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now>press>play & the Education White Paper: Every Child Achieving and Thriving

A one-page summary for school leaders | April 2026

The Government's Education White Paper sets out the most ambitious vision for primary education in a generation. now>press>play was built to deliver exactly this - before the White Paper was written.

	White Paper Priority	How now>press>play Delivers It	The Evidence
1	SEND inclusion in mainstream	Every child participates equally — headphones adapt to individual volume needs; no child is excluded by ability, language or need.	70% of teachers report particular benefit for lower-ability pupils
2	Close the disadvantage gap	Extends life experience for pupils with limited horizons outside school — from the Amazon to Ancient Egypt. Builds vocabulary and cultural knowledge.	External evaluation confirms improved retention and knowledge recall
3	Rich, broad curriculum entitlement	100+ curriculum-aligned Experiences across History, Geography, Science, PSHE, MFL, RE and Literacy — mapped to your school's curriculum by NPP's team.	Covers EYFS to KS2 across all core and foundation subjects
4	Belonging and re-engagement	Immersive, active, joyful learning restores children's sense of belonging. Particularly powerful for pupils with persistent absence or low engagement.	91% of teachers report improved student enjoyment of a topic
5	Active, not passive, learning	Children are the protagonist — not the audience. Every Experience requires movement, imagination and response. The antithesis of passive instruction.	Children described as 'not distracted by others — ALL pupils concentrating fully'
6	High quality teaching, reduced workload	Curriculum mapping, training, follow-on resources and a dedicated Account Manager mean NPP integrates into planning rather than adding to it.	Teachers describe it as a 'time saver' — lessons planned for them
7	Enrichment as universal entitlement	A school trip to the Stone Age, a mission to Mars, a journey through the Amazon — available to every child, not just those whose families can fund extras.	Over 500 schools using NPP, reaching 160,000+ children

"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."

Deputy Headteacher, Primary School



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