

NANNIES  
incorporated



PROFESSIONAL CHILDCARE

A Guide for Parents  
Nannies & Maternity Nurses



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**2014: Nannies Incorporated**  
Celebrating 25 years

Follow our online Blog for updates,  
information and learning resources for  
families, maternity nurses and nannies.

# INTRODUCTION

When a childcarer joins a family, it can feel like gaining a new addition to the family unit. It can be a challenging experience and perhaps a little difficult at first for both parents and carers. At Nannies Incorporated, we understand that where a child is concerned, it is vital that both parties make the right choice and maintain a good relationship throughout the period of employment. We are here to help you find the right solution best suited to your needs.

We have created this guide to help you make the right choice more easily. The material represents practical general advice and guidance for both parents employing a maternity nurse or a nanny, and prospective candidates looking to find a family. We hope that you find the information helpful and that you will not hesitate to call us if you require any further advice.

The guide is based on our collective years of experience both as employers and employees in the childcare sector, together with legal information relevant at the time of writing. The particulars contained in this document do not constitute any part of any offer or contract and all information is given in good faith, without responsibility on behalf of the agency or its directors, employees or agents.

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A note from the founder, Annie Martin:

“We care because you care. The core principle to our recruitment is to be confident that your child will be in safe hands. During the selection process there are many aspects that need to be considered but the human touch is always our first priority.”



Facebook ([facebook.com/nanniesinc](https://www.facebook.com/nanniesinc))



Twitter (@NanniesInc)



LinkedIn (<http://www.linkedin.com/company/nannies-incorporated>)

# THE ESSENCE OF NANNIES INCORPORATED

## HOW WE WORK

Established in 1989, we have become one of the leading nanny agencies in London for the placement of quality childcare professionals worldwide and possess a long and successful record of fulfilling and exceeding the expectations of both our clients and candidates.

We achieve this through in-depth interviewing of each candidate and careful matching of the profiles of clients with the profiles of maternity nurses and nannies. This is done through thorough reference checks, including checks carried out by the Disclosure and Barring Service.

Each maternity nurse or nanny is interviewed in person by one of our experienced consultants. Maternity nurses and nannies are asked to complete an application form providing their personal details and information about their experience, qualifications and employment history.

We pride ourselves on our selective recruitment process. With offices in London, Paris and Dubai we have an international outreach, facilitating placements in the UK, Europe, the Middle East and Worldwide.

## WE UNDERSTAND THE IMPORTANCE OF CLOSE CONTACT WITH CLIENTS AND CANDIDATES

We only put forward maternity nurses and nannies for positions for which they appear to be suited by their qualifications, experience and personality. We provide full and relevant information to both the prospective employee and the employer before the interview. We respect the confidentiality of our clients and candidates.

We provide our clients with a detailed curriculum vitae and checked references of the maternity nurse or nanny. We liaise between clients, maternity nurses and nannies to arrange an initial telephone interview and then the interview of the candidate at the family home. Clients are welcome to visit our office to discuss their requirements in further detail.

Once the placement is secured, we provide assistance with travel arrangements, medical insurance and contract of employment. We also have a guarantee period within 8 weeks of engagement and a generous refund policy.

### YOUR PEACE OF MIND MATTERS

For your peace of mind, we recruit candidates with at least 3 years' experience and/or relevant qualifications and interview them in person. We carefully verify:

- ~ the identity of each maternity nurse and nanny against her driving licence, passport or birth certificate
- ~ the reasons for any gaps in their employment history
- ~ the original certificate of qualification
- ~ the validity of the DBS check of each maternity nurse and nanny
- ~ at least two references to confirm the competence and suitability of each candidate

# MATERNITY NURSES

With the support and care from one of our maternity nurses, new parents can build the confidence to thrive during those all-important first few months with a new baby. At Nannies Incorporated, we understand the emotional rollercoaster ride of having a child. We select only the best and most able maternity nurses, each capable of establishing routines to suit families' individual needs, and guiding families through the challenges of having a newborn baby.

Any new addition to a family is a very joyous time and our maternity nurses feel privileged to be directly involved in that experience. We recruit mainly from the United Kingdom, France, Eastern Europe and Australia and arrange placements worldwide, offering our candidates a way of experiencing new cultures and meeting new people. More importantly, they will become part of a loving family and will be able to share all their joy with them too.

The main responsibilities of a maternity nurse are to care for your baby and assist in establishing a routine within the home environment. Maternity nurse duties also involve supervising and tidying the baby's room and day-to-day laundry for the baby in addition to all areas of caring for the new baby. Maternity nurses will also support new mothers when deciding on feeding options, with their responsibilities reaching to providing encouragement with breastfeeding, or sterilising and making up the bottles for the baby when bottle feeding.

There is no single qualification for a maternity nurse. A maternity nurse is an experienced or trained (non-medically) postnatal carer and could be a trained or experienced nanny with relevant newborn experience, or a qualified nurse or midwife. Most of our maternity nurses have been registered with the agency for several years, however we always welcome new experienced maternity nurses to join our agency.

A maternity nurse is on call 24 hours a day either 5 or 6 days a week. She is entitled to at least 2-3 hours free time during the day to rest or take a walk. However she is on call should the family need anything. Their time off consists of one full day and one full night per week; during this time the maternity nurse can ask to sleep alone or take time off outside the home.

Please note that if you are a UK resident, even if you engage a maternity nurse, you will be visited by the local Community Midwife and Health Visitor who will be sent by your local Health Authority.

## SALARIES

Maternity nurses are self-employed and work on a freelance basis.

Salaries vary according to age, experience, location and whether caring for a single baby, twins or triplets.

These rates are a guideline only and are higher for positions based overseas:

24 hour rate for a single baby:  
£150 - £180+

24 hour rate for multiple births: £180 - £220+

Maternity nurses are responsible for paying their own tax and national insurance contributions.



# QUESTIONS TO CONSIDER DURING AN INTERVIEW

Maternity nurses are there to provide excellent care for a child and support for a family at what can be an exciting and emotional time. It is therefore vital that both parents and the prospective maternity nurse feel comfortable with each other.

At Nannies Incorporated we know how important it is that this connection is established during initial meetings, so that the best possible arrangement can be made for both parties.

From experience, when the “right” match has been made between a family and a maternity nurse, the feeling will be instinctive. Here are a few questions that may be asked in such an interview:

- ~ Will the maternity nurse be happy to take direction from you or will you want her to take charge?
- ~ What kind of routine does the maternity nurse believe in and do you agree with her ideas?
- ~ Will the maternity nurse take the baby out for walks in the day?
- ~ How much time would the maternity nurse require to have free in the day and when would she take this?
- ~ If breastfeeding is your goal, can the maternity nurse encourage and support you with this?
- ~ If you are breastfeeding, is the maternity nurse happy to wind and change the baby after the evening feeds?
- ~ If you are planning to bottle feed, would the maternity nurse be responsible for cleaning and making up the bottles?
- ~ How much experience has the maternity nurse had with premature babies or multiple births?
- ~ If you have other children, is the maternity nurse happy to help with them?
- ~ In the evenings, would the maternity nurse mind if you did not want her to eat with you or not be around in the evenings?
- ~ If the maternity nurse is going to travel with you, discuss any duties that may change during this time.
- ~ Where will the maternity nurse go on her day off?
- ~ Would the maternity nurse wear a uniform?
- ~ Does the maternity nurse require a deposit to confirm the booking and also does the maternity nurse have a contract to cover both herself and you, the client?
- ~ If the booking is extended, please note that this will have to be discussed with the maternity nurse and the agency.



We would like to highlight the fact that maternity nurses get booked up in advance and may attend different interviews at the same time. It is therefore advisable not to prolong the interview process in order to secure the maternity nurse who could be the most suitable for your family.

# A DAY IN THE LIFE OF A MATERNITY NURSE

My aim of being a maternity nurse is to give parents a crash course in the basics of baby care, such as nappy changing, sterilising bottles and preparing feeds. I always like mum to feel in control and by the time I leave my placement, I want to leave the parents fully confident and competent at caring for their baby. I tailor my daily routine to suit the mother and her baby, adapting and giving as much support and encouragement as is needed. I record everything that a baby does in a daily diary starting at when the baby wakes, when the baby feeds until the baby settles for the evening. This is so that a routine can be structured to suit the baby. From the moment you confirm your booking with me, I will stay in touch with the mum-to-be. Before my arrival I will discuss the following with you:

- ~ A hospital list for you and notes on how to prepare for the birth
- ~ A list and notes of equipment you may need for the baby
- ~ Up-to-date information and research on issues you request
- ~ A home visit if you would like to discuss the nursery layout and needs in your home
- ~ Help and advice on whether you want to breastfeed or bottle feed
- ~ Accommodation provided and whether you would like me to sleep in with your baby
- ~ Whether you would like me to wear a uniform.

After the birth, I will come and live with you and provide around the clock care. I understand that parents need privacy and space and I would be very happy to sit in a separate area in the evenings to ensure you have your time as a family.

I will also provide you with:

- ~ Advice and help with maintaining a healthy diet
- ~ Support and encouragement throughout my stay
- ~ Teach you all the baby care basics: bathing, dressing, soothing etc.
- ~ Plan your day within a framework of feeds to suit your family's needs
- ~ Allow you to get plenty of rest throughout the day
- ~ Sleep in with the baby at night and settling after night feeds or giving a night bottle
- ~ Keep the baby's layette and equipment in order, deal with laundry and bottle preparation
- ~ Help finding out about local facilities and classes for you and your baby
- ~ Help adjusting to a new lifestyle
- ~ Advice on travel, play, clothes etc. for the first year



Once my placement comes to an end, I will leave you with any leaflets and handouts that you require or that I have researched for your particular needs. By the time I leave your family I hope that you, as new parents, feel confident and competent being left to care for your baby alone. I am always available to talk to you once I leave your family to discuss any questions or worries you may have.

My time as a maternity nurse with the babies I care for are happy times. Most importantly, I want you as new parents to thoroughly enjoy your baby's first few weeks and my job is to ensure this can happen by making the transition as easy and comfortable as possible for you all.

I like to meet the mothers-to-be as early as possible in their pregnancy and have the placement confirmed by the agency as soon as possible, so that I can plan my months ahead ensuring that I have work throughout the year, as maternity nurses are self-employed.

I enjoy working with Nannies Incorporated and it gives me the confidence that should any problems arise, the agency will listen to my needs and advise me. I also know that the parents will get very good support from the agency.

## *As told by Frances Howard-Brown*

This is a guideline and is adapted to each family's requirements. This routine is for a 2-week-old baby girl whose mother had a Caesarean section and is breastfeeding; there are also two older children in this household. In the coming weeks, as mum regains her strength, she will gradually take over some of the basic care, for example changing baby and bath time. I also try and involve the father as much as possible by taking over changing and bath time if his schedule allows.

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**6.00 am** Baby starts to wake up. Talk and keep baby calm before the feed.

**6.45 am** Take baby to mother for a feed. Make mother a drink. During this time, I have a half an hour lie-down before collecting the baby and settling for a sleep.

**7.15 am** I will help with older siblings such as getting ready for school, dressing, getting breakfast ready.

**8.00 am** Collect baby from mother and settle for a sleep.

**8.20 am** Baby is asleep now. During this time I get ready, clean and sterilise the bottles from night feed. Do baby laundry - washing and ironing.

**10.00 am** Baby wakes up now and has a feed. We then go for a walk and I will collect any small amount of groceries that are needed such as bread or milk.

**11.30 am** Baby tends to fall asleep now.

**1.00 pm** I make myself something to eat and also ensure that the mother has something to eat and drink too.

**2.00 pm** I wake baby and she has a feed.

**3.30 pm** The baby is settled for a nap. During this afternoon sleep I also lie down and have a rest.

**5.00 pm** I wake baby up and give a feed via a bottle, so that mum can be out and not need to rush back to the house.

**5.45 pm** I give baby a bath and get her ready for the evening. During bath time if there are older siblings in the house, I try to involve them if they would like to assist in bath time. **6.15pm** I take baby to mother for a feed. During this time I will make sure that the nursery is ready for baby to settle and tidy up from bath time.

**7.00 pm** I settle baby for the night.

**7.15 pm** I will assist with older siblings if required or will start to prepare my dinner.

**8.00 pm** Usually sit with parents and have dinner. During this time we will discuss the baby and also just general life. After dinner, I will go and sit in an area where I can relax and watch television. I feel it is important for me to leave you as parents so that you can catch up and have your privacy.

**10.00 pm** I take baby to mother for a final feed. During this time I will get myself ready for bed.

**10.45 pm** I collect baby and settle for the night.

**2.00 am** Baby wakes for a feed and I give her a bottle of expressed breast milk

**2.45 am** Baby settles and goes back to sleep until around 6am.

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This is a routine which works on a 2-week-old baby that was born at 8lbs 5ozs, which means that she can go for longer stretches at night. A baby under 7lbs would have to be fed every 3 hours during the day and night, and a baby between 7-8lbs would often need a feed around 5.30-6am. A routine depends on the weight of the baby and also how the family would like a routine to be carried out. It may take some babies longer than 2 weeks to be having a good sleep routine during the night. As stated this is a guideline of a routine for a 2-week old baby. As the baby gets older the routine will change since the baby will be more alert during the day. All routines are adaptable to suit individual babies' and families' needs. Each maternity nurse will also slightly vary in their routines and ideas for you and your baby.



# NANNIES

Nannies Incorporated specialise in placing experienced and professional nannies within a private home environment. A professional nanny is a childcare professional who specialises in looking after children in their own home. Professional nannies will create a safe, stimulating and happy environment for the children to grow up in.

All our nannies will have had previous experience in professional childcare and nannying and/or they will hold a British Diploma in childcare (or may hold other relevant qualifications), or another diploma from their own country. However, we also place experienced nannies without qualifications on the basis of their excellent references.

We place both daily and live-in nannies.

A daily nanny (also referred to as a live-out nanny) is a nanny who comes to the employing family's house during the day and performs all of her childcare duties, but goes back to her own accommodation in the evenings.

A live-in nanny has to be provided with her own room and bathroom or separate nanny flat by the employing family and she will live on the premises or with the family.

Due to the nature of our services, nannies from Nannies Incorporated are hired for a minimum of one year, i.e. for permanent placements, rather than on a temporary basis.

Professional nanny's duties are designated to childcare duties only. This may include preparing meals for the children, washing the children's laundry, shopping for them, tidying the children's rooms, performing nursery/school runs, supervising homework, organising play dates, going to the hairdresser/doctor and any other childcare duties there may be.

Some nannies may be happy to conduct light household duties, such as going to the dry cleaner, but this should be discussed at interview. The main focus is on nursery duties for the children as the nanny is not expected to be involved in any other household tasks.



## SALARIES

These figures are based on a five day (10-12 hours per day) working week in the UK and act as a guideline only:

### LONDON

£350 - £550+ net per week

### WORLDWIDE

Worldwide salaries vary depending on location and conditions and in general vary from £600 up to £1000+ net per week.

# QUESTIONS TO CONSIDER DURING AN INTERVIEW

## FOR CLIENTS

- ~ How would the nanny establish a routine?
- ~ What are her views on discipline?
- ~ Is she happy to build up a social life for the child/ children and meet other nannies for lunch, tea, play dates and activities?
- ~ How would she cope in an emergency, such as injury, allergic reaction, choking, etc.
- ~ What activities does she enjoy doing with the children?
- ~ How will she structure her day?
- ~ Is she creative?/Does she like arts & crafts?
- ~ Does she enjoy taking the children to outside activities e.g. swimming, visiting library, music classes etc.?
- ~ If the nanny is going to travel with you, discuss any duties that may change during this time.
- ~ Is she a confident driver?
- ~ What are her hobbies?
- ~ How does she like to spend her free time?
- ~ Discuss your house rules, i.e. friends staying (male/female).
- ~ Discuss working hours and any extra hours you may require such as weekends, babysitting, if live-in, then also holidays with the family etc.
- ~ Discuss any special dietary and medical requirements.

## FOR CANDIDATES

Preparing for an interview with a parent is very similar to attending an interview at the agency.

- ~ Make sure you are presentable and professional in the way you dress, speak and your body language and also have good time-keeping to prove you are keen for the position.
- ~ Ensure you are aware of where the client lives and how to get there and plan your journey beforehand.
- ~ Take a portfolio containing your CV, original certificates and references and any samples of arts & crafts activities/ drawings from children you may have available and any photos that potential new employers may be interested in seeing.
- ~ Prepare some questions beforehand and try to find out more about the child/ children – their daily routine, hobbies, favourite activities, favourite meals etc.
- ~ Give feedback on the interview to your Consultant and discuss any questions that may need clarification at the agency.



# OVERSEAS



Nannies Incorporated has had a strong international presence since 1989 and has offices in Paris and Dubai, in addition to the head office in London.

We recruit candidates for placements worldwide and our experienced maternity nurses, nannies and governesses are being placed with families in France and other European countries, UAE and the Middle East and Asia, but also North and South America and the Caribbean.



## FOR CLIENTS

If you are looking for a maternity nurse and you are based outside the UK, maternity nurse placements typically start at a minimum of 4 weeks and vary in length for up to app. 6 months. Clients will be required to cover all travel expenses associated with the booking such as flights, airport transfers, any visa cost if necessary and medical insurance.

Maternity nurse salaries for placements overseas tend to be higher than for UK placements and start at £180 per 24 hours for a single baby and £200 per 24 hours for twins. Maternity nurse rates are always individual as maternity nurses are self-employed.

Our Overseas Nanny section specialises in placing professional career nannies and governesses worldwide and on a permanent basis, i.e. for a minimum of one year. Our candidates are mainly native English speakers from the UK, Ireland and Australia, as these are highly sought after by our overseas clients due to the English language teaching aspect. French speaking nannies and governesses are also in high demand worldwide and with the support of our Paris office, we are very successful at placing these too.

Nannies and governesses working in placements overseas (including in Dubai, UAE) have to be provided with accommodation by the employing family - either own bedroom and bathroom or a separate apartment. For positions in the UAE, we usually do not have candidates who would already be based in the UAE with their own accommodation and if this happens, it is more of an exception rather than a rule. In Paris, we place both live-in and live-out nannies and it will be mainly French nannies who will be looking to work on a live-out basis.

## FOR CANDIDATES

Working hours for professional career nannies in placements overseas tend to vary based on individual family needs and often are 6 days a week for 12 hours a day with up to 2 evenings of babysitting per week. Especially in the Middle East, nannies are often required to work these hours with requirements for a 24-hour cover not being an exception. Positions in Europe tend to offer the standard 5-day working week with free weekends.

For the above working hours, candidates registered with our agency would be looking to earn a minimum of £500 net per week and upwards for nanny positions overseas, with placements in the Middle East and Russia and governess placements typically attracting salaries in the region of £800 - £1000+ net per week.

Nannies and governesses working overseas also expect to have all their travel expenses covered, including interview travel costs if a personal interview is required and any relocation expenses associated with the move (airport transfers, excess luggage etc.). They are also entitled to get at least one return flight ticket per year to their home country, medical cover for the duration of their employment and a work permit/visa arranged by the employing family, if necessary. Paid annual leave tends to be 4-5 weeks and any tax and social security contributions are to be paid on top the candidate's net salary by the employing family, based on individual tax systems in a particular country.

Our nannies and governesses are all experienced with at least 3-5 years of direct nanny experience but often have around 10+ years of experience, including working overseas, and mostly are also formally qualified in childcare, teaching or similar.

When considering working overseas, think about your chosen location carefully and make sure you are prepared to fully commit to the position as very often, nanny and governess positions overseas require a great deal of flexibility and adaptability. Frequent travel may be involved and you need to be aware that living in a foreign country and in a new culture may involve some challenges, including language barrier, different climate and cultural differences that may also be reflected in childcare.

Nanny/governess positions overseas typically involve a phone interview to begin with, followed by a face-to-face interview. It is however becoming increasingly common for overseas clients to interview prospective candidates via Skype only. Especially British nannies and governesses are in high demand by families worldwide, meaning that once we place you in a position overseas, we will also be able to put you in contact with other nannies in the area so that you are able to make friends and meet new people.

A nanny or a governess position abroad can be a great way to have an overseas adventure and offers an exciting opportunity to experience new countries and cultures. As with any job however, it is important to be clear and upfront about expectations, both yours and the family's, in order to make sure you can enjoy working with the family and fulfil your dream of working overseas.

# CHILDCARE QUALIFICATIONS

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## NNEB – National Nursery Examination Board (CACHE Diploma)

This is the most recognised qualification. The course is full-time for two years. The syllabus covers all aspects from birth to 7 years and includes studying health and first aid, the child's physical, intellectual, emotional and social development and communication and play. Students also spend part of their studies in practical placements such as schools, nurseries, hospitals and private families. More recently, the NNEB has been replaced by CACHE Level 3 Diploma in Childcare.

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## NVQ – National and Vocational Qualifications

This is the latest recognised National Vocational Qualifications where candidates are assessed on competence in performing in work situations, where they are able to show their knowledge and understanding of the work concerned. The NVQ Level III in Childcare is equivalent to the NNEB qualification.

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## BTEC Diploma in Nursery Nursing

### Business and Technology Education Council Nursery Nursing Diploma

This is run on similar lines to the above course, but it is of a more academic nature. The syllabus includes health and development and special needs.

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## MNT – Level 3 OCN Maternity Practitioner Award

This is a recognised qualification which prepares candidates with all the skills and knowledge they need to become a capable and professional Maternity Nurse. It also gives experienced Maternity Nurses the chance to update their knowledge on latest methods and practices. This course is accredited by the Open College Network (OCN).

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## NAMCW Diploma

### National Association of Maternal and Child Welfare

This is a two year full-time course available to students aged 16 years +. The course covers the care of children from birth to adolescence. The syllabus includes health, illnesses and special needs. The students also attend practical placements as above.

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## Norland, Princess Christian and Chiltern Colleges

These are three private colleges. Students are 18 years + and the courses are full-time residential over a two year period. All students sit the NNEB Diploma, the Royal Society of Health Diploma (RSH) and the NVQ. Each college has its own nursery where students receive practical experience, as well as visit local nurseries, schools and hospitals.



# PRAISE FOR NANNIES INCORPORATED



## WHAT OUR CLIENTS HAVE SAID

**M. LE BLANC** "I wanted to thank you so much for your time and all your good advice. I know that I will contact you again for another nanny in the future. Thank you again."

**A. WOOD** "Thank you for helping me find an amazing maternity nurse, she has been such a great help and we think she is fabulous. We wish we could have her permanently."

**M. BREITNER** "A professional and excellent agency. The consultants listened to my requirements and provided me with a selection of high calibre candidates. They also assisted me in every step of the process from interviewing to offering the position to our nanny. We now have a really wonderful nanny who my children adore! Very happy with the service - thank you Nannies Incorporated!"

**T. CONY** "Thank you for your precious support and advice. We are delighted with our new nanny and everything is working very well."

**S. THRAVES** "I would like to thank Nannies Incorporated for all your efforts in finding the perfect maternity nurse for us. We will definitely use your agency in the future."

**B. HARRIS** "You are very warm, caring and efficient in your approach, you understand our needs. Nannies Incorporated is definitely the best Maternity Nurse Agency in London."

**R. KHAUL** "Nannies Incorporated is a truly outstanding agency. I will highly recommend your agency to anyone looking for a nanny."

**S. KOVALENKO** "I would like to thank you for helping me at such a short notice; the nanny I have from you is wonderful. I am very pleased with the services your agency provided and I will definitely contact you again if I need a maternity nurse or a nanny in the future. Thank you again."

**P. DELMAS** "Just to let you know that our new nanny from you started her employment yesterday and her presence has already made a difference - thank you very much for your help."

## WHAT OUR MATERNITY NURSES AND NANNIES HAVE SAID

**VICTORIA A.** "Thank you for all your hard efforts in finding me the perfect nanny job, I am extremely happy with the children and family, I settled in well and I am making lots of progress already."

**ROSE P.** "I have to say thank you to Jana - you are so thorough and really listen to what I'm trying to get across; I can see you clearly care about your job and the people you are working with. So, just to say: Thank you for your help in me finding the right position."

**KERRY S.** "As a nanny in London, there are a lot of agencies to choose from! I found Nannies Incorporated to be, by far, the friendliest and most professional. Thank you for all of your advice and support!"

**IRENA D.** "Thank you Nannies Incorporated, you are the only agency who has been helping me find jobs this year, you are a star!"

**SUSAN W.** "For the past 15 years, I have worked through Nannies Incorporated and thoroughly enjoy the positions that they find for me. I have worked all over the world via the agency and find the team to be very professional and supportive at all times. I am delighted to be part of the Nannies Incorporated team."

**LINDA L.** "I would like to thank Jana and show my appreciation for her assistance in getting me the right job. I can't fault her professionalism, in 22 years of me dealing with agencies she has shone above the rest. Well done & thank you."

# NANNIES INCORPORATED IN THE PRESS



## POINT DE VUE

"My Nanny is British!" For Annie Martin, a Frenchwoman who founded the nanny agency Nannies Incorporated 25 years ago in London, the British Nanny is legendary for a much more simple reason: Great Britain has always been less equipped with nurseries than a number of western countries. For mothers wishing to preserve their professional activities, employing a nurse was key. "This doesn't necessarily show snobbery," says Annie Martin.

## GOOD HOUSEKEEPING MIDDLE EAST

"Good Advice: Domestic Bliss" "With the potential to become one of the most significant relationships in your life (and that of your children), it's important to take the time to find the right match for your family. "It all depends on the type of nanny families are looking for, if they are happy with a less qualified person such as an au-pair, occasional babysitter or junior nanny, then a local classified ads site should be sufficient. However, for a more qualified child carer we would definitely recommend using an agency," says Jana Valabikova, a senior consultant with UK-based company Nannies Incorporated. "An agency will do all of the necessary background checks on a candidate, will check their references and will carefully match families and nannies based on a set of their specific requirements and needs," she explains.

## THE PORTLAND HOSPITAL PARENTING MAGAZINE

"Since 1989, we have had a long and successful record of placing experienced, qualified and professional Maternity Nurses & Nannies in London and Worldwide, including placements with VIP & Royal families in the Middle East.

## THE NATIONAL, DUBAI

"Help in the home: living with maids and nannies." "Communication is key and the family should make their expectations clear right from the beginning, so that there are no misunderstandings later on," advises Jana Valabikova, a representative at Nannies Incorporated ([www.nanniesinc.com](http://www.nanniesinc.com)), an agency with offices in Dubai, London and Paris and which places experienced professional nannies and maternity nurses around the world. "It is important that the family is clear on what they want - whether they need a carer to follow instructions or they want a proactive sole charge nanny who will be able to advise and offer guidance on childcare issues as well," she says.'

## VINE MAGAZINE

"Hush little baby" "Whether new parents need a maternity nurse, a permanent full-time live-in or a daily nanny, professional child carers from Nannies Incorporated always live up to expectations and deliver the right care for you.'

## VINE MAGAZINE

"A helping hand" "I enjoy working with Nannies Incorporated as it gives me the confidence that should I have any problem, the agency will listen to my needs and also those of the parents, making sure both the nurse and family receive the support they need.'

## LE FIGARO

"Welcome to the Kingdom of Nannies!" Mary Poppins really has changed! The uniform disappeared years ago, the huge prams have been replaced with light buggies and the relationships with the parents are, they say, relaxed. Yet the institution itself hasn't aged a day, better yet, it was totally relaunched in the 90s following the successful British reality television series Supernanny, later adapted for French screens. "Here, having a nanny is both more common and more acceptable than in France", explains Annie Martin, a Frenchwoman who has lived in London for 25 years, where she founded Nannies Incorporated.

# UK TAX AND NATIONAL INSURANCE

As a UK employer, the family are responsible for making the correct deductions for tax and National Insurance from the employee's pay.

Advise the Inland Revenue as soon as you employ a nanny. The Inspector of Taxes will issue a PAYE Reference Number and a pack of stationery including simplified tax and National Insurance Tables. When you employ someone, complete a P16A and send it back to your tax office ensuring that you enter the tax reference in the box provided.

The Inspector of Taxes will issue a P12 deduction card for the employee, which is to be completed each time a payment is made. The tax and National Insurance deducted should be sent periodically to the Collector of Taxes using payment forms which will have your Collection reference number on them. After the 6th April, you will be asked to summarise these deductions for each employee separately on form P37 and send them to your Inspector of Taxes with the P12 card.



## OFSTED REGISTRATION

OFSTED (Office for Standards in Education) is more commonly known for carrying out inspections and providing feedback to primary and secondary schools. However, nannies can be registered by Ofsted too.

An Ofsted registered nanny provides an array of benefits for the employing family. The employer can benefit from the childcare voucher scheme by employing an Ofsted registered nanny. Employers are only eligible for the childcare voucher scheme if the nanny is Ofsted registered.

Many companies offer the childcare voucher scheme because it is an easy and convenient way to pay for quality childcare. It is not compulsory to take part in this scheme but it benefits the employer greatly, giving them huge savings on childcare over a long term basis. It also serves as a peace of mind to employing families too, knowing that their nanny has passed all of the required checks such as First Aid Training and a full, up to date DBS check.

For more information on this scheme employers can visit [www.childcarevouchers.co.uk](http://www.childcarevouchers.co.uk).

For detailed information, nannies can either consult the Ofsted website, email or call the Ofsted registration desk:  
[www.ofsted.gov.uk](http://www.ofsted.gov.uk)  
[enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk)  
telephone: 0300 123 1231.

## MODEL CONTRACT OF EMPLOYMENT

For the benefit of both our clients and candidates, we strongly recommend that a nanny contract is used by our clients when recruiting a nanny. Maternity nurses work on a self-employed basis and often will have their own contract in place.

We will be happy to provide you with the full version of the model contract for nannies and maternity nurses for your perusal. Please do not hesitate to contact us for further information on this subject, and remember Nannies Incorporated is always available for advice.



# 2019: NANNIES INCORPORATED

Celebrating 30 Years of Expertise in Childcare Recruitment

## 1989

Annie Martin set up Nannies Incorporated in February 1989 and we thought it would be a worthy opportunity, since we are celebrating this lovely 30 years' anniversary, to reminisce about how things worked at the agency back then. Annie shared with the team her stories of how it used to be. And no matter how much progress we have made in the world of technology and communication, not much has changed in the way of placing and recruiting nannies with families.

Annie, who isn't the biggest fan of modern technologies herself, says that Nannies Incorporated were the first agency in London to use a fax machine, although this was not necessarily an advantage as the first machine would only send one page at a time at a very slow pace. So, Madeline and Janet, the consultants at the time, had to stand next to the fax machine and send documents page by page to clients for most of the day. Then in 1991, we acquired the latest fax machine, which was a huge deal as you could feed the machine multiple pages in one go. This may seem strange now, as everything is sent by email, but Annie still remembers this as the highlight of the early 90s!

Annie vividly remembers how CVs and letters were typed using a typewriter. Any errors and typos had to be corrected with tip-ex, otherwise the letter had to be re-written again. Imagine having to do that! Another fond memory of that time was taking the letters to the post office and queuing for half an hour, among all other businesses. We used to send CVs to clients by post and therefore going to the post office was very much like a daily trip to Starbucks these days. Aside from the hassles of technology and daily battles with the slow fax machine or queues at the post office, they still had fun at the office. Imagine arranging interviews without smart phones, text messages or emails, only relying on post and house phones!

In 1995, the agency bought its first computer with an email account. Whilst this was a big step up, it was not necessary always useful, as not everyone had a computer or email address. So, relying on the good old phone - ringing nannies and parents and maintaining that personal touch, was always the safest way to communicate. In the early noughties Nannies Incorporated launched their first website. Fast forward several years and of course, we have the times of social media. Nannies Incorporated joined Facebook in 2009 and later Twitter, Google+ and the rest! We have built up a big online presence and regularly find ourselves 'tweeting', to keep everyone in the loop of new roles.

Annie recalls that salaries have changed a lot too, as when she had her first baby in 1989, she employed a maternity nurse for a month and back then, she was paying the maternity nurse £250 per week, which at the time was a lot of money. Her NNEB trained nanny who followed, was paid a £100 per week, which was above the market rates.

The essence of Nannies Incorporated and our values have remained throughout the years. The consultants have been committed and loyal to the agency and Annie is most grateful to them and their hard work that has helped make it all happen. Not much has changed - we still cherish our nannies and clients and we are still placing nannies in London, Paris and Worldwide. We are always at the end of the phone when they need us. Our work ethic has stayed the same over the 30 years and we work hard to please our clients and nannies, providing a seamless service that is good value for money. So don't forget that despite the progress in technology, we are only a phone call away.

We are very proud that we are one of the leading nanny agencies in London and internationally. Many of our clients, maternity nurses and nannies have been loyal to us and keep using our services over and over again. We have a base of loyal candidates who joined us at the start of the agency. We also have families that have used our services through generations. We would like to thank all maternity nurses, nannies and clients, who have followed and trusted us over the years.

## 2019





2019: Celebrating 30 Years of Expertise in Childcare Recruitment ©

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