



SHAPING BRIGHT FUTURES

CREATING ENGLISH-LANGUAGE KINDERGARTENS WORLDWIDE



BELL PROVIDES KINDERGARTENS WITH:

LEADERS WHO...



- Value **educational excellence** and put learning at the centre of their business
- Build **premium educational institutions** that innovate and inspire
- Receive a full-service package which delivers **outstanding return on investment**
- Benefit from **ongoing support and development** for their institution and staff

CHILDREN WHO...



- Are **confident communicators** in an English-medium learning environment
- Are **active and motivated learners** who seek out knowledge both inside and outside the classroom
- Have **high expectations** of their learning and know how to improve it
- Develop **creative, questioning minds** to prepare them for future success

STAFF MEMBERS WHO...



- Are **confident and skilled** at delivering education in English
- Are **inspiring educators** who adapt their teaching methods to the needs of each child
- Understand **the importance of learning through play** and can use this knowledge to plan effective curriculum-based activities
- Can **develop their career** within an internationally-recognised framework

TEACHING ENVIRONMENTS THAT...



- Stimulate and encourage **effective learning and teaching**
- Encourage children to **explore, question and be creative**
- Make children feel **safe and secure** and promote the highest expectations for behaviour
- Provide **access to a variety of experiences** to accommodate children's differing and changing needs and interests

THE FOUNDATIONS FOR SUCCESS

International research into preschool learning* has shown that high-quality early years education has a significant effect on children's development and provides a strong foundation for their future success. An inspiring and supportive learning environment helps to create an appetite for learning, build confident and questioning minds and develop fluent language skills which allow children to communicate effectively from the very beginning.

With an impressive portfolio of large-scale international training programmes, Bell will help you create successful bilingual or English-medium kindergartens that deliver positive, measurable results for children, teachers, investors and communities.

A FULL-SERVICE PARTNER

Our full-service kindergarten model includes a comprehensive project management service supported by a dedicated early years project team. From needs analysis and programme design to implementation and detailed reporting, our multi-disciplinary team of experts will guide you every step of the way from planning to launch.

We will also provide ongoing support, professional development and quality assurance services to ensure the kindergarten's continued growth and success.

HERITAGE AND EXPERIENCE

Since our foundation in the UK in 1955, Bell has taught over 1 million students around the world and is internationally renowned for the quality of its teaching.

We are specialists in the provision of English and English-medium courses and projects. We have been designing and delivering successful young learner programmes for over 50 years.

AN ESTABLISHED EDUCATIONAL APPROACH

Our kindergarten curriculum is based on best practice from the UK Early Years Foundation Stage framework for young children and is underpinned by The Bell Way – our own set of educational principles, shaped by an Emeritus Professor from the University of Cambridge.

LOCAL FOCUS, GLOBAL REACH

Over the past six decades, Bell has been the partner of choice for schools, universities, departments of education and international companies – including many Global Fortune 500 brands – across five continents.

When creating a new kindergarten, our focus is on developing bright and inspired students in the context of local culture and traditions. We aim to equip all children with native-level English skills, whether they attend an English-medium or bilingual institution.



EXPERIENCE
LEADING
SCHOOLS &
PROJECTS IN
MORE THAN **30**
COUNTRIES

WORKED WITH MANY
COMPANIES IN THE
GLOBAL FORTUNE
500

CREATED
& MANAGED
THE WORLD'S
LARGEST
ENGLISH LANGUAGE
TEACHING PROJECT

*UNICEF (2008) The child care transition: a league table of early childhood education and care in economically advanced countries. Innocenti Research Centre, Report Card 8. Florence: UNICEF.



KINDERGARTEN SERVICES

Our fully integrated portfolio of services supports the development of bilingual or English-medium kindergartens anywhere in the world. Underpinning our service is the Bell brand, a name synonymous with outstanding language education.



PROJECT MANAGEMENT AND OPERATIONS

Our team of educational experts have extensive project management experience, and a proven track record in delivering results on time and to budget. From planning to launch and beyond, our services include:

- needs analysis and initial proposals
- scoping visit and site assessment
- risk assessments.

We will help you build an inspiring and effective learning environment, advising on practicalities such as:

- classroom planning and design
- equipment and materials requirements
- health and safety requirements
- implementation of the Bell brand identity
- kindergarten marketing and recruitment.



PROGRAMME DESIGN AND DELIVERY

A detailed syllabus will be created for each stage of your kindergarten development. Based around the Bell curriculum, it will blend with your local programme, tailored to suit the background and needs of your learners.

Initial training and familiarisation programmes for staff will help embed the curriculum. Typical training programmes include:

- principles of learning through play and the Bell Way
- Early Years Foundation Stage curriculum and practice
- effective communication with children and their families
- the role of observation and assessment
- young children's health and development
- safeguarding policies and procedures.



RECRUITMENT AND TRAINING

Bell has an excellent track record in recruiting staff for programmes all over the world. Our international recruitment team is based in Cambridge, UK and can help you find and recruit early years practitioners of the highest quality.

Once in post, employees will undergo a comprehensive training programme, so that they are fully capable of administering all aspects of the kindergarten provision. We have high expectations of all staff, so we will also provide ongoing training modules to enable teachers and managers to continue to develop their professional skills.



QUALITY ASSURANCE AND DEVELOPMENT

We will provide regular quality assurance visits to ensure the curriculum is being implemented effectively. During these visits we will produce an evaluation report and create action plans with kindergarten staff.

The Bell Quality Assurance and Development System will be used for these visits and will provide an assessment of all aspects of your business including:

- teaching
- curriculum and syllabus
- academic management
- assessment procedures
- site facilities
- student welfare.



A HOLISTIC APPROACH TO LEARNING

Taking into consideration the local context and working in conjunction with existing programmes, we will design a curriculum for your kindergarten that encourages excellence. Our research-based teaching approach draws from the UK Early Years Foundation Stage framework and is underpinned by The Bell Way – our own set of educational principles, shaped by an Emeritus Professor from the University of Cambridge. Children will learn through play in a caring environment ensuring that, by the age of five, they have developed a wide range of native-English language and literacy skills.

EARLY YEARS FOUNDATION STAGE (EYFS): KEY AREAS OF LEARNING

COMMUNICATION AND LANGUAGE



PHYSICAL DEVELOPMENT



PERSONAL, SOCIAL AND EMOTIONAL DEVELOPMENT



LITERACY



MATHEMATICS



UNDERSTANDING THE WORLD



EXPRESSIVE ARTS AND DESIGN



THE BELL WAY



HIGH EXPECTATIONS

- We strive to make outstanding the norm and inspire each child to be the best they can be.
- We demand high levels of parent satisfaction and expect our teachers to be the best in the business.



CLARITY OF LEARNING

- We make aims clear to children in engaging ways that inspire them to share their achievements.
- Our Parent and Child Agreement helps our parents understand their children's development.



UNIQUE INDIVIDUAL

- We are experts at working with children of different needs, levels and languages.
- Our flexible programmes offer different levels of challenge to children depending on their ability.



LEARNING EVERYWHERE

- Learning takes place inside and outside the classroom with all members of staff.
- We show parents how to help their children continue the learning process at home.



ASSESSMENT AS LEARNING

- We provide feedback to parents regularly through a learning journal and parent meetings.
- We continually check each child's progress and help them move to the next level.



ORGANISATIONAL LEARNING

- Our teaching scored highly in recent inspections, but we are always looking to improve.
- We encourage innovation and develop our staff so that their approach to learning is always fresh and new.



CASE STUDY: BELL ONE WORLD NURSERY AND SCHOOL, GENEVA

SUMMARY

The Bell One World Nursery and School has served the international community of Geneva for over 20 years, bringing together children aged two to five, of all nationalities, to develop their skills and learn through play in English.

Programmes are designed around the age and development needs of the children and there are clear progression routes for children from kindergarten (age 2-4) to primary classes (age 4-7). A range of part-time and full-time programmes are offered to suit the needs of parents.

The One World Nursery and School aims to prepare all children for future educational success, equipping them with high-level personal and academic skills and a natural fluency in English.

CURRICULUM

The curriculum combines best practice from the UK Early Years Foundation Stage framework for young children with a full immersion English-language environment.

LEARNING OUTCOMES

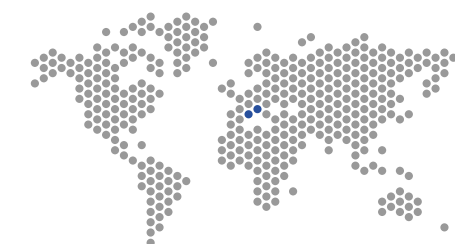
Every child is treated as an individual and is placed in a class appropriate to their age, learning and development needs. During their time at the nursery, each child develops their:

- communication and language skills so they can interact with other children and adults
- physical skills such as gross and fine motor skills
- personal, social and emotional skills including confidence, independence and friendships
- literacy, mathematical and creative skills through engaging activities.



OVERVIEW

LOCATION	Switzerland
YEAR ESTABLISHED	1993
AGE OF CHILDREN	2-7
MAXIMUM CLASS SIZE	15



SERVICES PROVIDED

PROJECT MANAGEMENT AND OPERATIONS
PROGRAMME DESIGN AND DELIVERY
RECRUITMENT AND TRAINING
QUALITY ASSURANCE AND DEVELOPMENT

“Where the world
meets to play and
learn in English”

BRIGHT FUTURES START HERE

With Bell as your educational partner, you can have a thriving and successful kindergarten up and running within as little as six months. Your institution will provide premium early years education for your community and shape the futures of hundreds and thousands of young children, equipping them for life in a global world. Contact us now to begin your journey.

