



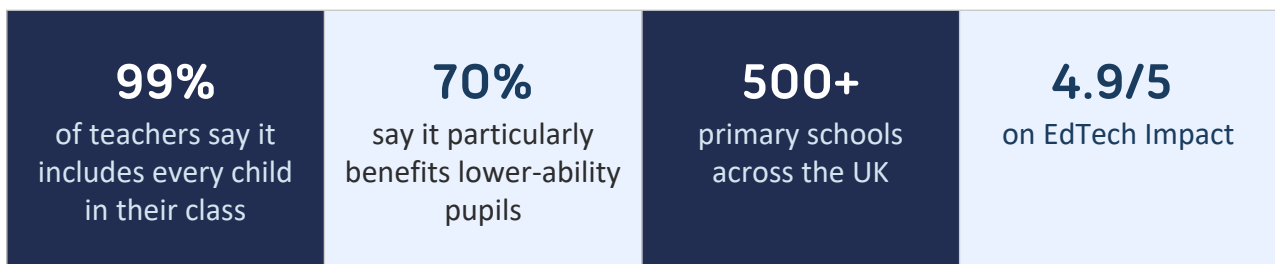
now
press
play

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The White Paper sets the destination.
now>press>play gets you there.

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'Every Child Achieving and Thriving' (February 2026) sets out four chapters of reform. Each one has direct implications for how primary trusts design and deliver their curriculum. This document maps now>press>play to each chapter - and to the funding, accountability and implementation timeline attached to them. It is designed to be shared with your Director of Education or Director of Inclusion.



**Teacher Survey 2025*

What the White Paper requires - and when

Now - 2025/26: Align to best practice. Ofsted is grading inclusion for the first time. Schools are already being held to account for how inclusion funding is deployed.

2026/27: £1.6bn Inclusive Mainstream Fund live. SEND and curriculum reforms begin. Schools required to publish an Inclusion Strategy. Individual Support Plans become mandatory.

2028/29: Full implementation. Enrichment Framework in force. New progress measures live. Every school expected to monitor pupil belonging and engagement.

Trust leaders who act now are building the evidence base, the Ofsted narrative and the staff capability that full implementation will require.

Fundable from day one

now>press>play can be funded through the Inclusive Mainstream Fund, pupil premium or curriculum enrichment budget - and scales across a growing trust without additional implementation cost or complexity.

Four chapters - All addressed

White Paper chapter	What now>press>play does
<p>Narrow to broad <i>Enrichment entitlement. Knowledge-rich, broad curriculum.</i></p>	<p>100+ curriculum-mapped Experiences spanning History, Geography, Science, PSHE, RE, MFL and Literacy from EYFS to Year 6. Every child. Every term. Not a school trip budget — a curriculum entitlement.</p>
<p>Sidelined to included <i>SEND inclusion in mainstream. Closing the disadvantage gap.</i></p>	<p>Every child participates identically — same experience, same story, individual volume. No withdrawal. No visible hierarchy of need. Vocabulary, cultural capital and life experience built through story.</p>
<p>Withdrawn to engaging <i>Belonging, attendance and re-engagement.</i></p>	<p>Immersive, joyful, movement-based learning restores the sense of belonging that drives attendance. Particularly effective for persistent absentees and children disengaged from text-heavy instruction.</p>
<p>High-quality staff <i>Reducing workload. Enabling great teaching.</i></p>	<p>Every Experience includes follow-on resources, curriculum mapping and assessment tools. Teachers teach. Planning is done. CPD and dedicated account management included as standard.</p>



The SEND case

More children with SEND are being educated outside mainstream schools than at any point in the last 50 years.

The White Paper allocates £1.6bn to the Inclusive Mainstream Fund, £1.8bn to Experts at Hand, and over £200m to SEND CPD - the largest single investment in inclusion in a generation. The expectation is explicit: children with SEND attend their local school and have their needs met there.

now>press>play was designed from first principles for the children that mainstream schooling has consistently failed. When every child's headphones carry the same story at the volume that works for them, there is no visible hierarchy of ability, language or need. Inclusion is not an accommodation. It is the design.



Our SEND pupils are able to take a full and active part - adjusting the volume and interacting on an individual basis. It has transformed how we think about inclusion across the school.

SENCO, West Midlands Primary

In my 20 years in education, never has a product had such an impact. Three years after introducing it, it is still constantly used and loved by pupils and staff alike. It has a huge impact on our curriculum for pupils of all ages

Deputy Headteacher, Primary School

Consistent across your Trust

now>press>play is designed to work consistently across a Trust without adding complexity to individual headteachers. One approach, one evidence base, and impact data you can present to your board - and to Ofsted.

- Ofsted-ready evidence: curriculum intent, implementation and impact documented as standard - including for inclusion, now a graded judgement
- Impact data by cohort - SEND, EAL, pupil premium - per school and consolidated across the trust
- Curriculum mapping aligned to your trust's sequence, not a generic framework
- Scales across a growing trust without additional implementation cost or complexity



Share this with your Director of Education

Forward this document and direct them to our school leaders' page for the full White Paper alignment, SEND evidence and impact data. We are happy to speak with them directly.

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