

TEXT 1

The text is a short video documentary from 2022. Norland College is a British college specialised in childcare training.

Izabela Cardoso & Fernando Teixeira

Norland College: The world's most expensive nannies

Transcript:

Dr Janet Rose: So we are still working hard to educate the world about the nanny profession. Interestingly, that concept of childcare as a profession is still a battle, if you like, that we're still waging today because childcare is still viewed in society as low status and generally low paid, not our graduates, thankfully, but we... we're still fighting that.

5 **[Coach:** One, two, three!]

Mandy Edmond: We joke that our Norland nannies are the only ones that can afford to buy a flat in London. I mean we outstrip¹ medical graduates and accountants.

Ike, student: People are definitely shocked by how much they hear that a nanny can make. No, I do not know of any of my friends that were going to be making this much.

10 **Speaker:** These are no ordinary nannies in training. These are Norlanders.

Dr Janet Rose: Norland has been around for 130 years. We have a very strong and positive reputation for excellence.

Speaker: Norland College in the British city of Bath is known for educating elite nannies. Many go on to work for high profile clients, including celebrity and even royal families.

15 **Dr Janet Rose:** We offer a core three-year BA degree² in early childhood education and care. We've retained³ the practical elements that were first set up way back in 1892, but we've made sure over time that the curriculum⁴ remains relevant to the current era. So, we now have a very cutting edge 21st century curriculum.

¹ overgåar

² BA degree: bacheloruddannelse

³ bibeholdt

⁴ pensum

20 **Speaker:** Of course, traditional nannying skills such as cooking and sewing are still taught. But Norlanders also learn self-defense, advanced driving and cybersecurity.

Dr Janet Rose: And this is where we get jokes around James Bond⁵ meeting Mary Poppins⁶. But what we are doing is raising their awareness.

[**Teacher:** I need to come underneath. You see I've trapped her arms, ok?]

25 **Dr Janet Rose:** Personal safety is something that reaches all of us now. So, for example, we had some graduates who were caught up in the Westminster attack⁷. She was stuck there inside one of the museums, I understand, for about four to six hours, and she had to look after this young child, but she was able to stay calm and able to support the child.

[**Dr Janet Rose:** The other interesting thing about the brain is that there are more connections in each individual brain than there are stars in the Milky Way.]

30 **Dr Janet Rose:** There wouldn't have been anything about brain development back in 1892. But of course, we now know how important the early years is. We, literally, are laying the foundations for all future development. In that sense, it shows how important it is that we get it right.

Speaker: This class is about to finish their third year.

35 **Kate, student:** So our fourth year is a probationary type⁸ year. It's called NQN – Nearly Qualified Nannies. That year is basically a paid year, the salary year, while we're still in training. And that's amazing compared to so many different people I know that you sort of come out and it's a bit uncertain, whereas I know that we've got the Norland agency to help us find a job.

40 **Dr Janet Rose:** We have 100% employability, but not just that. We are able to offer above average salaries. Our students average within a year of graduation, about £40,000, but within five years they're probably averaging £50k⁹ plus, £65k, upwards. So we do have positions at the moment in the £100k region.

Speaker: The prospect of earning that much money attracts a lot of applicants, around 240 for only 100 places a year.

45 **Mandy Edmond:** There are always some that come in with that intention, but it shines out at interview. We've been doing this, not personally, for 130 years. So we do know and we can see those that have a genuine passion.

⁵ *James Bond*: britisk actionhelt

⁶ *Mary Poppins*: børnebog om barnepige med magiske evner

⁷ *Westminster attack*: terrorangreb i London 2017

⁸ *probationary type*: (her) praktik

⁹ 50.000 pund

Ike, student: This I thought I'd always had, the kind of passion to care for people, because seeing my mum adopt myself and my three sisters, has really shown me that caring for people can literally change people's lives.

50 **Speaker:** A lot has changed since Norland was established in 1892, but male students are still a rare sight.

Mandy Edmond: Currently, I would say, it's probably only about 5% male applicants.

Dr Janet Rose: Things are slowly changing. For example, we just recently introduced our first gender neutral uniform. We have a whole diverse society and we think we should be generating students
55 that reflect that diversity.

(2022)