

Our 2024-25 impact report at a glance

Our impact on children and families in 2024-25

Vitamin Angels

880,585 servings of nutritious fruit, vegetables and proteins were served to 1,809 children in nurseries in deprived areas through the NDNA and Vitamin Angels food programme.

Maths Champions

Through the Maths Champions programme, NDNA empowered over 5,000 educators across England to strengthen early mathematical learning, positively impacting the development of over 27,500 children.

Parent resources

517 parents/carers started their children's nursery journeys with the support of NDNA's nursery parent resources.

Childcare Works

58 Trainee Nursery Assistants received 12 weeks of training and gained experience working in the early years sector at no cost to the nurseries. The 25 who went on to gain further employment are educating and caring for children and helping to ensure that early years places are available in their community.

Funded childcare guides

3,046 parents accessed our funded childcare guides, helping them to secure funded provision for their children in their chosen nurseries.

Healthy Body, Happy Me

Over 400 families took part in our Healthy Body, Happy Me activities at home, creating healthy lifelong habits for children.

Our impact on nurseries in 2024-25

Awards

Winning Nursery of the Year 2024 made the team at Sunflower Children's Centre proud, the children have thrived in the positive energy this recognition has created for the nursery community.

Training

NDNA trained over 46,500 early years professionals, an increase of over 10,000 from the previous year.

Legal helpline

The legal helpline receives 50 calls a month from members seeking advice on contracts with parents, data protection, employee contracts and HR matters.

Policies and procedures

We saved members 100s of hours of time and 1000s of pounds in fees with free access to 100 up-to-date templates. We even translated them into Welsh!

Millie's Mark

Toddna! Montessori Nursery became the first in Wales to earn Millie's Mark in 2024, joining 1,307 nurseries setting the gold-standard example in paediatric first aid.

Parent/carer support

13,570 nursery owners/managers used our charging guidance resources to communicate their needs around funding to families.

MP support

1,800 nurseries saved time and gained a stronger voice by using our MP letter templates to express the challenges they faced in 24/25.

Recruitment

24 childcare settings were able to recruit Trainee Nursery Assistants as staff members thanks to NDNA's Childcare Works project.

Corporate partnerships

Nurseries gained access to essential products and services at discounted rates, helping them cut costs without compromising on quality of care.

NDNA early years advice helpline

Margaret contacted us seeking advice on overseas DBS checks. We gave clear and informed guidance, addressing her concerns with "professionalism and clarity."

Our impact on the sector in 2024-25

NDNA networks

With 42 active networks across the UK, NDNA brought together early years professionals in 132 meetings nationwide to champion quality, share best practice and support every child's start.

Media

NDNA amplified early years sector issues via 400 appearances in the media and press, spotlighting funding, workforce issues and policy challenges.

Highlighting underspends

NDNA uncovered over €65 million in early years funding left unspent by 132 English local authorities and challenged this with local and national policymakers.

Underfunded childcare campaign

174,744 professionals engaged with the campaign to lobby government. NDNA staff visited settings as part of our Week of Action.

Policy wins

NDNA has influenced funding increases across all Governments. Scottish Government put in an additional £9.7m to enable councils to raise the sustainable rate. Welsh Government promised an additional £30m.

Manifesto

NDNA's "Make the First Five Years Count" manifesto united over 54,000 professionals to highlight urgent sector priorities and ensure early education was firmly on the political agenda.

National Insurance Contributions

Over 24,000 professionals engaged with NDNA's campaign to exempt nurseries from NI increases. NDNA secured access to the Employment Allowance which increased to £10,500, helping eligible nurseries to offset some of the costs.