

Childcare you can **trust**

Welcome to

tiney





Welcome to tiney!

I'm Brett, the CEO of tiney. I am so excited that you've chosen to find out more about us.

The first years of a child's life are when you can have the greatest impact on them. Research shows that high-quality home-based care is the ideal setting for children to develop and grow. The combination of stability and attention means children learn quickly, build confidence and have fun.

I formed tiney after 15 years leading Teach First, a charity that has trained over 10,000 new teachers to work with over a million children at primary and secondary school. Over time, I realised that more support was needed for children from an even earlier age. As a father of three, I experienced first-hand how challenging finding great childcare can be. I decided to do something about it.

Our goal at tiney is to give you and your child the safest, most joyful experience possible. We take the hassle out of finding great childcare and match you to skilled childcare professionals based near you. Our app makes it easy for you to arrange and pay for your childcare, as well as follow your child's progress over time. And your child gets an amazing day-to-day experience in a home away from home.

We can't wait to have you and your family join the tiney community.

Brett Wigdortz OBE

CEO and co-founder of tiney



A tiney bit of information: Your need-to-knows

We know that choosing childcare for your little one can be daunting, so we're delighted that you're considering a tiney home for them and confident that it's a fantastic choice for your family. Whether you came across your tiney childminder in your community or found their profile via our website, you'll probably be wondering what's so special about tiney, and how our home nurseries are different from other childcare settings.



How did tiney start?

Tiney was set up in 2018 because, after visiting hundreds of schools over the years during his time at Teach First, our founder and CEO Brett Wigdortz OBE realised the huge importance of the early years when it came to preparing children for school — and the rest of their lives.

He saw that many children were starting formal education very unprepared for what lay ahead, and discovered that there was a huge variation in quality when it came to early years childcare.

He loved the way the best nurseries focused on learning through play - but he also saw the advantages of home-based environments for young children who thrive when given the opportunity to form close bonds in more intimate settings. When he found out about the huge decline in the number of

registered childminders over the past two decades, and the lack of technological advancement across the sector, he knew there had to be a solution.

He assembled an exceptional team, with backgrounds across education, childcare and tech, and founded tiney. Two years on, our rapidly growing number of homes (we're currently London-wide, but are looking forward to spreading further afield soon) bring together all the best elements of other types of early years education in a safe, homely setting.



How are tiney childminders trained?

We have a rigorous selection process, taking only the highest quality candidates through our training programme.

Some of our candidates have previous experience in childcare and education, others come from totally different professional backgrounds but they all share something crucial: a fascination with young hearts and minds and a desire to make a huge difference in children's lives.

Our successful applicants go through our in-app training, encompassing the EYFS (Early Years Foundation Stage) curriculum, along with essential safeguarding and in-person first aid training. tiney's training is delivered by passionate and experienced educators and covers everything from creating a fun and enabling learning environment to supporting children when they're upset or overwhelmed to monitoring

children's learning and helping them to take their next steps.

When they've completed this and we're satisfied that they've met the tiney benchmark, it's time for their registration visit, where their home is assessed to see if they're ready to launch their business. All being well, they're ready to trade!

But the training doesn't end there: one of the key things we look for in our tiney childminders is a drive to continuously learn and improve.

tiney childminders are constantly reflecting on their own practice and come together regularly for ongoing training to deepen their knowledge and develop new ideas for their home nurseries.

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Priscila Marques de Lima's tiney home



tiney is an agency.

What does that mean?

That's right: tiney is an Ofsted registered childcare agency, which means, while our tiney childminders are self-employed, we deal with a lot of the boring admin for them, freeing them up to do what they're best at — nurturing your children! It also means we provide ongoing professional development, along with marketing support to help them find families.



How does tiney make money?

All our childminders pay tiney a membership fee, but as a parent there are no hidden fees and the rate you see is the rate you pay.



Key features of tiney home nurseries:

- ✓ A home-from-home
- ✓ Small ratios and strong, loving relationships
- ✓ A highly personalised approach for each child
- ✓ Regular book club and community events
- ✓ Daily outdoor learning and home-cooked meals to keep children fit and healthy
- ✓ Humour, fun, songs and stories
- ✓ Child-led playful learning
- ✓ A learning environment set up to give children choice and build their independence
- ✓ Irresistible learning opportunities that develop a deep love of learning
- ✓ Rich conversation and exploration, which builds children's confidence and creativity
- ✓ Sensitive support for children's emotional development and a focus on building resilience



A few questions you might like to ask your tiney childminder...

We know that finding the perfect childcare setting can be overwhelming, and your mind can go blank when it comes to asking important questions. Your tiney childminder should talk you through most of the most common queries (and plenty you probably haven't even thought of!) but here are a few things you might want to make sure you feel fully clued-up on...

★ **How are tiney homes preventing the spread of Coronavirus?**

Our tiney childminders are all adhering to government guidelines on Covid measures, which they will have adapted to their setting based on its specific layout and features. You can also ask to see a copy of their Covid policy, which we have provided. We also regularly update our community on any changes to guidelines.



★ What will my child be eating each day?

All of our tiney homes offer healthy, balanced menus that will cater to any particular dietary requirements your child may have. Your tiney childminder should be able to provide you with a sample menu (and maybe even a taster if you visit at the right time!).

★ What sort of activities will my child be taking part in each day?

As part of their training, all of our childminders draw up a proposed daily schedule, incorporating the EYFS and their own ideas. Depending on their individual setting, some tiney childminders might focus more on outdoor play than others, others might go on lots of trips out, but all of them are passionate about the benefits of learning through play, as outlined in our educational philosophy.

★ How will my childminder deal with any behavioural issues?

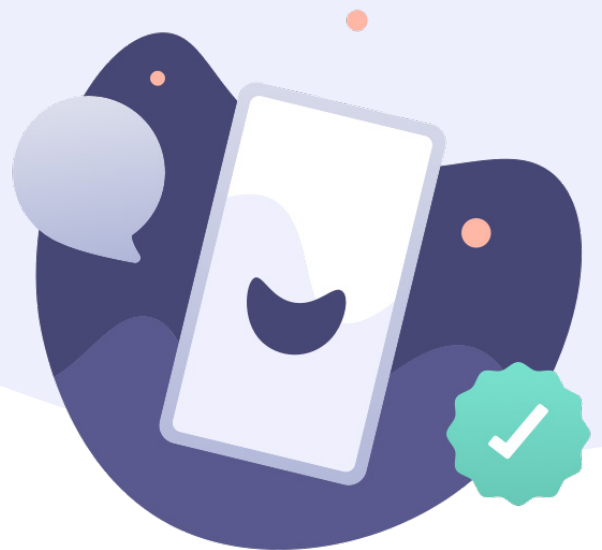
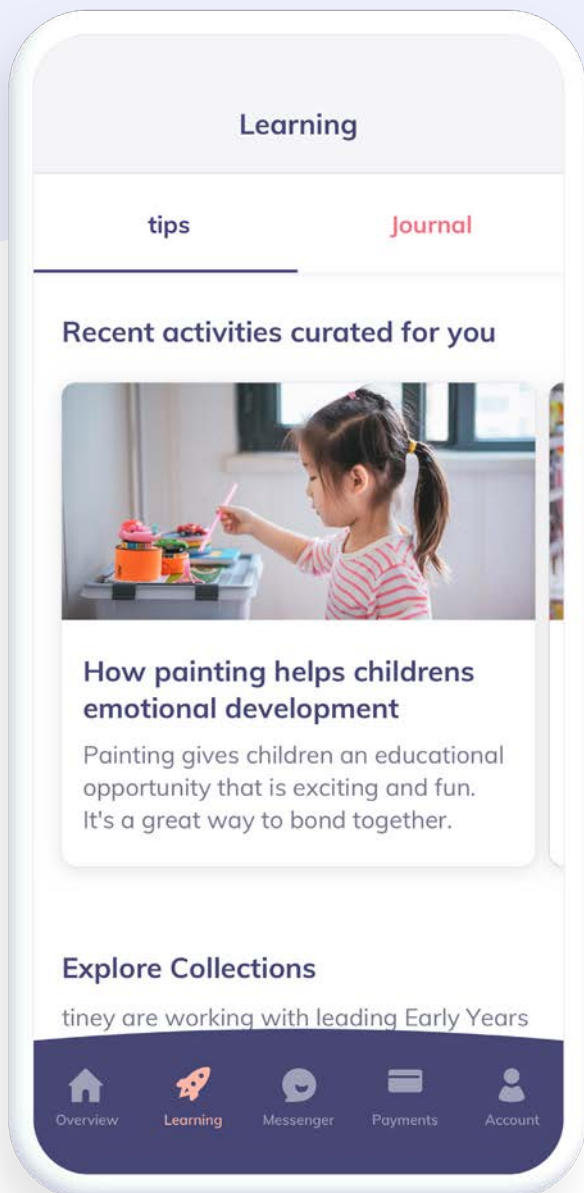
All of our community are trained on the best ways to deal with conflict between children and any other common issues that might come up (and don't worry, they've almost certainly seen it all before!). Our childminders take a gentle approach and will talk to you about any problems that crop up so you can work on a solution together.

★ How will my child be supported through any big milestones?

First steps, potty training, weaning... our community have the knowledge and experience to work with you on taking your child through those big, important moments and are able to provide you with the advice and resources you need. Thanks to our app, you'll be able to follow their progress every step of the way.

How to get the most out of your app

The tiney app keeps you in the loop with your child's care 24/7. We streamline payments, daily communication, educational progress and much more to make every day happy...



1

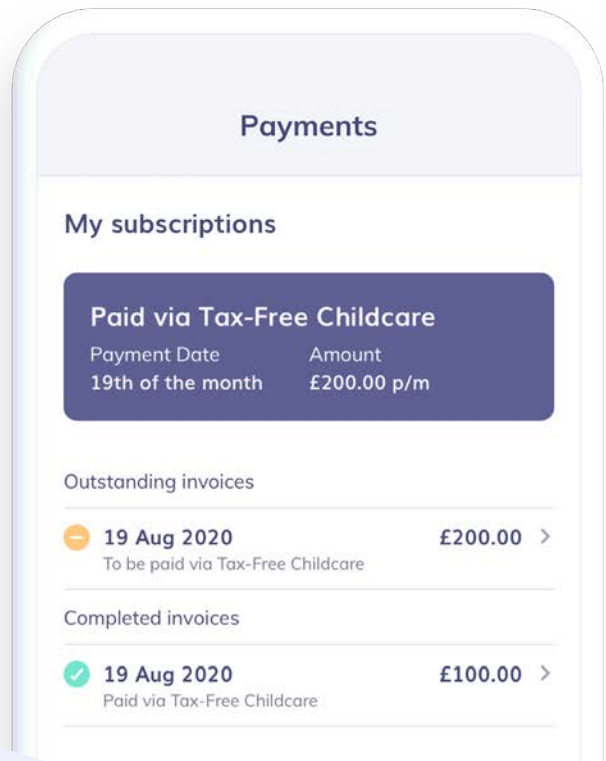
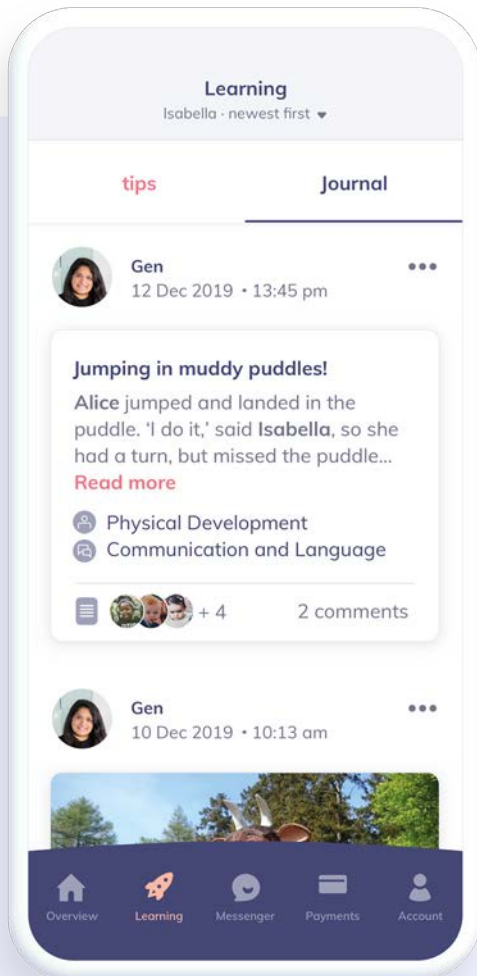
Get active with tiney tips

Our tiney tips are a collection of home-based learning resources that support the EYFS

2

Make easy payments

Easily keep track of your childcare payments in one place



3

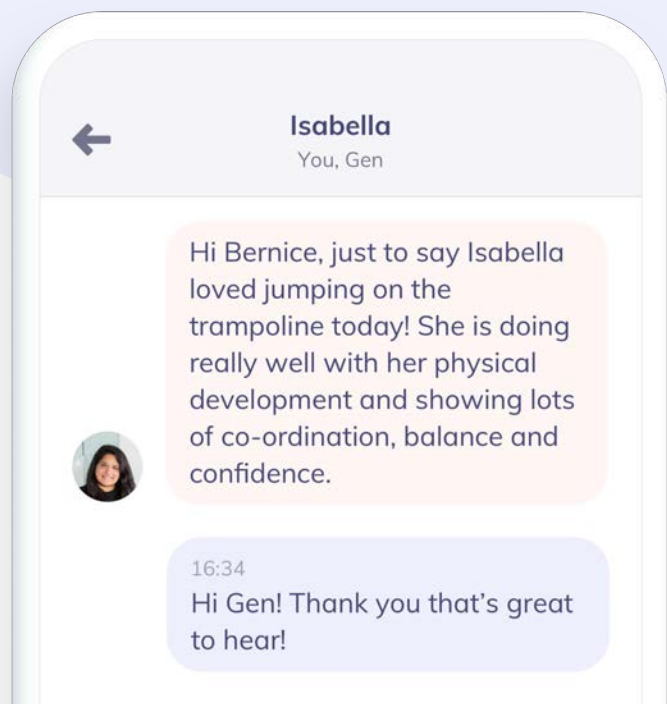
Track progress in your journal

Stay updated with what your child is up to — meaning you never have to miss a moment or a milestone payments in one place

4

Message securely

Easily and securely exchange messages with your childminder





tiny's education philosophy and why the early years matter

A great early education can be life changing. At no other time can you have such a profound impact on a child's development and long term outcomes. The foundations for future learning and future wellbeing are laid in early childhood...



Outcomes for children in tiney homes

Young children are remarkable and their imagination is astounding: tiney childminders encourage and nurture the remarkable capacities young children have for learning, imagination, fun, generosity, boldness and directness.

All children are unique. tiney childminders tailor their curriculum to the needs, interests and experiences of the children they work with.

Education should develop the whole child. The curriculum in tiney homes develops confident, curious learners with the skills that will help them thrive later in life — qualities like resilience, critical thinking and collaboration.

Children become more independent in tiney home nurseries. The environment is set up to encourage children's independence, with resources accessible

and set up at child height, and play-based activities that enable children to follow their own interests and ideas.

**Learning should be fun.
Children's early education experiences impact their attitudes towards education when they reach school.**

Tiney childminders foster a love of learning by providing an exciting, play-based curriculum, tailored to each child's needs.



Petite Childcare's tiny home



Settling into a tiny home

Trusting, loving relationships underpin all early learning. Babies' brains are shaped by love and affection and young children develop confidence and empathy through loving relationships with their caregivers. Tiny childminders are trained to structure their settling in period so that new children build this strong attachment and feel excited about being in their new environment.

Helping children to manage their feelings and behaviour

Young children need support to manage their emotions. Young children often feel flooded by emotions and tiny childminders are trained to use reflective language to acknowledge and validate children's feelings and to help them learn to regulate their own emotions and behaviour.

tiny homes vs larger settings

Children receive far more adult attention and interaction in a tiny home nursery than they would in a larger setting. This has a particularly big impact on children's confidence, critical thinking and language development.

tiny home nurseries combine the benefits of small and large settings, offering a nurturing, homely environment, broad, varied learning opportunities, and giving children regular opportunities to learn in larger groups when they meet up with other tiny home nurseries at local groups and events.



Learning through play

At tiney, we take play very seriously. It is the motor of young children's learning and the way that they explore and make sense of the world. Our training and the 'tiney tips' resources on our app are designed to enable the most powerful play, both in tiney home nurseries and in children's own homes.

Rich, purposeful play depends on a fantastic learning environment. In a tiney home nursery, children's play is varied, most of it child-led, and it takes place in a stimulating, carefully planned learning environment. tiney childminders seek to create an environment so irresistible that learning becomes inevitable.

Children in tiney homes spend significant time outdoors every day, making the most of the learning opportunities in the local area.

Screen time should be a stimulus to, not a substitute for, playful learning. The tiney app contains a bank of learning resources and ideas and some of these contain stories, images, videos or songs to share with the children. tiney childminders know, though, that the learning comes

through the offline play and interaction afterwards. Screen time in tiney homes is kept to an absolute minimum and is only ever used as a prompt for play. tiney childminders interact with children's play, they don't interfere with it. Children need the freedom to play and follow their imagination and ideas.

tiney childminders are trained to know the difference between interacting and interfering with children's play — how to support playful learning without dominating and taking over, and how to stretch children's play through 'sustained shared thinking'.

This enables tiney childminders to guide children towards the next steps of their development and support them to explore the world, all while allowing the child to lead their own play independently.



All of our tiney homes are different, but **all offer brilliant learning resources, creativity and the freedom to play and explore.** Our community love coming together to share ideas for their homes and the activities they do inside (and outside!) them — both by chatting on the app, and increasingly getting together in real life too.





Keeping in touch with tiney

We hope that you find all of the information you need in our app, or by chatting with your childminder, but if you would like to keep up to date with all things tiney, you can follow us on social media too. We're on Instagram, Facebook and Twitter as @tineyco, and we share regular updates about the business, activity ideas from our community, book reviews, funny quotes and lots more. See you there!

BBC

MONEYWEEK

GRAZIA

EveningStandard.

TC
TechCrunch

THE  **TIMES**