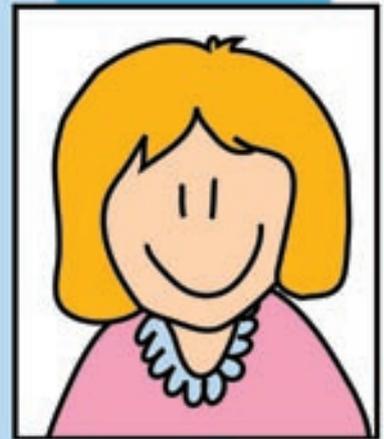
Within a year, we have grown from a nursery that looked after 12 children in the first week, to looking after over 70 every week and I am sure that part of our success is down to the fact that this facility is available to parents.

Even if they do not use the service - if they are not on the internet at work - they are all in agreement that it is reassuring that we have the webcam system in place as it shows how much faith we have in our staff.

My husband and I are now expecting our first baby and I know I will be an avid user of the webcams, not as a way of checking up on the nursery staff, but just a way of seeing how my child gets on without me there.

It must be fascinating for parents to be a fly on the wall and see how their child behaves away from them. They are privy to a very rare insight of their child's behaviour.

View from a Nursery Owner...



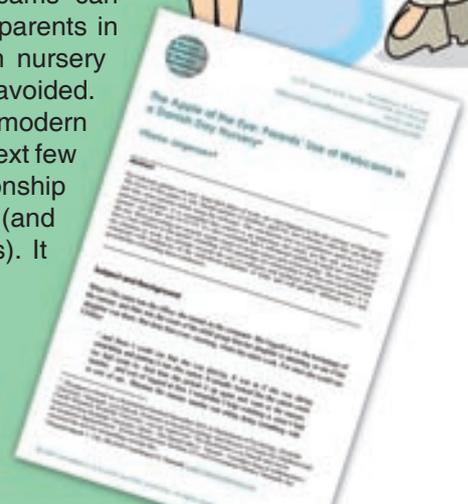
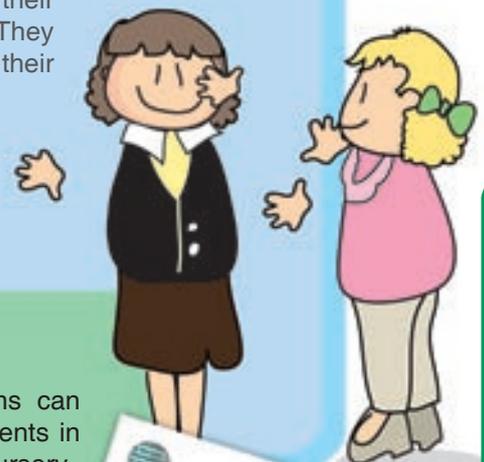
Tina Powick
Rendlesham Day Nursery

Tina Powick, Rendlesham Day Nursery
Published on Jul 2006, Early Years Educator (EYE) Magazine Vol 8 No. 3

View from a Child Psychologist...

Research found that webcams gave parents a feeling that they are actually taking part in the activities in the nursery, that they are together with their child even though they are miles apart. Webcams also gave parents a chance of not having to choose whether their child should stay at home (for a more intensive relationship between mother and child) or go to nursery (for a better social development).

This study shows that webcams can at least fulfil some needs of parents in a way in which conflicts with nursery teachers and children are avoided. It is just one of many modern technologies which over the next few years might change the relationship between children and parents (and parents and nursery teachers). It is a symbol of our time.



Download the paper from <http://www.nurserycam.co.uk/research.pdf>

How Does It Work?

I can't believe...

how good the quality is. The images are very clear and the refresh is extremely quick. It has made my day being able to see my son enjoying his day at nursery.

Rob, parent, Manchester

iTV Border:

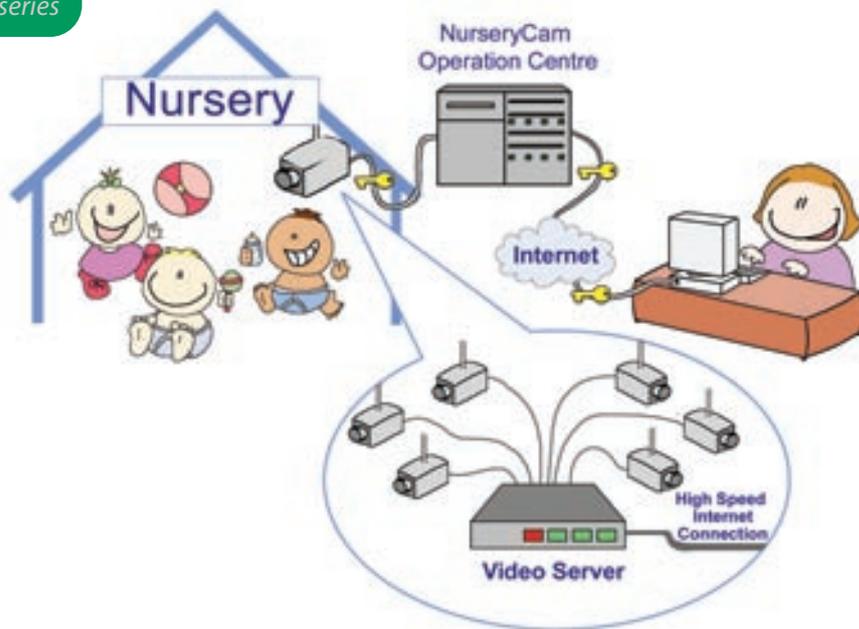


"The resolution on these cameras is so high, you can tell exactly which toy your child is playing with, how much of their lunch they've spilt down their tops, and how well they're socializing with other children in the nursery."

BBC Look North:



"We know parents have a lot of concerns leaving their children when they go out to work, and it's something we felt we could address as a nursery. We've always been looking for a CCTV for staff security and when we found that parents could also login and look at it themselves, we thought that was a good thing and were really happy to go ahead with that."



In its simplest form, Parental Webcam is a video camera hooked up to the internet in a way that makes the live video viewable via a secure website. Unobtrusive digital video cameras are fitted in each room of the nursery. In order to convert what the camera sees into something that can be transmitted over the internet, a special device called a 'video server' is used. The cameras are plugged into the video server, and the video server is plugged into a high speed internet connection.

Converting all of that video into a format that can be transmitted over the internet creates a large amount of data. The high-speed connection is vital, to be able to transmit all of this data over the internet. ADSL broadband internet is a popular, cost-effective solution which you can also use for your other web surfing purposes.

A nursery computer is not a vital requirement. The stand-alone video server has enough processing power to handle all the required security and transmission functions, as well as having the advantage of low maintenance. Eventually, you do need a computer to log on to your nursery's control page - but you can do this from any computer with internet connection.

When using a broadband internet connection parents can expect a refresh rate of up to eight frames per second. A dial-up connection will deliver one frame per second.

What is the difference between Parental Webcam and CCTV?

The Parental Webcam system transmits live images via the internet, however it does not store or archive the images to look at later. CCTV records images and stores them on a hard disk for up to three months. Images can be viewed live or replayed later on the nursery computer. Many nurseries choose to have both services as they provide different but complimentary benefits.

Combined CCTV & Parental Webcam system

The camera's we use for Parental Webcam and our CCTV systems are the same, therefore you can enable the Parental Webcam or CCTV functions at anytime without any extra cost. This gives you the flexibility of installing one service now and having the option to provide the other later. For more information about our CCTV equipment, please have a look at page 12 -13.



Nursery Control Panel

You, as the nursery manager or owner, have full control of the system at your fingertips.

1. Approve / Decline parent application

You have the final say as to APPROVE or DECLINE each parent's account application before he/she can view the Parental Webcam footage.

2. Delete / Bar account

For families which have left the nursery or are on holiday, you could simply DELETE or BAR their access.

3. Limit parent's camera access

You can limit which camera(s) each individual parent is allowed to view. For example Johnny's mum only has permission to view the Bear Room camera and the Garden camera.

4. Limit parent's access time

You can set the limit as to when each individual parent can have access. For example Johnny only comes in on Wednesday afternoon, so his mum has permission between 1:00pm - 6:00pm on Wednesday.

5. Logbook of all parents' usage

The logbook lists all the parents who had logged in, at what time and from where. Should any login fail, the system states the reason for the failure.

6. Message Board

The online message board is an excellent way for you to communicate with parents as they log in. For example "Don't forget Farmer John is visiting on Wednesday morning!"

1) Last 20 failed login attempts

Method	Time	Status	Parent Name	IP Address	Country	ISP	Organization	Reason
Failed	0:00 pm	Not Approved	Phoebe Weston	93.127.124.75	GB	Advised Path	Advised Path	Account only block
Failed	0:00 pm	Not Approved	Shane Wilson	93.127.124.75	GB	Advised Path	Advised Path	Account only block

2) Last 100 parents login history

Method	Time	Status	Parent Name	Child's name	IP Address	Country	ISP	Organization	Reason
Success	00:00 am	Not Approved	Shane Wilson	Shane Wilson	93.127.124.75	GB	BT Internet	BT Internet	BT Internet
Success	00:00 am	Not Approved	Shane Wilson	Shane Wilson	93.127.124.75	GB	BT Internet	BT Internet	BT Internet

Approve Decline

Applicant	Child's name	Date	View	
<input type="checkbox"/>	Peter Ivryth	William Smith	15.06.04	View
<input type="checkbox"/>	Shelly McGovern	Sam Barry	15.06.04	View
<input type="checkbox"/>	Kerrie Bolton	Cameron Bolton	17.06.04	View
<input type="checkbox"/>	emma byrne	isabelle byrne	17.06.04	View
<input type="checkbox"/>	ARDENA BUNNEY	ELEN BUNNEY	17.06.04	View

Delete Bar Re-activate

Status	Account Holder	Status	Child's name	Relationship
<input type="checkbox"/>	Mike Ashcroft	Primary	Hope Ashcroft	Father
<input type="checkbox"/>	scott beaumont	Primary	morgan beaumont	Father
<input type="checkbox"/>	Deborah Bennett	Primary	Holly Bennett	Mother
<input checked="" type="checkbox"/>	Shelly McGovern	Primary	Sam Barry	Mother

Account Holder: Bennett, Deborah
Child's name: Bennett, Holly
Child's main room: Bear Room
Relationship: Primary User
Primary User: No
Relationship: Mother
Email: ds@comcast.net
Max. viewing time per day: 30 minutes

Camera Access
 Which camera do you want to allow access by this user?

- Bear Room: ON
- Staffs Room: ON
- Hope Room: blocked
- Hope Sleep Area: ON
- Tiger Room: blocked
- Panda Room: blocked
- Sunny Room: blocked
- Zebra Room: blocked
- Garden: ON

Time Access
 When do you want to allow access by this user?

Day	Session 1 From	Session 1 To	Session 2 From (Optional)	Session 2 To (Optional)
Monday	11:00 am	12:00 pm	1:00 pm	3:00 pm
Tuesday	9:10 am	11:00 am	4:00 pm	6:00 pm
Wednesday	8:10 am	10:00 am	2:00 pm	4:00 pm
Thursday	10:00 am	12:00 pm	3:00 pm	6:00 pm
Friday	7:10 am	9:00 am	2:00 pm	3:00 pm
Saturday	8:10 am	10:00 am	1:00 pm	2:00 pm
Sunday	No Access	No Access	No Access	No Access

Beware! Other systems are only half as good

The key to the success of nursery webcams is for parents to be able to view the images from work. However, many large organisations have complex company firewall systems and proxy servers which limit what can be viewed on the internet.

Our firewall tunnelling viewing mode ensures ALL of your parents can see their children in their workplaces - even those working within banks or military compounds. Our system is compatible with Windows, Apple Macintosh and Linux, and can bypass all kinds of corporate firewalls and proxy servers. Other webcam systems do not have the same functionality, which can mean that up to 50% parents would not be able to see their children from their work-based PC.

Message Board

To: Tiger Room

Subject: Tuesday excursion details

Date: May 22

Starting at 10:00am. Going to the local bakery shop. There will be a picnic in the town centre to learn about the local history of the building.

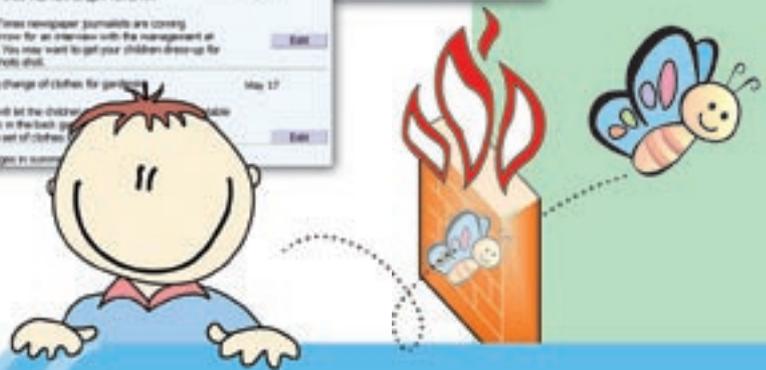
The Times website at 2pm tomorrow

The Times newspaper journalists are coming tomorrow for an interview with the management at 2pm. You may want to get your children dressed for the photo shot.

Bring change of clothes for garden

We will let the children watch the news in the back garden with a set of clothes

Dear Room: Changes in schedule

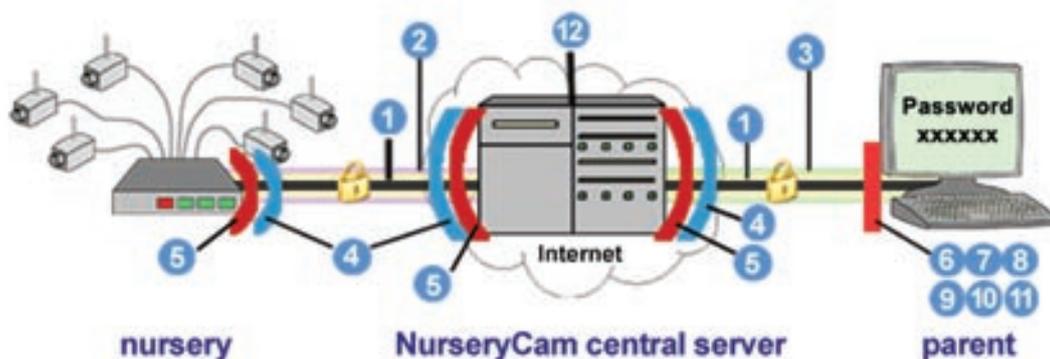


It's a simple registration process and easy for me to program in for only the days that the child is present. I'm very pleased that I chose this system. Thanks NurseryCam.

- Michelle Williamson, Twinkle Tots Day Nursery

NurseryCam is safer than online banking

Security is our highest priority. As a result, we use the same technologies and processes as online banking and military organisations. In many areas we have even gone few steps further to ensure our system is safer than the on-line banking facilities. It is security to the extreme!



Multi-layered Security Protection

Image Encryption (1) - The NurseryCam Parental Webcam system is the ONLY nursery webcam system that encrypts every single image before it leaves your nursery. Image encryption prevents anyone from tapping onto the phone line and eavesdrop the images.

Virtual Private Network 3DES (2) - VPN is a technology that makes a secure tunnel for the transmission of data. It is usually used by large companies to transmit confidential data from one office to another. While each image is encrypted, this secure tunnel provides an extra security layer.

Secure Socket Layer 128-bit (3) - Every parent's login password and all information sent out from the NurseryCam Parental Webcam is encrypted with the military-graded 128-bit SSL protocol.

Secure Parent Accounts

Individual Parent Account (6) - Each parent has an individual password account. No account sharing is allowed, even between mum and dad. This enables us to closely monitor each account and catch any suspicious activity. Issuing of lost/stolen passwords will be restricted to an automated process.

Parent login history (7) - We have developed a proprietary, patent-pending login system where parents can see their last twenty logins including information on login status, location, source and network. Any suspicious activity within their account can be spotted immediately. NurseryCam is proud to have pioneered this innovative security monitoring function - one that it is not matched, even by online banking systems.

Secure Parent Account Application Process (8) - Every parent has to obtain a secret PIN from their nursery before being able to submit an application through our secure application process. The account is only activated after the application has been reviewed and approved by the nursery management. In this process, not even the nursery owner knows the parent's account password.

Automatic Log-out functions (9) - To prohibit unauthorised access to the NurseryCam Parental Webcam from an unattended computer, each account automatically stops image updates and has timed log-outs after five minutes.

Secure Nursery Control Panel

Full control over Parent Accounts (10) - Nursery managers have full control of all parent accounts and cameras. Only the authorised manager can approve, suspend or delete parent accounts.

Full control over Room and Time Access (11) - Your nursery will limit individual parent's viewing access to only the room(s) his/her child is in (e.g. Bear Room and garden) and the time his/her child attends the nursery (e.g. Monday and Wednesday afternoons only). Plus, you can limit the maximum viewing time per day.

Secure Central Server Protection

Watchdogs (4) - Watchdogs are programmed to routinely check all gateways and detect any suspicious activity or multiple failed attempts. If detected, our security staff are immediately alerted.

Firewalls (5) - Firewalls are used to prevent unauthorised internet users from accessing NurseryCam servers. Each message entering or leaving the NurseryCam servers are examined and those that do not meet our specified security criteria are automatically blocked.

24 Hours Security Monitoring (12) - Our dedicated monitoring team operates 24/7 to ensure that the highest security standard is maintained at all times. An abused account would be suspended immediately and dealt by our security personnel directly.

Centralised Architecture

Most hackers don't crack into the systems by brute force. Banks and military organisations are often vulnerable because their systems involve many people and multiple access points. The NurseryCam central server is built on a simple, proprietary platform where it is protected by layers of security functions which close off all possible loopholes.

There are many companies providing web-enabled CCTV systems. While most of them come with standard security feature such as SSL authentication login, they don't have image encryption function to protect every single image transmitted over the internet. This means images are vulnerable to eavesdropping. NurseryCam is the only system which encrypts every single image transmitted over the internet. In addition, all points are protected by multi-layered security features to ensure the absolute safety of the system.



Will my child be safe at this nursery?

CCTV

CCTV protects children, staff, property and your business. It drives away burglars, stalkers, vandals and other unwelcome visitors. Importantly, it reassures parents that their children are in a safe and secure place at all times

MAXIMUM PROTECTION AND SECURITY

Premises Security

CCTV is an effective deterrent against criminal activity, even when the premises are empty. At night, the system can be set to only store images triggered by movement, ensuring that nothing is missed, but you are also not storing hours of inactive images.

Avoid False Accusation

If an incident arises, the relevant parties can review the recording and see exactly what took place. The footage gives managers and staff irrefutable evidence to protect them from unfair accusations and, in the worst case scenario, litigation which can take years to resolve and damage your business reputation in the process.

Quality Assurance

The best way to maintain high standards is to have proper procedures in place and, just as importantly, a way of ensuring that everybody adheres to them. CCTV provides management with opportunities to monitor procedures in a realistic context, and a mechanism for learning from mistakes.

Remote Monitoring

Remote playback via the internet helps nursery owners and managers to manage their nursery while being off-site. For those who have to manage multiple nurseries or are responsible for responding to incidents when the intruder alarm is triggered in the middle of the night, it is possible to log in from a home computer to see what is happening. This saves yourself the risk and hassle of having to go to the site and gives a much better chance of helping the police to catch any intruders.

Key Features



Digital recordings

The CCTV digital recorder provides the facility to store large quantities of data and automatically overwrites old recordings, so there is no need to change and archive video tapes. Recordings can also be easily burnt onto CD/DVD to keep.

3 months footage

Our ample hard disk space allows CCTV footage to be kept for three months. This is especially designed with nurseries in mind, so that important evidence is not lost should a dispute arise. An Ofsted complaint or investigation typically occurs 6 to 8 weeks after the incident, so all footage would still be available to review.

Motion-detection technology

Motion detection automatically stores images showing movement. This helps to improve hard disk storage, and reduces hours of wasteful recording of inactive premises during the night. Our system cleverly stores images of what took place in the 10 seconds before and after a camera was activated by motion detection, giving you extra peace of mind that no movement was missed.

Infra-red technology & vandal-resistant protection

Infra-red integrated camera gives you true 24-hour surveillance. Colour pictures are recorded during the day and then once the camera detects it is getting dark it automatically switches to black and white. This combination ensures the highest quality recording in conditions varying from bright daylight to complete darkness. The vandal-resistant housing also ensures that your camera would work reliably even under the most vicious attacks.

Office monitor

The monitor in the office allows the nursery manager to have a general view of all rooms and outdoor areas whilst working. It is also a great way for new parents to see how their child is settling in once they have left the playroom, as the live images can be viewed through the monitor in the manager's office.

"We have all been impressed with how clear the pictures are. Many thanks for your fast and efficient service."

Julie & James, Huggies Day Nursery

BBC Look East:



"Most parents like the idea of the webcam, but they're not the only ones to benefit. As it helps to provide evidence if somebody was accused of hurting a child in some way. I think it works both way, we also need to think of protecting the staff."

BBC Look North:



"Well, I wanted CCTV anyway, as part of the security system, and also for if there was any problem with any children. If we had any children with little accident, or any bruises, we could always just monitor them and say to the parents it was a genuine accident, there is nothing wrong. We're behind closed door at the end of the day and children are left in our security, our care."





As we all know, the number of claims for personal injury being made against businesses - and individuals - is increasing. Incidents which 10 years ago would have been written off as accidents now routinely lead to legal actions.

The whole "where there's blame, there's a claim" culture has been well documented in the press and on television and radio over the last five years and I do not propose to go over familiar ground. But there are aspects to the irresistible development of our litigious society which have not been well examined

and one of them is the actual process by which a claim is made and how the defendant - you, the nursery owner - should respond.

The process itself can be brutal and unpleasant. Cool reason can give way to blind fury; and normal human relationships, which might have survived with a bit of give and take, can be irreparably damaged.

The process begins with the alleged incident, of course. It is here that the disputes usually start for it is quite common for a nursery owner not even to realise that something serious has happened. A simple entry in the accident book - "slipped in kitchen" - could be completely innocuous and the nursery owner thinks nothing more of it until a solicitor's letter arrives a few weeks later.

These letters can be pretty upsetting, particularly if you are certain that you have done nothing wrong.

You should note here that it is not unusual for the process to take several months or even years. We are only now completing a claim that commenced in 1992 - an extreme example but it does illustrate just how lengthy some of these claims can be.

It is not unusual for the insurance company to settle the claim for compensation at the claimants' costs and for you, the policy holder, to be absolutely outraged that this has been done in your name. If you do not feel that the original incident was your fault, it can be extremely difficult to accept that the insurance company has come to an arrangement with the claimant. Unfortunately, it is often very difficult for the insurance company to do anything other than attempt a settlement. If he settled it, it would cost the insurance company £15,000. If he fought it at court and lost, it would cost the company £80,000. Court costs can at the very least quadruple the settlement costs of a potential claim and insurance companies will only very reluctantly go anywhere near a court of law.

Excerpt from *Nursery Management Today* May/June 2006 Vol. 5 No. 3

Nursery installs CCTV to reassure parents

22 June 2006 Bootle Time

By Paula Owens

Sixteen cameras have been fitted throughout the nursery, which accommodates up to 45 children aged between three months and four years old. There are 14 indoor cameras, at least one in each room, and two on the building's exterior.

Nursery manager Allison Graham said: "In my office I have a large screen which shows all the images being recorded. Given the size of the nursery and the extensive layout of our gardens and entrances, we felt that CCTV would be a positive addition. It helps reassure parents that we have their child's safety and welfare in mind at all times."

"The use of CCTV means we can see anything that might happen anywhere in the nursery - an accident in the playroom for example, we also know exactly who has entered the nursery.

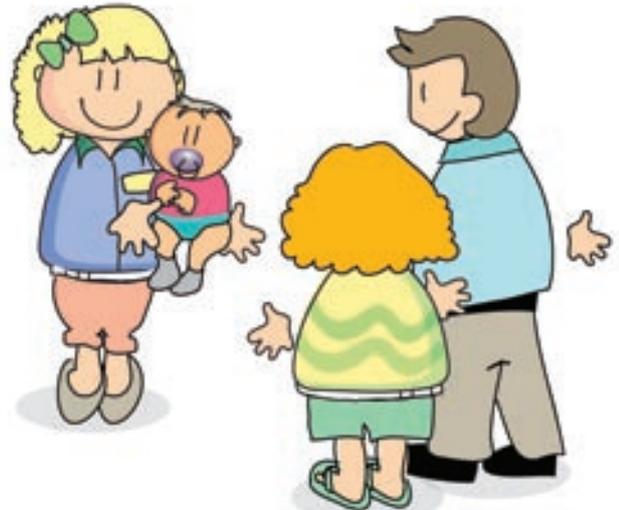
We can play back the footage to parents so they can see for themselves exactly how any accident may have occurred."

"The system is also reassuring for our staff as there is reliable evidence should their conduct come into question. The children enjoy it too as they can watch their friends on my screen, and they think they're on TV!"

View from an Insurance Company...

The Finger of Blame

By Jerry Beere,
partner of Morton Michel



Equipments

DVR



Digital Video Recorder

The digital video recorder (DVR) digitises and stores months of video footage into hard disks. The process is completely automated, therefore the overwriting of old recordings sequentially means there is no need to change and archive video tapes. Our DVR comes with 3 years warranty.

Features

- IBM-based stand-alone DVR with advanced functionalities, without the drawbacks of unstable PC-based DVR
- Powerful Pentaplex - simultaneous recording, playback, backup, remote monitoring, and remote playback on all cameras
- Large hard disk allows 3 months recording
- Built-in hardware motion detection with intelligent pre-alarm recording
- Management Software over Network
- Easy and efficient back-up onto CD/DVD or PC

Monitor



Colour CCTV monitor

These CCTV professional monitors are purposely built for 24-hr continuous operation. They have much higher reliability than other standard domestic monitors.

Features

- Metal case CRT or Flatscreen LCD
- Colour
- High resolution
- Split screen & auto sequence

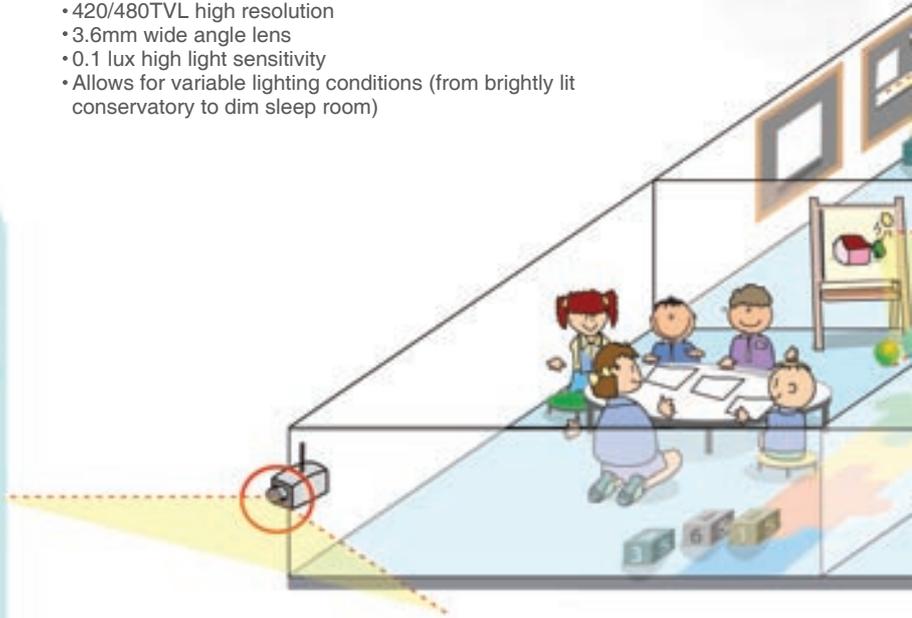
Indoor Colour Camera

Indoors, the SONY Chipset camera delivers the most vibrant colour and the clearest image. The lightweight, discreet dome presentation is elegant as well as non-intrusive.



Features

- SONY 1/3" SuperHAD Colour CCD
- 420/480TVL high resolution
- 3.6mm wide angle lens
- 0.1 lux high light sensitivity
- Allows for variable lighting conditions (from brightly lit conservatory to dim sleep room)



Outdoor Day & Night Camera

The infra-red LED on our outdoor camera allows it to capture clear video even in pitch black conditions. Its weather-proof casing also ensures it works properly in all weathers.



Features

- SONY 1/3" SuperHAD Colour CCD
- 12/24 Infra-Red LEDs; Effective length of 10 - 20 metres
- In-built photo-sensor
- 420/480TVL high resolution
- 3.6mm wide angle lens or vari-focal lens for covering larger area
- 0.0 lux ultimate light sensitivity allows vision in zero light conditions
- Colour during the day (better image details) and B/W during the night (better light sensitivity)
- IP66 weatherproof

Vandal-resistant Day & Night Camera

This prominent day and night camera is a highly visual deterrent. The vandal-resistant housing offers maximum protection to the camera.



Features

- SONY 1/3" SuperHAD Colour CCD
- Steel housing and reinforced glass
- 48 Infra-Red LEDs; Effective length 30 metres
- In-built photo-sensor
- 420/480TVL high resolution
- 3.6mm wide angle lens or vari-focal lens for covering larger area
- 0.0 lux ultimate light sensitivity allows vision in zero light conditions
- IP66 weatherproof

Customised CCTV signage

When installing CCTV cameras, it is a legal requirement to notify the public of the presence of cameras. Our CCTV signage is specially designed to suit the warm and friendly environment of your nursery. Each sign is customised with your logo and details and complies with Data Protection Act and Ofsted guidelines





Free Floor Plan Design

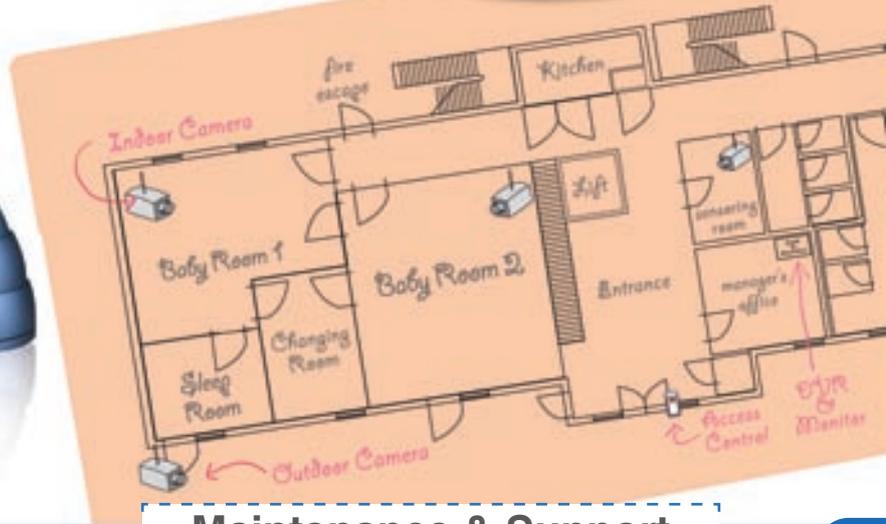
Vandal-resistant Day & Night Camera

The vandal-resistant housing offers better protection to this day and night camera, while its elegant dome design makes it ideal for a less intrusive presentation, especially for listed buildings



Features

- SONY 1/3" SuperHAD Colour CCD
- Steel dome housing & reinforced glass
- 24 Infra-Red LEDs; Effective length 20 metres
- In-built photo-sensor
- 420/480TVL high resolution
- 3.6mm wide angle lens or vari-focal lens for covering larger areas
- 0.0 lux ultimate light sensitivity allows vision in zero light conditions
- IP66 weatherproof



Maintenance & Support



Problems do occasionally arise, however rest assured we provide a full support service for all our systems. Each nursery is assigned its own dedicated, fully-qualified engineer - and all our engineers understand the sensitive nursery environment and take extra care to minimise risk and disruption when they are on site. Our experienced office support team are also keen to help you and your staff - please feel free to call us if you have any issues or questions.

NurseryCam staff are professional and always at hand when required. They are willing to take that pressure off you. Keep up the good work NurseryCam!
Sandra Anderson, Loving Hands Day Nursery

The engineers were especially good.
Mr Robert Higgins, Headmaster, Genesis Nursery

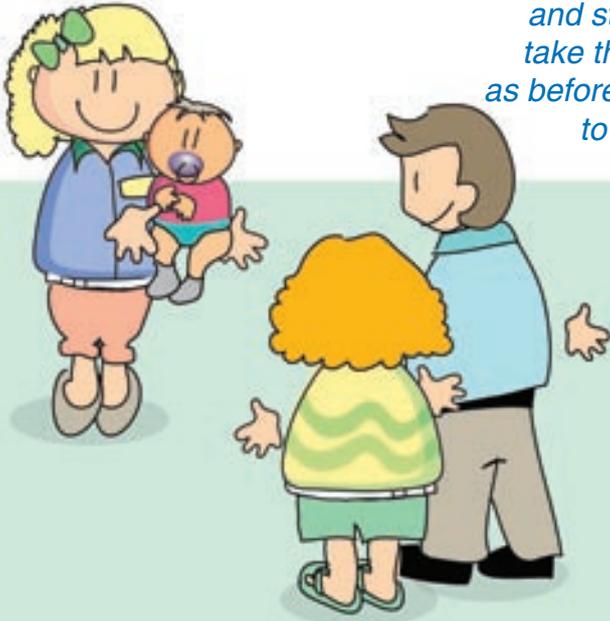
Awards:



NURSERY REVIEW
Best Nursery Security

BEDFORDSHIRE JOURNAL
Award-of-Excellence for Protective Childcare Services

“ We wanted to
*provide maximum security for children
and staff. We also wanted to
take the pressure off the staff
as before they were always having
to answer the door to
allow parents in.*”



Access Control

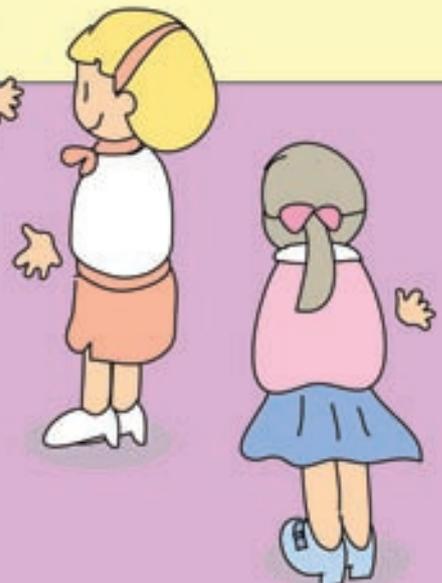


Access Log

Mrs Smith	8.31am
Mr Taylor	8.32am

FOR SECURE DOOR ACCESS

Our access control system is simple and effective way to provide maximum security for staff and children with minimum disruption. With the system in place, staff are no longer required to leave the children constantly to answer the door to parents – which can be particularly distracting at busy drop-off and pick-up times of day.





Opening Door Again!!



Benefits

Our access control system helps you to

- ★ keep out unwelcomed visitors
- ★ take the pressure off your staff from having to open the door for parents
- ★ monitor any late pick-up times as well as staff attendance with our easy-to-use Time & Attendance software
- ★ reassure parents that their children are in a safe and secure environment



OFSTED says

Abstract from The Times 06 Dec 2005. By Tony Halpin, Education Editor

Ofsted highlighted inadequate supervision, poorly trained staff and a lack of security as a succession of parents arrived and departed.

“In too many nurseries there are not enough staff on duty at the start of the day to offer good care for children: this was found consistently in one fifth of the nurseries visited,” Ofsted said.

“In a third of nurseries visited, the first hour or more of care lacked sufficient planning to support the needs of all the children attending. In particular, security was weak, allowing adults to enter the nursery unchallenged.”

They found that all of the nurseries visited had good security systems “in theory”, but that some overrode procedures during busy periods. Three nurseries were criticised for “unacceptably” allowing inspectors to enter without challenge.

An appropriate access control system relieves the burden on your staff during the most stressful times of the day.



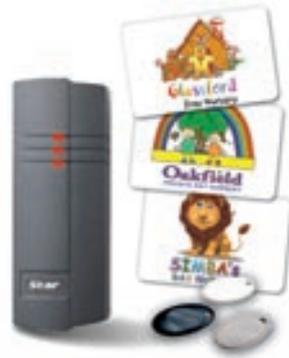
Proximity & Biometric Access Control System

Registered staff and parents can gain entry automatically after being verified using either a card or fingerprint reader located at the entrance. Both systems come with a complete user access log.

Proximity System

Features

- Proximity card or keyfob recognition
- Quick and easy to add or delete user
- Easy-to-use **Time & Attendance software** for user management and attendance reports.
- Fast verification time of less than 0.5 second
- Registers up to 500 users
- Work with most existing entry system (for eg. audiophone, keypad, magnetic stripe reader etc)
- Ideal for single door or multiple access points
- Indoor or outdoor installation



Biometric (Fingerprint) System

Features

- Fingerprint recognition
- Additional in-built proximity reader for greater flexibility (for eg. a disabled parent/staff who is unable to provide a fingerprint sample may use a proximity card instead)
- Quick and easy to add or delete user
- Easy-to-use **Time & Attendance software** for user management and attendance reports.
- Fast verification time of less than 1 second
- Registers up to 1,000 users
- Work with most existing entry system (for eg. audiophone, keypad, magnetic stripe reader etc)
- Ideal for single door or multiple access points
- Indoor or outdoor installation



More about fingerprint reader systems

Fingerprint identification is the most secure form of access control. The chances of two people having the same fingerprint is 1 in 64 billion - and because there are no pass cards or security numbers involved, the system is the easiest to use and maintain on an ongoing basis.

Individual fingerprints are stored in the system as a mathematical algorithm (rather than as a readable image) ensuring individual privacy is protected whilst making it virtually impossible to cheat the system.

The good news for nurseries is that although this was once 'sci-fi' technology, it has now become widely used by many businesses. As a result, the cost is no longer prohibitive, particularly when the additional convenience and lack of ongoing support costs are considered.

Audiophone & Videophone Door Entry System

These systems are popular as an entry-level door access control. A visitor would press a button on the front panel to buzz the handset in the nursery. A member of staff then lifts the receiver on the handset to speak to the visitor and then presses the release button on the handset to open the door. A videophone system would allow the staff member to see who is at the door too.

These systems also compliment the proximity and fingerprint systems for controlling access of visitors who are not registered card holders.

Audiophone System

Features:

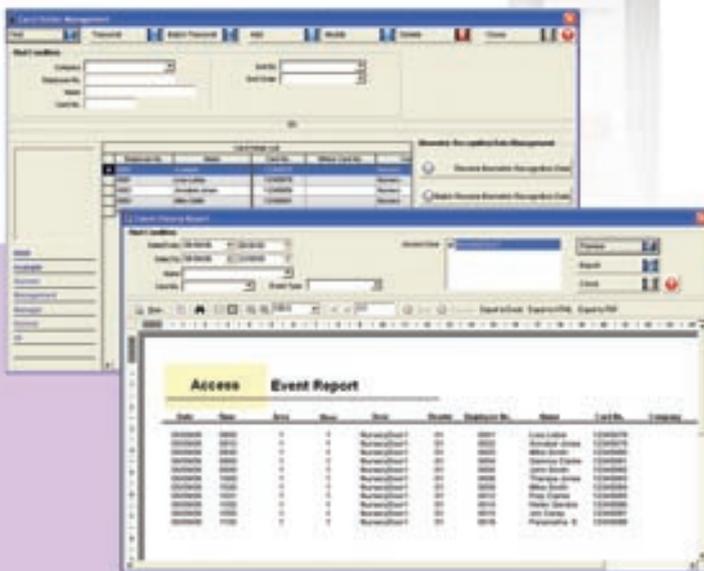
- Weatherproof front panel with stainless steel fascia
- High quality speech unit
- Support multiple handsets
- Ideal for single door or multiple access points



Videophone System

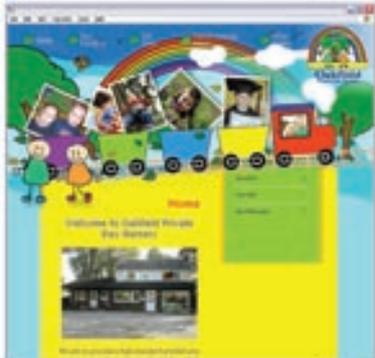
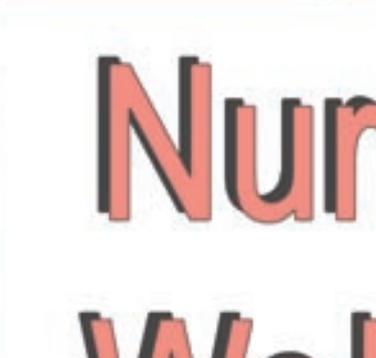
Features:

- Weatherproof front panel with stainless steel fascia
- Mono or colour high resolution camera with infra-red lamps for night vision
- Flat screen display
- Support multiple monitor handsets
- Ideal for single door or multiple access points



Time & Attendance software

- Quick and easy to add or delete user
- Easy to limit user's access to different time periods, for example,
 - parent Mrs Smith's access limited to weekdays, 8am to 6pm only
 - staff Emily's access limited to weekdays, 7am to 6.30pm only
 - cleaner Mrs Parson's access limited to Saturday 10am to 2pm only.
 - manager Katie's access is unlimited, 24hr Monday to Sunday
- Print parent & staff attendance reports
- Data export in Excel and Text file for other systems such as nursery management software, payroll etc.



Nursery Website

SHOW OFF YOUR NURSERY ON THE WEB

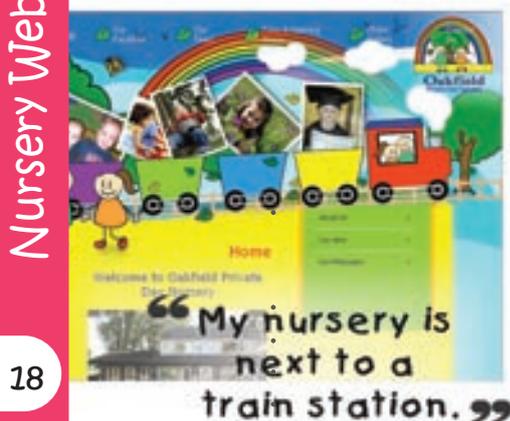
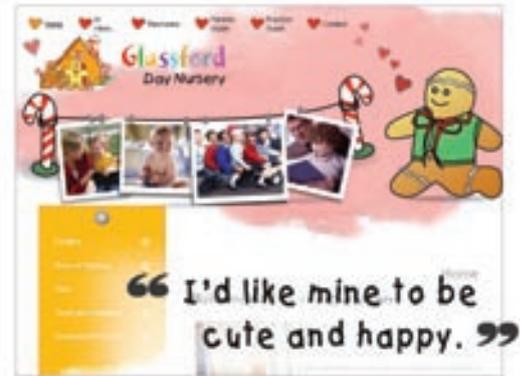
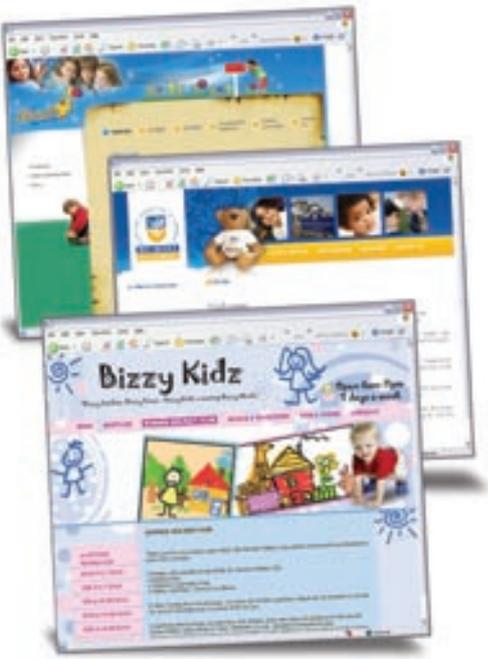


Nursery website

Would you like a professionally presented and effective nursery website, without paying a fortune for it? Although there are many website designers available, not all understand the particular needs and budgets of nurseries and childcare providers. Our Nursery Website service is designed to help nurseries stand out in their local communities in a professional, yet friendly manner - and provides promotional options to match your geographical needs and promotional budget.

An excellent marketing tool

- New parents may wish to learn more about your nursery's philosophy, services and facilities, download a prospectus, or even request for a site visit online. Many people use the internet as their most frequent source of information, therefore your website is likely to be the first port of call for new parents looking for childcare places.
- Existing parents will use your website as an easy reference point for information about special events, activity timetables, menu's etc.



Bespoke website designs:

Our designers will work closely with you to ensure your bespoke design accurately reflects your style and setting. You are entitled of unlimited rounds of changes until you are completely satisfied with the final design - all at one fixed price.

Unlimited number of pages:

You can have as many web pages as you like. Some nurseries want all pages to be there on the first day, while other nurseries may want to add or delete pages as their nursery grows.

Domain name of your choice:

We can organise registration and all subsequent renewals of your chosen website address; for example www.goodnursery.co.uk. Should your chosen website address not be available, we will help you find some suitable alternatives.

Email accounts:

Email addresses which match the nursery website address look more professional than privately named ones e.g. info@goodnursery.co.uk and emma@goodnursery.co.uk. Once set up, your nursery email accounts can be accessed via the web or any desktop email program.

Nice nursery
for my baby



Unlimited updates and support:

A dedicated web designer will be assigned to your nursery for all your maintenance and support needs. Your web designer can help you to update your web content as often as you like (at no additional charge). Alternatively our easy-to-use web-based editor allows you to do it yourself.

Marketing to your local community:

Of course there is no point having a website if parents cannot find it when searching for 'nurseries in SW2' or 'childcare in Nottingham' for example. To be found, your website needs to be listed with all the major search engines, and appear prominently in the search results - both of which we can help you with.

- Registration with all the major search engines – we do this for you
- 200 specific (paid) adverts on all major search engines, ensuring your nursery gains maximum exposure within your local community – all included as part of your monthly fee.

How much does the Nursery Website service cost?

These are all inclusive prices with no other hidden charges.

Setup fee:

£ 299.00 + VAT (this is a one off fee)

Includes bespoke website design and build with unlimited pages plus domain name registration, and email account set-up.

Monthly fee:

£ 19.50 + VAT

Includes online paid advertising specific to your local area, unlimited page updates or content changes, hosting, as well as technical support from a dedicated website designer.

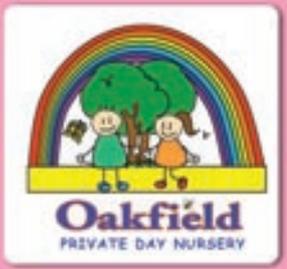
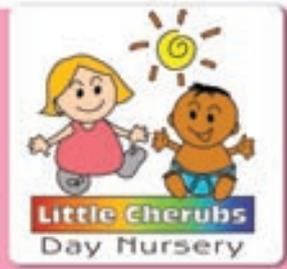
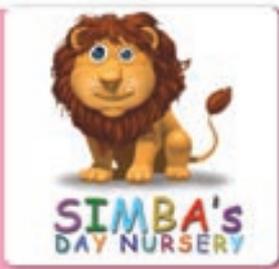


Logo Design

We can help with all aspects of your logo design, from creating a brand new design, converting your current logo to a digital format, to jazzing up your current logo. And you will not be charged until you are completely satisfied with our work.

Price:

£ 97 + VAT (£65 + VAT when purchased with our website package)



Be the best childcare provider in your local community

The NurseryCam range of products and services gives great nurseries the opportunity to demonstrate their commitment to quality, and really stand out from their competitors. NurseryCam helps you become a first choice childcare provider for parents and a first choice employer for nursery staff.

Parental Webcam

For 5-star nurseries who want to reassure parents and promote the great job their staff do every day.

CCTV

24 hour security, maximum protection of the staff and children in your care as well as an effective way to resolve misunderstandings without conflict.

Access control

Keep out unauthorised visitors, enable secure entry for parents and reduce the pressure at busy times of day.

Nursery website

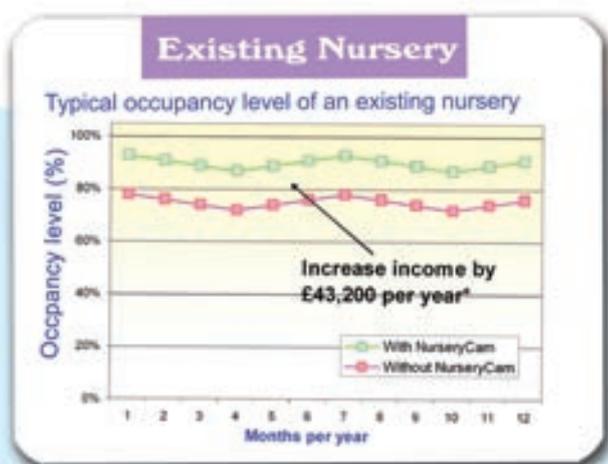
Professionally presented information for new parents, and nursery news all delivered via one easy-to-update website.

“Parental recommendation will be your most effective form of marketing for your nursery. Parental perceptions of your nursery are therefore extremely important.”

Starting and Running a Nursery by Helen Jameson et al

“We believe the best way to improve occupancy is to deliver a first class product. It's not an option to take costs down. It's very clear - 60% of your income goes on nursery salaries. Day nursery staff:child ratios are crystal clear at 1:3, 1:4 and 1:8 - and there's no room for manoeuvre in that. So you can't really set out to fix your business taking costs down. You have to make sure you are giving a good service, getting occupancy up and getting parents as advocates. Then people will pay a fair price for the service you provide”

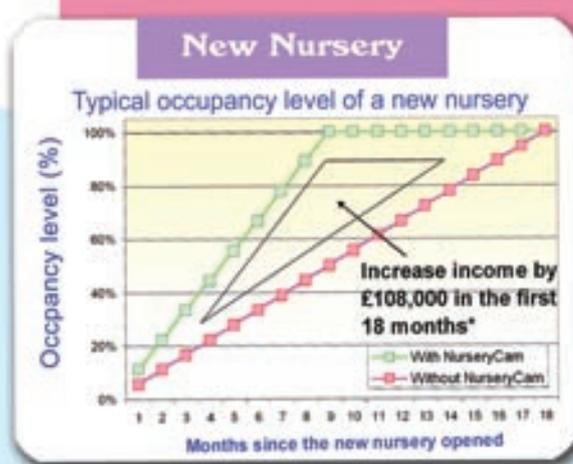
Andrew Fitzmaurice, chief executive of Nord Anglia,
“Looking forward - interview” Nursery Management Today Yearbook 2006/2007.



Increase your occupancy level

For nurseries facing increasing competition, achieving and keeping occupancy levels high is the only way to protect profitability and business sustainability in the long term. NurseryCam products and services will help in two distinct ways:

1. By giving you the edge over your competition and ensuring you become the first choice for new parents.
2. By enabling you to further improve the quality of service offered to the parents already using your services - and therefore protecting the income you already have.



Reach full occupancy faster

Many new nurseries fail because it takes them too long to reach full occupancy. Using NurseryCam products and services from the outset gives you the unique selling points you need to compete more effectively against other childcare providers in your area. Many nurseries recruit through word of mouth - installing Parental Webcam is a fantastic way to attract attention and ensure it is your new nursery parents are talking positively about.

10 great reasons to choose NurseryCam

1. We are **the leading supplier** of security and technology products to the childcare industry in the UK. We understand your specific needs, and have worked with hundreds of nurseries to improve their services.
2. Our focus is on **delivering excellent quality** and making sure we meet your objectives - but don't take our word for it - why not talk to other nurseries who use our services and hear first hand what a difference we have made for them.
3. As innovators in our industry, we have won **numerous awards** for our exciting products and nursery-centric approach - and we are constantly looking for ways to evolve and improve upon the services we offer.
4. As a direct result of our work with nurseries, many of them have been **praised by local communities and in the media** for their commitment to improved security and parent interaction.
5. As experts in our field, we are able to secure the **best quality equipment at the best price** - and as bulk purchasers, we are able to pass on those savings to you.
6. We are an **established and reliable** business with an excellent reputation and an established customer base - so you can rest assured we will continue to provide support to your business in the long term.
7. We **listen**. Because sending a quote and following it up with a 'hard sell' is how so many security companies do business, we like to be different. Every nursery is different: so we take the time to listen to you - that way we can be sure we are providing a service which works for you and actually achieves your objectives.
8. We are **accessible**. Our service is very personal and set up to provide you with continuity of contact wherever possible. We don't believe in leaving you to deal with whoever happens to pick up the phone, which is why we assign specific people to work with you at every stage.
9. We are **honest, reliable and trustworthy**. Sadly, not all businesses are.
10. Like you, **we are committed to delivering high quality**. We too wish to keep our customers happy and maintain long term partnerships. And if we do that, then we hope that you will recommend us to others.

Why not call us for a no obligation chat about how we could help your nursery become a first choice for parents and staff?

Call 01344 751688.

We would love to hear from you.





NurseryCam Limited

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Crowthorne
Berkshire
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RG45 6AW

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Fax : 01344 751 601

