



Jeka Play CIC Community Crèche

IMPACT REPORT



Funded by National Lottery Awards for All

Introduction

Mission

Across our companies we are on a mission to use the delivery of high quality environment design and education as a driver for social mobility. Part of achieving this goal is to become the go-to provider for working with community leaders, organisations and entrepreneurs within the early years sector who want to develop inclusive and sustainable community based businesses that advocate for the unique child.

It is also our hope that our skilfully crafted toys and furniture inspire the next generation of inventors, cabinet makers and carpenters whilst providing high quality learning environments.

Vision

Our vision is to continue to build the collective of freelancers and creatives that work collaboratively across Enjoy_EY and Jeka Play to create an entrepreneurial eco-system that provides needed solutions to the social economic issues within our communities. Specifically those that effect the most disadvantaged children and families.



Anneka Russell

Anneka is the founder of Enjoy EY where she currently works as an independent early years consultant. She is particularly passionate about working with schools and nurseries to improve learning environments (both physical and emotional) through room consultation and design. Anneka is also the founder of JEKA Play CIC and the inventor of the JEKA Play Shelf which is a pack away furniture range providing solutions to businesses and early years provisions that experience challenges using shared or underutilised spaces.



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Project Overview

The Jeka Play CIC Community Crèche was established to address the growing need for flexible, affordable childcare in areas of deprivation across South East London, particularly Bexley & Greenwich.

With support from the National Lottery Awards for All fund, we have been able to pilot our Community Crèche model which provides a safe, nurturing early years space within an accessible community venue, enabling parents to access workshops, and wellbeing activities while their children engage in high-quality play-based learning.

Our vision is simple:

To remove childcare as a barrier to opportunity and to reimagine community-based early education for modern families.





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Key Achievements and Outputs

- Deliver 50+ Crèche and Stay and play sessions to enable parents the space and time to learn and connect with their children

- Inspired Parents with ideas for low cost activities at our launch event to help them reduce their children's screen time and enjoy family activities in nature such as at the free local farm.

- Through collaborations with local colleges and universities train and later employ, students and local early years practitioners on a sessional basis, creating flexible jobs and skills development opportunities.

- Support 130+ children aged 0–5 through structured play, early learning activities, and social interaction.

- Enable 100+ parents and carers to attend workshops and wellbeing sessions they would otherwise have missed due to lack of childcare.

- Pilot the JEKA Pack n Play furniture system within the Community Crèche to showcase its versatile features, ease and multi-use within community venues.



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Outcomes and Impacts

For Children

- Provided safe, stimulating environments that support the prime areas of the EYFS.
- Increased social confidence and readiness for nursery or school among participants.
- Strengthened early attachment and emotional wellbeing through modelling nurturing interactions to parents.



For Practitioners and Community

- Provided employment and upskilling for local early years professionals through our partnership with LSEC (London South East Colleges).
- Strengthened cross-sector partnerships between adult education, health, and community organizations through the delivery of workshops to parents.
- Created an inclusive model that celebrates diversity and supports families from a wide range of cultural backgrounds.



For Parents and Carers

- Reduced isolation by enabling parents to engage in community life and personal development opportunities.
- Improved mental wellbeing, particularly for mothers experiencing anxiety, unemployment, or low confidence.
- Supported access to employment, and volunteering, helping families progress economically and socially.
- Encouraged parental engagement in play and learning, equipping them with tools and activities to continue at home.

Community

Welling congregation has a new tenant

It has long been the desire of the NAC charity trustees to be more community focussed.

An opportunity arose in our Welling congregation where a member of the public approached the church with a request to hire the facilities. After some deliberation, and a change to the layout of the Welling church fellowship room, it was agreed to open the doors.

Jeka Play is now hiring our space. We asked the owner, Anneka Russell, to write a short paragraph for this newsletter. This is what she had to say:



'We are delighted to announce a heartwarming new partnership between the New Apostolic Church in Welling and Jeka Play Community Crèche. This collaboration has given rise to a successful new initiative: Stay and Play sessions held twice a week during term-time every Monday and Friday.

These low-cost community sessions, that are offered

free to families most in need, provide a welcoming and inclusive space for local families with young children to come together, connect, and play.

Led by experienced early years practitioners, each session is designed to support children's early development through fun, curiosity-led activities while offering parents and carers a moment of rest, community, and encouragement.

With over 15 families registered since opening in May and new bookings coming through each week, we're thrilled by the positive response so far and are grateful for the opportunity to serve the families of Welling in this way.' ■



NOW OPEN- Brand New!!
@ Jeka Play Community Crèche

jeka Stay AND PLAY

£5 per family includes refreshments

Every Monday and Friday Join Us Anytime Between 9:30am-11:15am
 WE ARE A SMALL INTIMATE GROUP (MAX 15)
 WE OPERATE TERM TIME ONLY
 DROP-INS WELCOME BUT DO CALL AHEAD DUE TO LIMITED SPACES
 All ages Birth-4 years old welcome

New Apostolic Church, Dryden Road, Welling, DA16 3NE

Limited Free Off Street Parking Alternatively £1 Bus from Woolwich or Welling stops directly outside the (Glenmore Arms/Cambuside Bus stop)

COMMUNITY FUND

Qualified and DBS Checked Staff
 To Book contact **Anneka**
Anneka-07984364984

Jeka Play CIC Registered office address 79-79 Shilton Street, London, England, WC2H 9PQ

Activities listed: Song Time, Messy Play, Parachute games

Location: LONDON SOUTH EAST COLLEGES

- Our partnership with the church has created a mutually beneficial model where rental income from our sessions helps sustain the church's community programmes and Sunday school, while ensuring the building is used throughout the week to serve local families and children.



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Stories of Change



One parent described the crèche as 'so needed,' explaining that as a single mum, without the service she would not have been able to attend our financial literacy workshop.

Another shared how happy she was to see her child, previously shy around other children light up on arrival, make herself at home, and talk and play with confidence at every session.

For our staff, the project offered meaningful work that aligned with their passion for childcare but within a flexible, community-based settings.





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Challenges and Learning

Operating within a small, shared venue with little outdoor space presented some logistical challenges, particularly with no transport to enable us to easily and safely access other facilities, or large enough storage in the shed for our Outdoor equipment. However, having the JEKA Play modular furniture indoors proved invaluable in making the service adaptable. We learned that in the absence of an easily accessible outdoor area being located in a space that is close to an open space enabled us to deliver some all weather activities. This varied offer maximized attendance and subsequently our impact, as parents were more likely to engage with our crèche sessions. We also recognized the importance of consistent funding to maintain staff continuity and quality, and we plan to build sustainability through partnerships, social investment, and local authority collaboration.



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Next Steps

- Expand the Community Crèche model into another venue in the borough that has a better outdoor space and enables us to have more flexibility to operate for longer and host co-working facilities. This will enable us to further support employability of single parents through the provision of a 4-hour Co-working 'Crèche' operating from 10am-2pm to fit perfectly around the demands of school run.
- Develop a volunteer training pathway for parents and young people interested in early years work.
- Create an online resource hub and play kit distribution model to support families unable to attend in person.
- Secure longer-term funding and partnerships with local authorities and employers to embed flexible childcare into community infrastructure.



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Acknowledgement



We are deeply grateful to the National Lottery Community Fund and our Workshop facilitators for recognising the importance of flexible childcare and play-based learning in strengthening families and communities. The National Lottery funding has helped us prove that high-quality early years provision does not have to be confined to formal settings, and that empowering communities to create their own solutions can have a lasting social impact.



Apet is the visionary behind Rich Minds Rich Kids. With over 15 years in finance and property in the UK, Apet believes that financial literacy isn't just for adults, but a skill that should be cultivated early, laying the foundation for a brighter, financially empowered future.



Karla is a Parent, Professional Organiser, Declutter Expert on BBC1's Clean It, Fix It, and trained with Dilly Carter from Sort your Life Out. Karla brings both expertise and hands-on experience to Parent workshops. Karla is also a member of the Association of Professional Declutters and Organisers (APDO).



As an accountant and business owner, Kamala uses her expertise and life experience to uplift and empower individuals. Passionate about guiding others on their journey to success, her parent workshops focus on providing tools, skills, and support to local communities, specifically girls and women.



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Finance and Funding



Grants

100%

As a newly established CIC the majority of our income has been made through grants



Tireless applications for funding fuel the mission



UnLtd ★ Award Winner

Thanks to the recent funding from UnLtd and Children in Need we are now in the position to recruit Admin and Creche staff to support our founder in further developing and advertising our Creche-in-a Box Franchise opportunity, which will enable us to remain financially sustainable

Income Generation

We charge a small fee of £5.00 per session for families who are not in receipt of benefits and this income is used towards replenishing the resources for activities.



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Sponsorship

The prestige of the funding we have received to date has helped us to be recognised and sponsored by ACSIS, an organisation with strong links across Africa and the Caribbean, who have provided us a platform and vendor opportunity to showcase our Community Creche in a Box franchise model.



UnLtd  Award Winner



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Summary of Impact

	Category	Outcome
	Sessions Delivered	50+
	Children Supported	130+
	Parents Supported	100+
	Staff and Students Supported	5
	Boroughs Reached	3
	Volunteer Hours	300+
	New Partnerships Formed	10+





Join the Community Creche Network

**It takes a village to
raise a child**

www.jekaplay.com



Supporting local families

