



Support for  
families in every  
community



Early education that  
works for everyone



Inspirational early  
experiences

Get involved here:  
[ndna.org.uk/TheBestStart](https://ndna.org.uk/TheBestStart)

#WhereTheBestStartHappens

Nursery:  
where the  
best start  
happens

# Participating nurseries: Video brief







# Overview

National Day Nurseries Association (NDNA) is proud to champion the vital role that private, voluntary and independent (PVI) nurseries play in giving children aged 0–5 years the best possible start in life.

We're launching an exciting new campaign, **"Where the best start happens,"** to celebrate and amplify the incredible work of nurseries and our members.

Our goal is to change the narrative and highlight the need for equitable treatment across all early years settings.



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Our campaign will focus on how PVI nurseries provide the below.

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National Day Nurseries Association

# A campaign built with you

Member case studies, quotes and academic research will be shared.




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"Nurture, care, play and exploration should be prioritised to develop confident, resilient and adaptable learners who can navigate a fast-changing world."

- The Conversation



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"The love, care and education is like home from home. My children are so happy and content, and so are we as parents."

- Oakfield Nursery School  
NDNA member



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"Nurseries play a key role in recognising a child has special educational needs and providing support for the family."

- The Good School Guide

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# What we will need from you

Create an engaging video that showcases your nursery's values, environment and commitment to high-quality early years care as part of NDNA's campaign.

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Create an engaging video that showcases your **nursery's values, environment** and **commitment** to high-quality early years education as part of NDNA's campaign.

**Length:** 60–90 seconds (short, impactful, and easy to share).

**Tone:** Warm, professional and authentic – highlight what makes your nursery special.

**Format:**

- Landscape orientation (16:9) for social media and event screens
- Good lighting and clear audio – film in a quiet space or outdoors if suitable.

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- Why you are proud to be a PVI nursery
- How you support children's learning and development every day
- Show SEND-friendly practices and acknowledge how you support children with additional needs
- Capture parent feedback about why your nursery is giving their child the 'best start in life' and how it works well for their family
  - After school clubs
  - School transitions
  - School partnerships
- Get the children involved, asking why their nursery is the best and most exciting place - please remember to have relevant permissions in place
- Any unique features or initiatives (e.g., outdoor learning, community engagement).

These are key phrases we will be feeding into the campaign.

- PVI nurseries already:
  - deliver inclusive environments for children
  - support parents to work and provide year-round care
  - boost chances for children from deprived backgrounds
  - tailor provision based on local needs and are embedded in every community
  - are early years experts with a skilled and qualified workforce
  - lead on early help and SEND support
  - are community-driven
  - have strong parent relationships and communication, built on trusting relationships and support
  - collaborate with schools to ensure seamless transitions for children.

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- Send us your nursery logo so we can use it in promotional graphics
- Mention NDNA (@NDNATalk or @National Day Nurseries Association) in your content on socials
- Use #wherethebeststarthappens on your social media posts.

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# Deadlines and delivery

Please submit your video in January to ensure inclusion in the campaign.

Please send to [marketing@ndna.org.uk](mailto:marketing@ndna.org.uk).

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# Thank you!