

Norland Code of Professional Responsibilities



Leading the way since 1892

Emily Ward founded Norland in 1892 with a pioneering vision: that young children deserved nurturing, child-centred care from caregivers equipped with the knowledge and skills to help them develop and thrive. She believed that well-trained, well-educated professionals could shape not only a child's earliest development, but also their character for life. By establishing Norland, she laid the foundations for childcare to become the respected and vital profession it is today.





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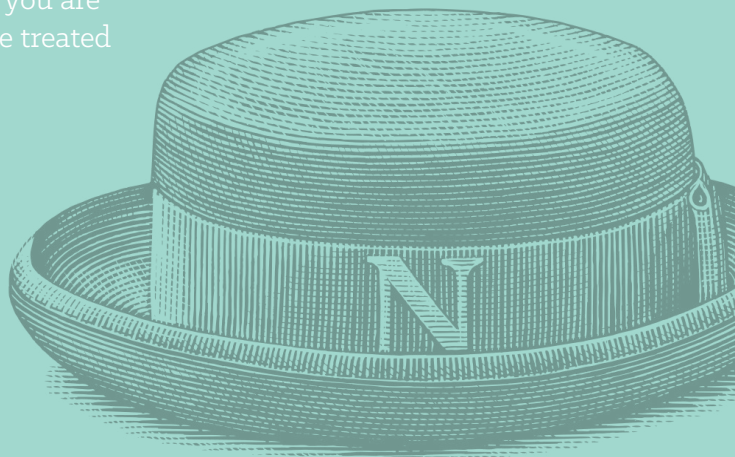
The competencies required of a Norland Nanny are defined by the Norland Code of Professional Responsibilities and the knowledge and skills developed through Norland's programmes.

The Code sets out the behavioural principles, competencies and professional standards expected of all Norland students, Newly Qualified Nannies (NQNs) and graduates. As such, it forms a core part of the requirements for professional practice.

You will be expected to demonstrate and uphold these principles, competencies and standards as a student, as an NQN and throughout your career as a Norland Nanny.

Core principle 1: Practise effectively and inclusively with children and their families

You make the development, care and safety of the babies and children in your care your main priority, ensuring that their needs are recognised and that you respond effectively to them. You develop positive relationships with and celebrate the contributions of others and make sure that those you are working alongside are treated with respect.



1.1 Act in the best interests of children at all times

1.1.1 I will practise in a manner which ensures the rights of children are upheld, respected and protected.

1.1.2 I will encourage and empower children to share decisions about their care and development wherever possible.

1.1.3 I will meet the changing development and care needs of children.

1.1.4 I will pay special attention to children's wellbeing by using supportive strategies to help them to understand their own behaviour and emotions.

1.2 Respect individuality

1.2.1 I will treat all adults and children with kindness, respect and compassion.

1.2.2 I will challenge my own assumptions about others and recognise and celebrate diversity and individual choice.

1.2.3 I will demonstrate research-informed inclusive practice when working with children and their families.

"F is kind, child-centred and able in her conversations with adults to ask questions and share her knowledge in a way that can only be welcomed. Her interactions with us and our son are warm, respectful and highly professional, always including us in everything we need to know. F got to know our son on his own terms and very quickly formed a fantastic bond with him. She would at first tentatively voice his needs, querying whether he was tired or teething. As she got to know him better, she was able to do this much more confidently, knowing and noticing his cues. She is approachable, proactive and always willing to help with any task asked of her without hesitation."

—Placement family

"She selflessly pursues the happiness, development and welfare of the children above her own needs and comfort. She brings her expertise, generosity and sense of fun to every challenge, and has been an impossibly kind and caring nanny. The girls have grown emotionally, and intellectually under her care, and their emotional intelligence is a reflection of the focus G has put into curating their sense of self, self-esteem and self-awareness. Her constant ability to step in when needed and her understanding of the unpredictability of our work, means she is truly a treasure. We would not have been able to be a family without her help."

—Norlander employer



1.3 Work in partnership with others

1.3.1 I will develop a positive relationship with children, taking their views into account to shape my practice where feasible.

1.3.2 I will actively engage with all relevant adults, including families, staff, colleagues and other professionals, to make sure I identify and meet the needs of children effectively.

1.3.3 I will respect parents' customs, values and contributions in the best interests of the child.

1.3.4 I will work collaboratively with all relevant adults, recognising and supporting their contributions to the care of children.

1.3.5 I will engage in professional discussion and informed debate in response to differences of professional opinion with all relevant adults, respecting their views and opinions and behaving professionally.

1.3.6 I will support the learning of fellow students, NQNs and Norlanders to help them develop their professional competence and confidence.

1.3.7 I will uphold and respect the principle of freedom of speech for children and adults with whom I work.

1.4 Respect children's and families' right to privacy and confidentiality

1.4.1 I will respect children's right to privacy in all aspects of their care.

1.4.2 I will inform families about how and why information is used, stored and shared and request their permission to hold such information.

1.4.3 I will store any information about children and families securely.

1.4.4 I will continue to respect a family's right to privacy and confidentiality after our professional relationship has ended.

1.4.5 I will share necessary information with others only when disclosure is required by law, by the order of a court or, if necessary, in the interests of children, including for their safety.

1.4.6 I will act as a role model for professional practice, integrity and confidentiality, including when using social networking sites, and only take or post photographs or videos of charges with the prior consent of the children and their parents/carers.

1.4.7 I will use social media responsibly, ensuring that any posts reflect the standards and values inherent within the Code.

"Our NQN demonstrated exceptional childcare capabilities whilst maintaining the highest professional standards throughout his employment. His relationship with our child was genuinely remarkable. He fostered a secure, caring bond that became the foundation for significant developmental progress. His approach to building self-esteem through positive affirmations and emotion coaching proved particularly effective, and he generously shared these techniques with us as parents. Our NQN's understanding of child development shone through his encouragement of appropriate risk-taking and adventure, helping our son develop confidence and resilience. He is a very special nanny and is an asset to any family seeking a knowledgeable, caring professional who genuinely prioritises child development and family partnership."

—NQN employer



Core principle 2:

Be safe, diligent, caring and ethical

You recognise the needs of children and their families and meet those needs, drawing on best practice. You make sure that a child's safety is your priority, exercising your professional duty of care and acting when needed. You communicate effectively, sharing skills, knowledge and experience where appropriate. You reflect on any feedback you receive to improve your practice.



2.1 Always practise in line with the best available evidence

2.1.1 I will ensure my practice is safe and effective, abiding by any relevant legislation as well as government and research-based guidelines.

2.1.2 I will observe and assess the care and learning needs of children and make plans based on this observed evidence.

2.1.3 I will seek information about the child's history from parents/carers/other professionals and, where feasible, from the child.

2.1.4 I will use suitable terminology to communicate effectively and clearly with children, their families, other professionals and peers, using a range of verbal, non-verbal and written communication methods.

2.1.5 I will apply and share my skills, knowledge and experience for the benefit of children, their families, other professionals and peers.

2.1.6 I will immediately inform both Norland and my employer if circumstances change that may affect my Disclosure and Barring Service (DBS) check or Disqualification by Association Declaration status.

2.2 Make health and safety your priority

2.2.1 I will ensure an optimal, healthy, caring and safe environment for those with whom I live, work and interact, while adhering to and promoting best practice.

2.2.2 I will act immediately and appropriately to put right any situation where an incident has occurred or has the potential for harm.

2.2.3 I will keep to and promote recommended practice in relation to controlling and preventing infection.

2.2.4 I will raise concerns to relevant authorities immediately if I believe a child or adult is vulnerable and needs extra support and protection.

2.2.5 I will recognise when a child is unwell and will refer the child for medical assistance.

2.2.6 I will take all reasonable steps to protect children from any harm, exploitation, victimisation, neglect or abuse.

2.2.7 I will keep my knowledge of safeguarding protocols up to date and follow relevant laws, policies and local safeguarding procedures.

2.2.8 I will share information with relevant authorities if I believe a child or adult may be at risk of harm.

2.2.9 I will share information with relevant authorities if I believe a Norland student, NQN or Norlander may be a risk to themselves or others.

2.2.10 I will take care of my mental and physical health to help keep myself and others safe.

2.2.11 I will recognise and declare to Norland and/or my employer if my physical and/or mental health and wellbeing impact my ability to provide safe and effective care for young children.

2.2.12 I will recognise and declare to Norland if my physical and/or mental health and wellbeing impact my ability to study effectively.

2.2.13 As a student, I will register with the DBS update service.

2.2.14 As an NQN or Norlander, when working with children I will apply for a new DBS check every three years unless registered with the update service.

2.2.15 I will update my twelve-hour paediatric first-aid qualification every three years when working with children.

2.2.16 I will work within the limits of my competencies, capabilities, skills and experience, and I will raise any concerns to Norland or my employer immediately if I am asked to do things that are beyond my capabilities, experience and training.

2.2.17 I will cease practising with children if I am unable to fulfil all necessary duties and meet all competencies and professional standards required in my practice with children.

"I must express my utmost gratitude for A, a true gem. Not only was her hygiene impeccable, her cleanliness of the home was kept as a priority too. As a single mother to three young children, I must say that she was truly a godsend, she always showed care and attention to the things that I struggled with daily and helped me to overcome them. She was never needing to be prompted or directed, not once. She had the children's safety utmost in her mind."

—Placement family

"I always feel she would uphold anything we discuss with confidentiality and respect. She is a safe space and has been indescribable in how much value she has added to our lives. She preserves safety through vigilant risk assessment and working within her competencies, while always raising any potential issues promptly."

—Norlander employer

2.3 Keep clear and accurate records

2.3.1 I will ensure that all relevant information concerning the welfare and development of children is recorded appropriately.

2.3.2 I will ensure records are secure, clear, accurate and timely without falsification.

2.3.3 I will share all relevant information with caregivers and relevant persons in a timely manner.

2.3.4 I will record and report any situation where an incident has occurred or has the potential for harm.

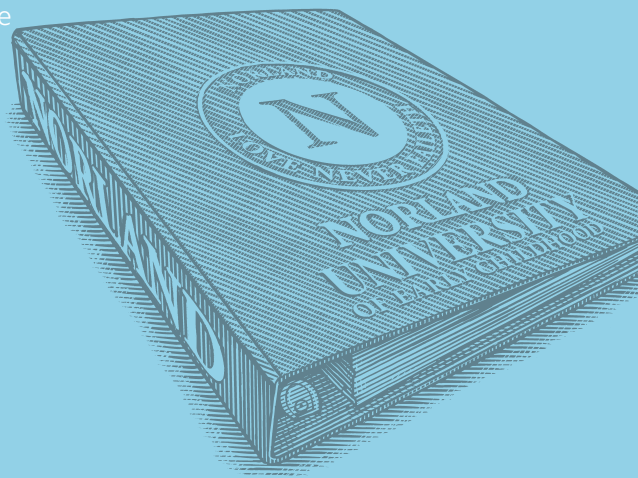
"This afternoon, X had a severe allergic reaction to some food and we had to take him to Accident and Emergency to be checked over. Our NQN noticed the reaction immediately and was absolutely amazing in how quickly and efficiently she acted during what was a very stressful situation. Her detailed notes regarding X's feeding, medication and observations were incredibly helpful to the doctors, particularly at a time when I was understandably panicking and not thinking as clearly as I might otherwise have been. Our NQN also kindly helped me settle X when we returned from the hospital, even though this was outside of her official working hours. I am extremely grateful for her support, professionalism and care."

—NQN employer



Core principle 3: Be professional and resilient

You display a personal commitment to the highest standards of practice and behaviour, ensuring that you treat others with tolerance, kindness, compassion and respect in all aspects of your life. You demonstrate resilience in the face of personal and professional challenges, remaining solution-focused, and you reflect on and grow from both positive and negative experiences. As a Brand Ambassador, you uphold the reputation of Norland at all times.



3.1 Demonstrate professional attributes

3.1.1 I will demonstrate expected professional competencies across early years, home-based and residential settings including demonstrating flexibility in responding to particular needs of the families such as in the event of emergencies or requirements to travel or stay overnight.

3.1.2 I will treat others with tolerance, kindness, compassion, empathy, professionalism and respect in all aspects of my life.

3.1.3 I will work cooperatively with others in all aspects of life.

3.1.4 I will be a reflective, flexible, open-minded and engaged practitioner.

3.1.5 I will respect and uphold confidentiality at all times.

3.1.6 I will communicate politely, clearly, effectively and respectfully using a range of verbal, non-verbal and written communication methods including face-to-face.

3.1.7 With families, other professionals and peers, in both routine and more complex interactions, I will engage in professional dialogue using a range of verbal, non-verbal and written communication methods, including face-to-face.

3.1.8 I will actively challenge discriminatory attitudes and behaviours.

3.1.9 I will establish and demonstrate clear

professional boundaries with the children in my care and the families with whom I work.

3.1.10 I will uphold the values of freedom of speech within the law.

3.1.11 I will demonstrate reliability and resilience by meeting all my professional responsibilities. This includes placements, voluntary and paid work, as well as attending scheduled teaching and learning opportunities, such as lectures, visits, value-added curriculum events and talks by external speakers.

3.1.12 I understand that my absence has an impact on those with whom I work, and I will follow the established reporting processes if I am unable to meet my responsibilities.

3.1.13 I will refuse to accept any gift, favour or hospitality that might be interpreted as seeking to exert undue influence to obtain preferential consideration.

3.1.14 I will never allow a complaint made against me to affect the care I provide for children.

3.1.15 I will be honest and cooperate fully with any investigation/cause for action/notice for improvement/disciplinary process, providing testimony and/or evidence as requested in response to issues or allegations and attending any required meetings or hearings.

3.1.16 I will engage in continuing professional development opportunities to ensure my knowledge and skills are up to date.



3.2 Be a reflective practitioner

3.2.1 I will display a personal commitment to best practice standards and behaviour.

3.2.2 I will reflect on and take any necessary action to demonstrably and continuously improve my practice.

3.2.3 I will use complaints or causes for action as a form of feedback and an opportunity for reflection and learning to improve my practice.

3.3 Demonstrate resilience

3.3.1 I will demonstrate resilience in the face of personal and professional challenges, work through such challenges, seek solutions and grow from experience.

3.3.2 I will maintain the level of physical and mental health and wellbeing needed to carry out my professional role by adhering to and meeting the expectations of the Fitness to Practise, Fitness to Study and the Student/NQN/Norlander Disciplinary policies.

3.3.3 I will take responsibility for my own self-regulation by developing strategies that help build my resilience and enable me to fulfil the expectations, competence standards and requirements of a Norland Nanny.

3.3.4 I will respond constructively to feedback and reflect on my own practice to identify continuing professional development needs.

3.3.5 I will act as a role model of resilience for children.

“M was on the bus yesterday with her younger charge in the buggy with no other passengers except for an elderly gentleman. The man collapsed and M shouted for the bus to stop and asked for help, but the driver refused to support. She was able to get the man into the recovery position, phone an ambulance and support the man all whilst keeping her charge calm and safe. M did a successful handover to the paramedics and once done she then rang the nursery to say she might be late but she wasn't. All in all, the team and I are very impressed with her calm and highly professional response to a challenging situation.”

—NQN consultant



3.4 Be a Brand Ambassador

3.4.1 I will be passionate, positive and proud to be part of Norland.

3.4.2 I will be loyal, respectful, protective and committed to Norland's values, heritage and community.

3.4.3 I will uphold and support others to uphold the Code.

3.4.4 I will challenge and report those who breach the Code and who are not a positive role model to others.

3.4.5 I will tell someone in authority (Norland or my employer) if I experience problems that may prevent me working within the Code, and I will take prompt action to tackle the causes of concern where feasible.

3.4.6 I will keep to the laws and customs of the country in which I am working.

3.4.7 I will use all forms of spoken, written and digital communication, including social media and networking sites, responsibly and professionally, respecting the right to privacy of others at all times.

3.4.8 I will be mindful of my Norland student or Norlander status in the promotion of third-party commercial products or services, as this could compromise the independent professional judgement on which families and their children rely. I will clearly state that my views are my own and should not be taken as representative of Norland or its current training.

3.4.9 I will cooperate with the media (where there is a link with Norland) only when permission has been given by Norland. This applies to all forms of media, including, but not limited to, podcasts, blogs, regional newspapers and school/college newsletters, as well as mainstream news websites, publications and broadcasters.

"She has been a rock to my son and me during an incredibly stressful, upsetting and unforeseen time for our family. While I was navigating this upsetting change, S stepped in like an angel and adapted to all our needs, with my son's wellbeing as the utmost priority for both. She changed and increased her days whenever she could to accommodate house viewings, meetings etc. and always did this with willingness and understanding. When we moved to London, S gave us a long transition which meant she commuted hours to come and be with us. Again, she changed her days to suit meetings, nursery and school viewings, despite I can imagine some real inconvenience on her end. But it never felt that way, she was always so willing to help."

—Norlander employer

"G is a wonderful communicator, both with children and adults. She is able to verbalise situations when she feels less comfortable, which I think is important. When G first started, our baby had only just initiated weaning. I asked if G could supervise the baby while I went to pick up my eldest daughter, and G asked for more opportunities to watch, learn and assist the baby during mealtimes, and she is now very confident and completely comfortable feeding her independently."

—Placement family

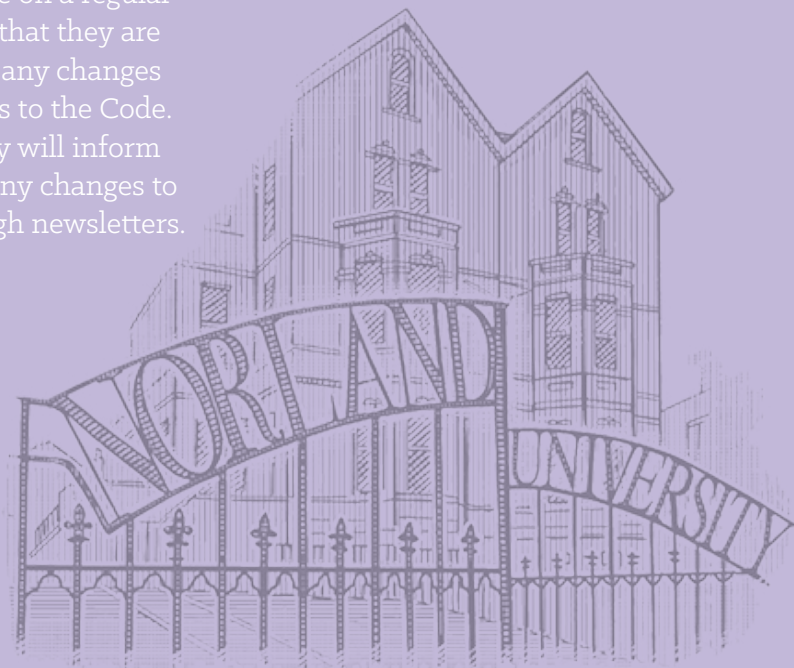




Keeping up to date

The Code is subject to review by Norland University 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 University. 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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