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Your **guide** to the

**NDNA Conference 2025**

**Every child's story starts with early years**

**Titanic Hotel, Liverpool | Friday 6 June 2025**

# Welcome to the

# 2025 NDNA Conference

## Every child's story starts with early years

This year I am delighted to introduce you to our new Chief Executive Tim McLachlan who works alongside me in my new role of Executive Chair.

A lot has happened since our last conference – a change of Government; increase in National Insurance Contributions and updates to guidance in England and Wales which has been very difficult to navigate. So it's been the right time to strengthen our management team to enhance the support we can give to our members.

Our conference focuses on each child and their story – how to support and nurture each life with so much promise and hope for the future.

We can't wait to hear from the amazing Professor Dr Ger Graus OBE whose troubled childhood spurred him to be a champion for all children and their rights the world over. We are sure you will have lots of questions to put to the Early Education Minister Stephen Morgan MP.

Our adversity speaker Darren Edwards will inspire you with his powerful determination to achieve despite his life-changing injuries. We will also ask a hand-picked panel to answer your business questions, find out about cutting-edge research into the effect of screens on young children and how to enhance staff well-being in your setting.

Welcome to education and political journalist Matilda Martin who has written extensively about the early years sector and will chair our conference today. We hope you return to your nurseries with new ideas to put into place straight away.



Purnima Tanuku CBE,  
Executive Chair



Tim McLachlan,  
NDNA Chief Executive

Join in the conversation online! Share your views on social media. Please tag NDNA so we can like and share your posts and use our hashtag  
#NDNAConference



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# How to get the most out of NDNA Conference

We're thrilled that you've chosen to spend your day with us and want to make sure you get the most out of your conference.



## Improve your practice

around staff well-being and workplace culture with myHappyMind and the impact of device usage on young children's health and development.



## Be more informed

about the UK Government's priorities for early education and care with Stephen Morgan MP's session.



## Save time and money

with our wide range of exhibitors offering high-quality products and services at discounted prices for your nursery in one place.



## Receive expert advice for peace of mind

when visiting our early years helpdesk for advice and support and attending our early years business panel to explore current challenges and solutions.



## Have a stronger voice

by sharing your views with Ofsted at their stand and networking with like-minded professionals to build a collective voice.



## Support and nurture your staff

Scan to access your virtual practice stream!

by enabling your practitioners to access your on-demand virtual practice stream sessions around symbols in early years, storytelling, positive mental health in nurseries and music therapy for inclusive music-making.

[ndna.org.uk/PracticeStreamOnDemand](https://ndna.org.uk/PracticeStreamOnDemand)



# Leadership Stream

8.20am	<b>Registration and exhibition</b>
9.30am	<b>Chair's welcome</b>
9.35am	<b>"Whatever the question, education is always the answer"</b> Professor Dr Ger Graus OBE will cover aspiration from an early age, how community and family provision is essential and how not every classroom has four walls.
10.20am	<b>UK Government's priorities for early education and care</b> Stephen Morgan MP, Minister for Early Education, will give an update on the UK Government's priorities for early education and care.
10.50am	<b>Working together to overcome challenges</b> Purnima Tanuku CBE, NDNA Executive Chair.
11.05am	<b>Exhibition and refreshments</b>
11.50am	<b>Enhancing staff well-being and workplace culture in early years settings</b> Laura Earnshaw will explore practical strategies for nurturing staff well-being in nursery environments.
12.35pm	<b>Exhibition and lunch</b>
1.45pm	<b>Early years business panel</b> Join Courteney Donaldson, Tim Taylor, Andrew Manners, Jonathan Broadbery and Nicola Fleury in our early years business panel. They will cover nursery sustainability issues, including challenging legal agreements, invoicing and nursery software, as well as working with local authorities and their funding requirements.
2.30pm	<b>The impact of mobile device usage on the health and development of young children: What we know</b> Professor Liane Azevedo and Dr Amy Hughes will share insights from existing and their own evidence on the effects of mobile devices on young children's health and development.
3.00pm	<b>Exhibition and refreshments</b>
3.45pm	<b>Your chance to get your questions answered by Ofsted</b> Hear a short update from Wendy Ratcliff, Principal Officer for Early Education Policy, and Caroline Hearn, Specialist Adviser at Ofsted. Then you will have your chance to ask them and others from the early years team your questions.
4.15pm	<b>The adaptive mindset: Five pillars to overcome adversity</b> Darren Edwards will share his story of a near-fatal accident and how practitioners can harness the mindset which allowed him to redefine 'impossible'.
5.00pm	<b>Close</b>
7.00pm	<b>NDNA Nursery Awards drinks reception</b>



## Conference Chair

Matilda Martin is a Political Reporter at PoliticsHome with a specialism in education. Before joining PoliticsHome, Matilda was a Senior Reporter at Tes (Times Educational Supplement) magazine.

She has written many early years features, covering NDNA's research and is familiar with the sector's challenges.

Coming to our  
Awards evening?  
Get your gladrags  
on and join us from  
7pm!



# Your speakers - Leadership Stream



**Professor Dr Ger Graus OBE** is a renowned figure in the field of education across the globe. Ger champions the cause of equity, progress, purpose, creativity and innovation in children's learning.



**Purnima Tanuku CBE**, supported by the Board of Trustees, leads the strategic direction of NDNA as Executive Chair. She represents the sector to Government ministers, parliamentarians, civil servants and local authorities.



**Laura Earnshaw** is the founder and CEO of myHappyMind, an organisation committed to delivering preventative mental health education to children, parents and teachers across nurseries, schools and homes.



**Stephen Morgan MP** is the Minister for Early Education and MP for Portsmouth South. He has worked in local government and was the CEO of a charity supporting rough sleepers, carers and young people.



**Professor Liane Azevedo** has conducted many studies on the movement behaviour of children and young people. She is especially interested in how using interactive electronic devices can affect children's long-term health and development.



**Dr Amy Hughes** is the Trial Manager of the iKids study, which aims to understand how tablets and smartphones affect the development of young children.



**Wendy Ratcliff** is one of His Majesty's Inspectors and Principal Officer for Early Education Policy at Ofsted. She has extensive experience of inspection and regulation. Her role is focused on Ofsted's 'Best start in life' strategic priority and the inspection of early education curriculum.



**Caroline Hearn** is a Specialist Adviser for Ofsted's early years regulatory policy. She works closely with the department for education on early years policy development and has 25 years' experience of inspecting early years provision.



**Darren Edwards** is a qualified teacher and is one of the world's leading Adaptive Adventurers and has broken barriers across the globe.

# Brilliant benefits from Hope for NDNA members

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T&C's apply see website for details

Hope are proud to be NDNA's corporate partner.

Claim your NDNA member benefits today  
Simply visit [hope-education.co.uk/NDNA](https://hope-education.co.uk/NDNA) or call us on  
0345 120 2055 and we will do the rest for you.



# Get ready for anything

Work smarter, not harder with Citation's all-in-one HR and Health & Safety support, delivered by people who really believe in your early years business.



**Documentation sorted for you** – including contracts, handbooks, and policies, and stored online in Atlas for you to distribute to your employees



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## Why us?



We have a **96%** success rate at tribunal\*



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And they're **16x** less likely to face an employment tribunal claim\*\*

## Let's get you ready for anything

Citation are here to help you save time, stress and money. From helping you complete the correct risk assessments and draft the right policies to helping you train your people, Citation are here to take the complication out of compliance.

Ready to get started with us? Just scan the QR code to get your free quote!



# Our sponsors

## Headline sponsors



### Hope

For almost 130 years, Hope has been dedicated to supporting schools, nurseries and educators in inspiring future generations.

Hope believes the people who nurture young minds are some of the most important people on earth.

We listen and understand the challenges and aspirations you face, which is why we've curated the most innovative and extensive range of products to help make your lives easier. Whether it's for art, for maths, for furniture, for support or for ideas, Hope is all you need.

Visit [www.hope-education.co.uk](http://www.hope-education.co.uk) or call 0345 120 2055.

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### Citation

At Citation, we specialise in supporting early years providers by simplifying your HR & Employment Law and Health & Safety compliance. With 30 years of experience supporting settings like yours, we help nurseries stay compliant, keep up with regulations and achieve best practice. Let us handle the admin, so you can nurture young minds. NDNA members get 10% off new client contracts so call 0345 844 1111 for a quote today.

Visit [www.citation.co.uk](http://www.citation.co.uk) or call 0161 532 4684.

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## Our exhibitors



### Bloomsbury Education

Bloomsbury Education publishes books for schools and educators to inspire teaching, learning and young minds. From practical classroom resources, lesson plans and professional development to side-splitting poetry and fantastic fiction for struggling readers, we will have something to meet your needs. Bloomsbury Education works with its highly experienced and trusted authors to support teachers and engage learners.

Visit [www.bloomsbury.com/uk/education](http://www.bloomsbury.com/uk/education)

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### Community Playthings

Community Playthings has supplied schools across the Independent and maintained sectors with sustainably made, solid wood furniture since 1955. We offer a comprehensive service from pre-sales advice, space planning and project management to installation and follow-up support. All products are manufactured in the UK and come with a 15-year warranty.

Visit [www.communityplaythings.co.uk](http://www.communityplaythings.co.uk) or call 0800 387 457.

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### Cool Milk

Working in partnership with 400+ local independent dairies, farmers and suppliers, Cool Milk is the UK's leading provider of FREE milk to early years settings. Family-owned with over 26 years of experience when it comes to managing the milk scheme for 200 local authorities and the nation's largest nursery groups.

Visit [www.coolmilk.com](http://www.coolmilk.com) or call 0800 3213248.



# The NDNA exhibition



## CPOMS

CPOMS is a trusted provider safeguarding and well-being software, used by over 20,000 establishments worldwide, including schools and charities. Built to streamline safeguarding processes and simplify information sharing, it enables settings deliver more effective support. Visit [cpoms.co.uk](http://cpoms.co.uk) to learn more.

Visit [www.cpoms.co.uk/cpoms-events](http://www.cpoms.co.uk/cpoms-events) or call 01756 797766.



## eyworks Ltd

eyworks is trusted by owners, managers and practitioners to efficiently manage their entire nursery business within a single user-friendly platform. With flexible implementation options that let you choose only the modules you need, eyworks delivers tailored support to meet your unique requirements. Find out more today!

Visit [www.eyworks.co.uk](http://www.eyworks.co.uk) or call 0330 088 2008.



## Judge's Demand

Judges Demand specialise in recovering unpaid nursery fees. NDNA members receive a special 50% discount and only pay £300.00 + vat to register. We work on a completely no win no fee basis. Email [info@judgesdemand.co.uk](mailto:info@judgesdemand.co.uk) for more info. We can take away the hassle and frustration of collecting unpaid fees.

Visit [www.judgesdemand.co.uk](http://www.judgesdemand.co.uk) or call 0151 329 2138.



## Millie's Mark and National Day Nurseries Association (NDNA)

Millie's Mark is the gold standard in paediatric first aid for early years.

NDNA is the national charity supporting day nurseries - we are dedicated to making a difference.

Visit [www.milliesmark.com](http://www.milliesmark.com) or email [info@milliesmark.com](mailto:info@milliesmark.com)

Visit [www.ndna.org.uk](http://www.ndna.org.uk) or email [info@ndna.org.uk](mailto:info@ndna.org.uk)



## NDNA PANCo

PANCo is NDNA's specialist qualification that empowers early years practitioners to lead positive change, placing children's health and well-being at the heart of practice through a strong focus on physical activity and nutrition.

Visit [www.ndna.org.uk/PANCo](http://www.ndna.org.uk/PANCo) or call 01484 407070.



## Nuuri

Nuuri is a new platform helping nurseries attract families by transforming how they're discovered online. By creating a powerful digital shop front and improving the pre-enrolment experience, Nuuri supports your digitalisation journey - giving you back time and helping you stand out to the right parents.

Visit [www.nuuri.co.uk](http://www.nuuri.co.uk) or call 07791 180533.



## Ofsted

Ofsted is the Office for Standards in Education, Children's Services and Skills. We inspect services providing education and skills for learners of all ages. We also inspect and regulate services that care for children and young people.

Visit [www.gov.uk/ofsted](http://www.gov.uk/ofsted)

# The NDNA exhibition



## Owen Froebel Limited

Day Nursery Brokerage, inspired by pioneers in the early years sector, offers a consultative approach to maximize sale value. We provide free valuations, expert support, and guidance throughout the sale process. Whether you're a first-time buyer or experienced, we ensure step-by-step assistance, from initial agreement to key handover.

Visit [www.owenfroebel.co.uk](http://www.owenfroebel.co.uk) or call 024 7601 3929.



## Petit Wagon

Petit Wagon, an Edinburgh based company, is transforming child mobility with the Beetle: a foldable and compact stroller wagon that seats four children and weighs only 17kg. It offers interactive seating with a snack tray, detachable seats, a winter shell, and can be customized with your nursery logo.

Visit [www.petitwagon.com](http://www.petitwagon.com) or call 0131 210 0199.



## Stephensons Solicitors LLP

Stephensons solicitors has many years of experience of supporting childcare, early years and education providers across a range of legal services, including specialist regulatory, employment and commercial advice. Stephensons offers a valuable pool of knowledge and resources all in one place and our experience means that we understand the current issues impacting providers.

Visit [www.stephensons.co.uk/site/sectors/early-years-providers](http://www.stephensons.co.uk/site/sectors/early-years-providers) or call 0333 2416568.



## Talos360

Talos ATS transforms how nurseries hire both fast, safe, and stress-free! Designed for early years settings, it simplifies recruitment, speeds up shortlisting and strengthens safeguarding. Trusted by nurseries nationwide, Talos helps you find the right people faster, so you can focus on what matters most: giving children the best start in life.

Visit [www.talos360.co.uk](http://www.talos360.co.uk) or call 01744 812612.



## Widgit

We are Widgit, a software company with a passion for symbols-based communication. We empower individuals to express themselves independently, aiding comprehension and understanding across any environment. Our Widgit Online and InPrint software give users access to over 20,000 symbols designed to meet the unique needs of symbol users worldwide.

Visit [www.widgit.com](http://www.widgit.com) or call 01926 333680.



# Latest updates and offers from NDNA

Find out more on our website or ask about our offers and products at our NDNA and Millie's Mark stand in the exhibition today!



National Day Nurseries Association

## Quality Counts

# In early years, Quality Counts.

Reflect, review and improve your practice to the highest quality standards.

[www.qualitycounts.org.uk](http://www.qualitycounts.org.uk)

\*Available to NDNA members from 6 June to 30 June 2025.

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**Thank you for joining us**  
**at NDNA Conference 2025**

We hope you have a fantastic day engaging with our speakers, visiting our exhibition and learning from your early years peers.

At NDNA we don't just provide nursery membership, lobby government and offer training, we are dedicated to making a difference.

Please fill in our feedback forms and let us know your thoughts before you leave.

