



Presented By:  
**National Nanny Association**

# Nanny Industry Manifesto



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# Introduction



## Our own Manifesto

**The Nanny Industry is a cornerstone of family life, offering personalised and flexible childcare that supports diverse family needs. Yet we feel it may be under threat. The increasing preference for regulated childcare settings by government policies has marginalised nannies, leading to a decline in our sector. It is imperative that the next government recognises and supports the nanny industry to preserve this vital service, and not eradicate it like it has done to the Au Pair Industry.**

# Recognition



## Objective

Elevate the status of Nannies within the Early Years Sector

Professional Acknowledgement: Recognise nannies are essential childcare professionals who provide personalised care that cannot be matched by regulated settings. SOC Level risen inline with other early years educators .



## Public Awareness Campaigns

Launch campaigns to highlight the benefits of hiring nannies, such as individual attention and care, flexible hours, and tailored developmental support for children.

# Current Threats to the Nanny Industry



## Policy Bias towards Regulated Settings

Government subsidies and incentives are predominantly directed towards formal settings like nurseries and childminders, marginalising the nanny sector. This bias can lead to reduced demand for nanny services as parents follow financial incentives.

## Economic Pressures

Rising costs and lack of financial support are making it increasingly difficult for families to afford nannies, further endangering the industry's viability.





# Early Years Infrastructure Intergration

The Nanny Industry needs to be integrated into the broader early years infrastructure. Nannies are time and time again not included or almost forgotten. This needs to be addressed so that choice is preserved for families.

**Research and Data Collection:** Research should be conducted to understand the trends and challenges within the nanny industry, and then be used going forward to inform policy decisions for the whole of the early years sector.

**Family Choice Protection:** Ensure government policies do not inadvertently favour regulated settings to the detriment of many services, maintaining parental choice in childcare and early education options.

**Promotion of Diversity:** Promote the diversity of childcare and early education options, emphasising the unique benefits that nannies offer to different family structures and needs, especially SEN children, and those families working shifts.



# Financial Support and Incentives



**Make Employing Nannies more affordable and financially viable for families.**

## **Tax Incentives**

Introduce tax deductions for families employing nannies, similar to those available for nurseries and childminders in the form of tax free childcare for all ages. This could be via the old voucher scheme that Labour introduced.

## **Subsidies**

Provide appropriate subsidies for low and middle income families to make nanny services accessible to a broader demographic.

## **Legal and Regulatory Framework**

Reevaluate the existing unregulated format to a regulated one, to include and support the unique nature of nanny services, to protect and safeguard children, to strengthen labour rights, including employment contracts, paid leave and clarity in job expectations, and preserve a minimum standard of care across the whole of the early years sector, whether homebased or in a setting.





# Training and Professional Development

Ensure Nannies have access to high quality training and professional development opportunities.

We believe all Nannies should be qualified, be police checked, have a First Aid certificate, Nanny Insurance, have undertaken safeguarding training and food hygiene training.





# The Launch of The Nanny Association



In an unregulated industry, nannies are being left to fend for themselves. This encourages lazy practice across the board. This needs to change. A dedicated association can represent the interest of nannies in policy discussions, ensuring their voices are heard and included within the early years sector.

## **Support and Resources**

The association can guide and provide resources such as legal advice, contract templates, and point to job opportunities to help nannies navigate their careers and protect their rights.

## **Community and Networking**

Foster a community where nannies can connect, share experiences, and support one another. This can lead to a stronger and more resilient industry.

## **Quality Assurance**

Develop and enforce quality standards, ensuring that families receive reliable and high quality care from qualified and certified professionals.

# Contact us for further inquiries

[britishnannyassociation@gmail.com](mailto:britishnannyassociation@gmail.com)

