



The Nannytax Salary Guide 2025

www.nannytax.co.uk

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The Nannytax Salary Guide

Using data sourced directly from our payroll records

Welcome to the 2025 Nannytax Nanny Salary Guide.

At Nannytax, we understand that being a nanny employer in the UK comes with a unique set of responsibilities. From payroll to pensions, taxes to contracts, we're here to make all that easy for you.

Every year, our Nanny Salary Guide is created as a free, trusted resource to help you navigate the financial aspects of employing a nanny.

Think of us as your very own 'in-house' experts; knowledgeable, professional, and always just a phone call or email away.

We're here to help.

Jenni Bond, Managing Director



How do we capture our data?

- All data is based on our internal payroll records.
- The annual figures are based on a Live-Out Nanny, working 50 hours per week.
- Each salary is in gross terms. This means the salary includes the nanny's tax and National Insurance that must be paid on top of their 'take home' pay.

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Give us a call

If you want to talk to someone about our services, a member of our team will be happy to help, just call us on 020 3137 4401 – we're open 7 days a week!

www.nannytax.co.uk

mailbox@nannytax.co.uk

subscriptions@nannytax.co.uk

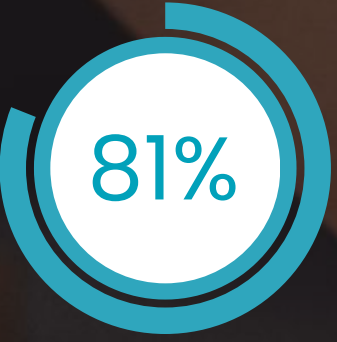
7th Floor, Telecom House,
125-135 Preston Rd, Brighton BN1 6AF

Key Industry Statistics:



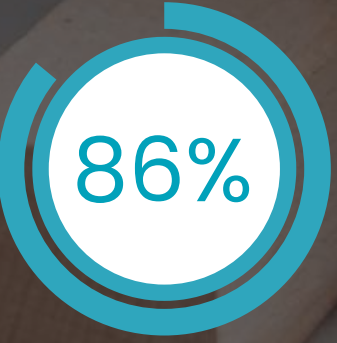
89%

OF NANNIES ARE PAID MONTHLY



81%

OF FAMILIES AGREE A GROSS SALARY



86%

OF NANNYTAX CUSTOMERS CHOOSE PLUS



Nanny Salary Trends - The Last 5 Years

Each year we publish our Nannytax Nanny Salary Guide to showcase the latest average salaries for nannies across the UK.

These comparison tables provide a snapshot of live-out nanny salary trends over the last five years.

What did we find in 2025?

London

Nanny salaries have increased by 9.73% in London, with annual salaries up by £4,498 per year.

Home Counties & Greater London

Nanny salaries in Home Counties & Greater London have seen an increase of 5.49%, driving annual salaries up by £2,418 per year.

Rest of UK

Nanny salaries in the rest of the UK have seen an increase of 1.68%, pushing annual salaries up by £676 per year.

LONDON					
	HOURLY	WEEKLY	MONTHLY	ANNUAL	% CHANGE
24/25	£19.51	£976	£4,227	£50,726	9.73%
23/24	£17.78	£889	£3,852	£46,228	7.89%
22/23	£16.48	£824	£3,571	£42,848	7.64%
21/22	£15.31	£766	£3,317	£39,806	8.43%
20/21	£14.12	£706	£3,059	£36,712	5.77%

HOME COUNTIES & GREATER LONDON					
	HOURLY	WEEKLY	MONTHLY	ANNUAL	% CHANGE
24/25	£17.86	£893	£3,870	£46,436	5.49%
23/24	£16.93	£847	£3,668	£44,018	9.23%
22/23	£15.50	£775	£3,358	£40,300	13.72%
21/22	£13.63	£682	£2,953	£35,438	2.79%
20/21	£13.26	£663	£2,873	£34,476	18.92%

REST OF UK					
	HOURLY	WEEKLY	MONTHLY	ANNUAL	% CHANGE
24/25	£15.77	£789	£3,417	£41,002	1.68%
23/24	£15.51	£776	£3,361	£40,326	12.07%
22/23	£13.84	£692	£2,999	£35,984	10.54%
21/22	£12.52	£626	£2,713	£32,552	12.79%
20/21	£11.10	£555	£2,405	£28,860	5.82%

JUST LAUNCHED!

EXCLUSIVE NANNY REWARDS & WELLBEING PACKAGE

Reward your nanny,
retain the best.

For £7 a month (£84 billed annually):

- **Give your nanny access to support** with mental, physical and financial wellbeing, including access to a Digital GP.
- **Save your nanny hundreds of £'s a year** on food, fuel, technology and much more!

nannytax.co.uk/nanny-rewards





Location Isn't Everything - Other Factors To Consider

One of the key factors that determines a nanny's rate of pay is location. For example, nannies based in London can generally command higher salaries than those outside of the capital. However, there are other factors to take into account when agreeing a salary with your nanny:

Education, qualifications, and training

Qualifications and training can enhance a nanny's rate of pay.

Years of experience

As in any profession, the more experience you have, the longer you've had to practise and refine your skills. Experienced nannies will typically earn more.

Additional duties

Some families may want their nannies to take on additional duties, such as light housekeeping. It is important to discuss this with your nanny and agree what their role will include.

"We're noticing a growing trend in families requesting nannies to work a shorter week, mostly afternoons only. When longer hours are needed, families generally aim to include additional responsibilities such as housekeeping duties to make the most of the role. This focus on "value for money" is an increasingly popular approach to the current economic climate."

Tonya Illing, Head Consultant, Signature Staff

Norland Nannies

Norland qualified nannies are recognised as some of the highest paid nannies in the UK and across the world. The college has published the following guidelines on Norland nanny salaries in line with their years of experience after graduating.

norland.ac.uk/salaries-fees

Number of children

A common question is whether the number of children the nanny cares for plays a part in the cost of a nanny.

The majority of our nanny agencies say that the number of children a nanny cares for does not affect a nanny's rate of pay.

Please note, nanny shares are the exception to this. Where two families employ the same nanny, each family must still pay the National Minimum Wage.

nannytax.co.uk/nanny-shares

Hybrid Nannies

Hybrid nannies are becoming a popular choice for many families in the UK as this type of role allows nannies to be in full-time employment and provides the employer with flexible childcare.

"I've seen parents (including myself) happily pay a 20% premium for hybrid nannies who blend childcare with tutoring, SEN support or household PA duties. Our 20+ UK branches report back that versatility drives the ceiling price. Families gain both peace of mind and cost-efficiency by combining roles, and employers who overlook this trend risk falling behind the market."

Frankie Gray, Founder & CEO, Harmony at Home



Choose Nannytax Plus

Never miss a payment, avoid any HMRC fines, and have more time for what matters.

Busy working parent?

Nannytax Plus was designed with you in mind.

Cross your nanny's pay day and HMRC deadlines off your to-do list with Nannytax Plus, our premium payroll service that does it all for you.

Nannytax Plus can be added to a standard annual Nannytax subscription for just £17.50+/month.

- Nannytax Plus makes salary payments directly to your nanny on the last working day of each month.
- Nannytax Plus pay Tax and National Insurance liabilities to HMRC on your behalf.

nannytax.co.uk/nannytax-payroll-plus

Is Nannytax Plus Right For Me?

Plus is a great way to save time, effort, and any unnecessary HMRC fines. There are just three things to consider when deciding if Plus is right for you:

1 To be eligible for Plus, your nanny must be on a fixed salary.

2 With the Plus service, we follow a set monthly schedule. This means your nanny will always be paid on the last working day of the month.

3 If your nanny is on a weekly salary, you can continue to pay your nanny yourself, but benefit from Plus to make sure your HMRC liabilities are paid on time.

It's easy to subscribe to Nannytax Plus.

You can sign up to Nannytax Plus online at: www.nannytax.co.uk or if you're an existing customer you can upgrade by calling our Nannytax subscriptions team on: 020 3137 4401



Top Tips For First Time Nanny Employers

Types of nannies

One of the first things you need to do is work out which type of nanny is right for you. For example, if you are in need of wrap-around-care, an after-school nanny might be the right choice for you. If you need childcare and household support, have you considered employing a nanny housekeeper?

There are lots of different types of nannies out there and understanding your options is the first step.

nannytax.co.uk/types-of-nanny-jobs

Your total cost

This 2025 Salary Guide provides you with the latest nanny salary statistics in your area, but when working out your budget you need to account for the total cost of employing your nanny, which includes National Insurance contributions, pension contributions, and insurance.

You can use our Salary Calculator to help you work out what the total cost will be to you, as an employer.

nannytax.co.uk/gross-to-net-salary-calculator

Becoming a nanny employer

When you employ a nanny, you must register with HMRC as an employer and set up a PAYE scheme. This will allow you to declare Tax and National Insurance on your nanny's earnings.

gov.uk/register-employer

Declaring your nanny to HMRC

You must declare your nanny's full hours to HMRC, failure to do so is illegal and can result in charges and penalties. By not declaring your nanny's full hours to HMRC, you are also putting your nanny at a disadvantage as this will affect your nanny's eligibility for statutory payments such as maternity and statutory sick pay.

Can I pay my nanny cash-in-hand?

Paying your nanny cash in hand is not necessarily illegal, but it can be if you do not declare the payments to HMRC. Click the link below to learn more.

nannytax.co.uk/news/why-shouldnt-i-pay-my-nanny-cash-in-hand

Employers Liability Insurance

It is a legal requirement for all UK employers to ensure that they have a suitable Employers Liability Insurance policy to protect themselves against claims made by employees. The Enable Insurance Policy provides up to £10million Employers Liability Insurance, designed for those who employ nannies or home child carers.

enableinsurance.co.uk

Your nanny's first week

Employing a nanny is a very personal experience, and you will want to ensure your relationship with your nanny is one built on trust and mutual understanding. Norland Nanny, Felicity Miles, has shared her top tips on how to create a positive working relationship between your family and your new nanny from the very first week.

nannytax.co.uk/news/your-nannys-first-week



Looking For A Nanny?

Hiring a nanny is a much more personal employment relationship than the norm. That's what makes it that extra bit important to find the right person for the job.

Nanny Agencies

Nanny Agencies are a good option for those who have limited time and a larger budget for 'finder's fees.' A nanny agency will take the time to get to know you and your family's specific requirements, and support you with the interview and vetting process, so that they can match you with the perfect nanny.

If you are looking to find a nanny, we can help you. We work with hundreds of specialist nanny agencies across the UK who specialise in connecting families with fantastic nannies, and they can help find the perfect nanny for you.

nannytax.co.uk/find-a-nanny

Online Search Platforms

For those who have a limited budget and more time to manage the recruitment process, there are an increasing number of nanny matching platforms, such as Childcare.co.uk and [Nannyjob](https://Nannyjob.com), that have search tools that enable you to input your specific requirements when looking for local nannies. Some online recruitment websites will also provide additional services to help check your nanny's credentials.

DIY

Doing it yourself suits those who have a small budget for 'finder's fees' and/or more time for the recruitment process. You can place an advert online which will usually produce a lot of candidates. You'll need to spend a considerable amount of time looking through candidate CVs and vetting your candidates' references thoroughly.

If you choose the DIY method, we strongly advise you do thorough research to ensure you understand the legalities of becoming an employer. Our [Nanny Employer's Checklist](#) may come in handy.

Ways to save on Childcare

Tax Free Childcare

You can use the Tax-Free Childcare scheme to pay for many different types of childcare, including Ofsted registered nannies.

gov.uk/tax-free-childcare

Universal Credit Childcare

If you pay for childcare while you go to work, Universal Credit can pay some of your childcare costs including holiday clubs, after-school clubs, and breakfast clubs.

gov.uk/guidance/universal-credit-childcare-costs

To learn more about getting help to pay for your childcare, visit Childcare Choices.

childcarechoices.gov.uk



FOR NANNY EMPLOYERS

Nanny Employers Liability Insurance

Only £109 per year

(Inclusive of Insurance Premium Tax IPT at 12%)

It is a **legal requirement** for all UK employers to have Employers Liability Insurance. The Enable Insurance Policy is designed for those who employ nannies or home child carers.

- Cover for up to £10million Public Liability
- Up to £5million Personal Accident Cover
- Up to 30 days cover per trip abroad if your nanny is assisting you with support duties overseas.

www.enableinsurance.co.uk



Meet The Team

The Nannytax team are based in Brighton, a stone's throw away from the seafront. Our talented teams have professional backgrounds ranging from accountancy and personal tax at HMRC, to telecommunications and retail management.

Our Leadership Team

Left to right, meet Jenni our Managing Director, Kirsty our Head of Sales & Marketing, and Laura our Head of Customer and Operations. Between them, they lead and support our amazing teams, who you can read more about below...



Subscriptions Team

Beth, Hannah, Rachel, and Tracey make up our friendly subs team and are on-hand to support with any questions about our service.



Payroll Team

Lewis, Olivia, Josh, and our many other Nannytax mathematicians make up our payroll team. They're here to take care of tax calculations and HMRC reporting.



Customer Support Team

Dan, Bluebell, Iz, Maria, and Faye are on the Customer Support Team and are the first to answer customer calls and offer top-notch support.



Pension Team

Damian and his team manage all of our nannies' pension schemes, from initial setup & beyond!



Marketing Team

Kirsty, Steph, Becca, and Issy make up our Marketing Team. They manage the Nannytax website, run our social media, and coordinate all of our customer and agency communications.



IT Team

Ryan, David, Louise, Derek, and Luke are all part of our IT and Web Development Team. They are our very own in-house tech gurus!



HR Team

Kim, Emma, Evie, and Hannah are our experts in the intricacies of nanny employment law and offer unlimited HR support to our customers.

A close-up photograph of a child's hand, wearing a light-colored sweater with dark polka dots, placing a wooden block on top of a stack of other wooden blocks. The blocks are light-colored wood and are stacked on a wooden floor. The background is softly blurred, showing more blocks and a hint of a pink object.

Regional Breakdowns

Live-Out Salaries



Average Hourly Rates for Live-Out Nannies

UK Regions



SCOTLAND

GROSS	HOUR
LIVE OUT	£14.75

NORTH EAST

GROSS	HOUR
LIVE OUT	£14.87

NORTH WEST

GROSS	HOUR
LIVE OUT	£16.92

YORKSHIRE & THE HUMBER

GROSS	HOUR
LIVE OUT	£16.37

NORTHERN IRELAND

GROSS	HOUR
LIVE OUT	£12.97

EAST MIDLANDS

GROSS	HOUR
LIVE OUT	£15.08

WALES

GROSS	HOUR
LIVE OUT	£14.37

EAST OF ENGLAND

GROSS	HOUR
LIVE OUT	£17.02

WEST MIDLANDS

GROSS	HOUR
LIVE OUT	£17.84

LONDON

GROSS	HOUR
LIVE OUT	£19.51

SOUTH WEST

GROSS	HOUR
LIVE OUT	£16.68

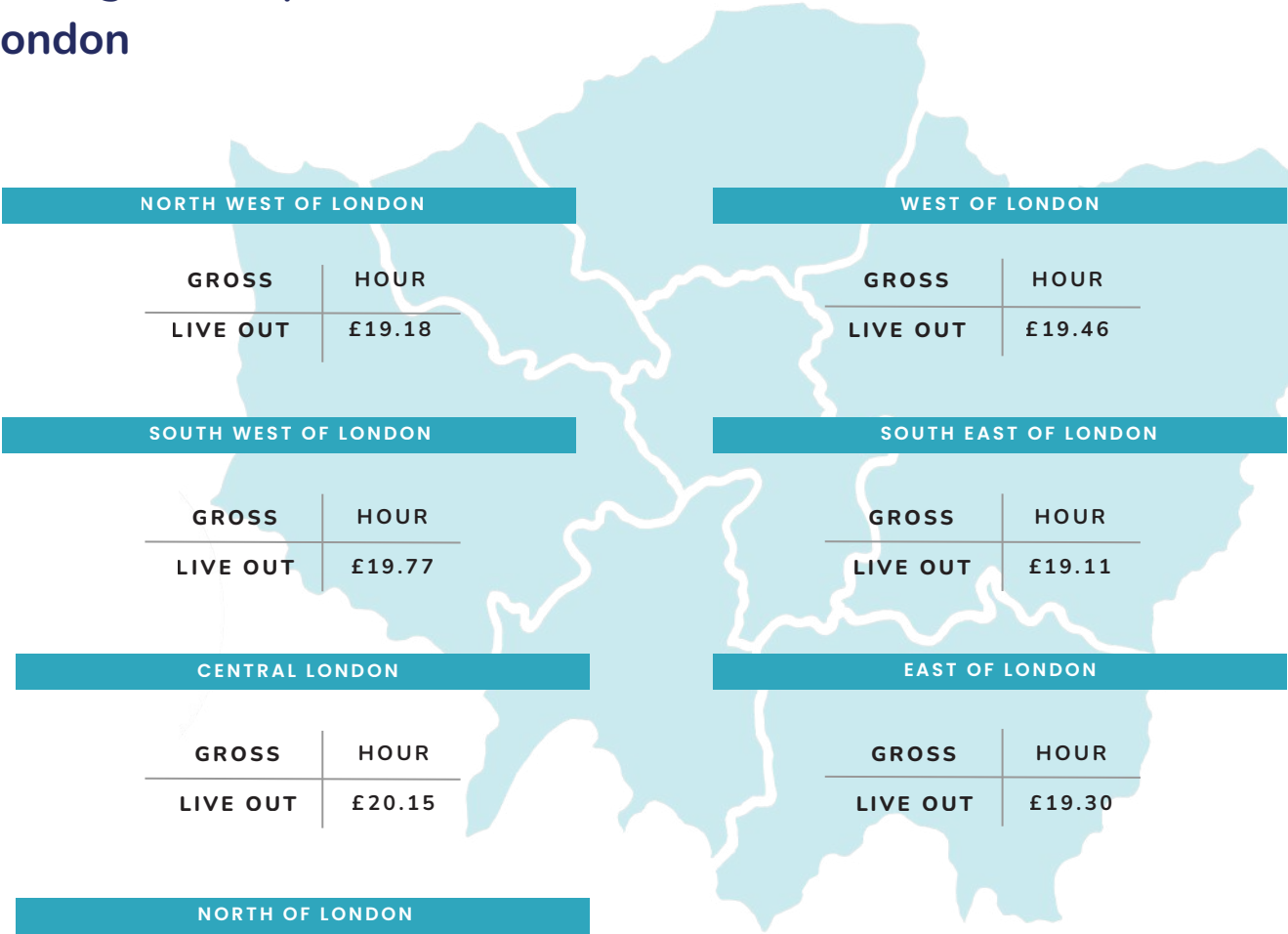
SOUTH EAST

GROSS	HOUR
LIVE OUT	£16.60

Average salaries have been calculated from Nannytax payroll data in 2025. All figures are shown in gross and have been rounded to the nearest pence. Please note, these figures are intended for guidance purposes only. As with any industry, a nanny's salary can fluctuate depending on the individual's qualifications, skills, and experience. We recommend that you consider these factors when agreeing the salary.



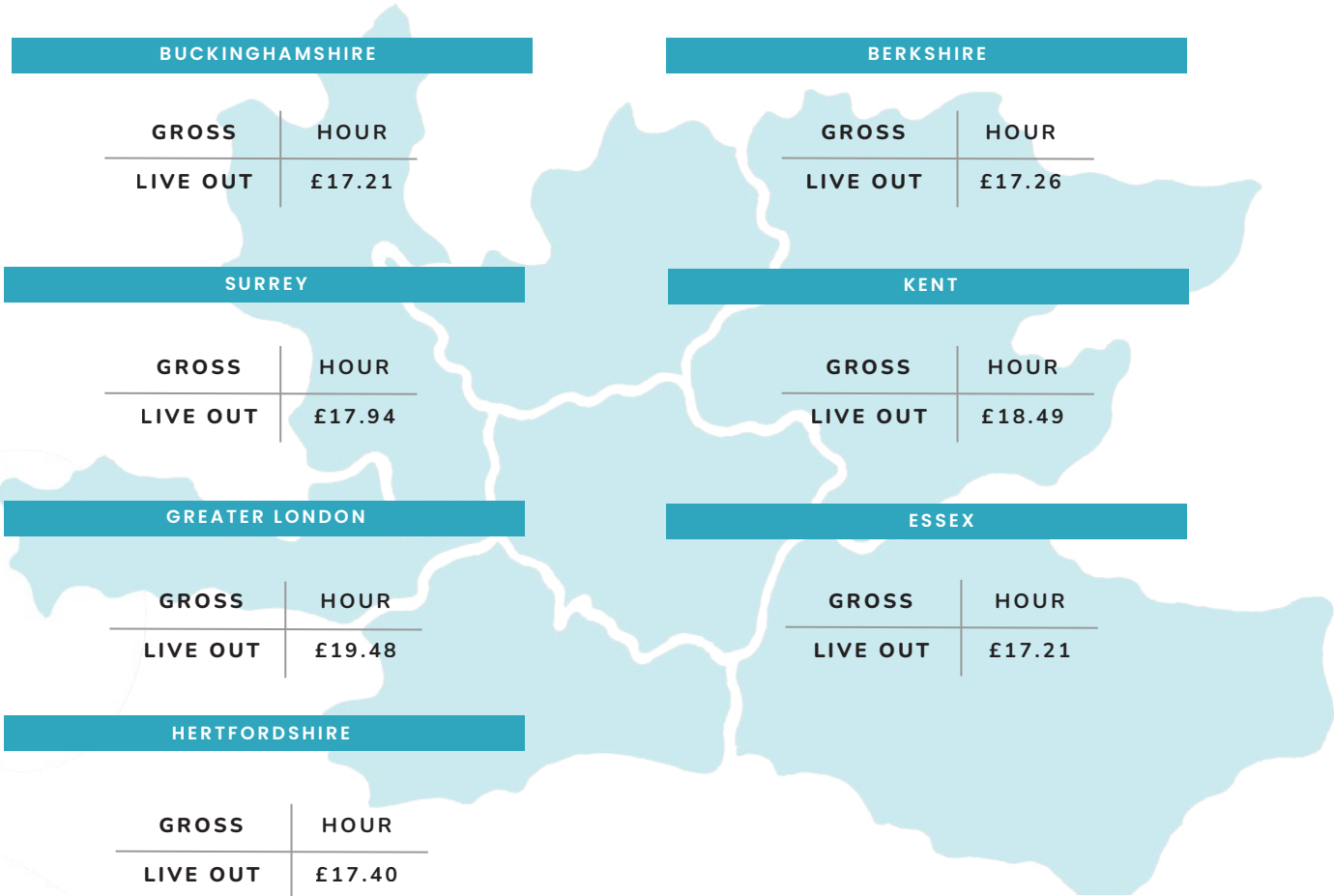
Average Hourly Rates for Live-Out Nannies London



Average salaries have been calculated from Nannytax payroll data in 2025. All figures are shown in gross and have been rounded to the nearest pence. Please note, these figures are intended for guidance purposes only. As with any industry, a nanny's salary can fluctuate depending on the individual's qualifications, skills, and experience. We recommend that you consider these factors when agreeing the salary.



Average Hourly Rates for Live-Out Nannies Home Counties & Greater London



Live-Out Nanny Salaries

To calculate the average nanny salaries per region, we collated our payroll data from 2025. These tables illustrate a detailed breakdown of our findings per county.

Please note, not all counties are included within this table. If you are unable to find your county, we recommend referring to the regional averages highlighted in blue.

How can I work out the gross annual salary?

You simply need to multiply the gross hourly rate by the number of hours your nanny will be working per week. This will give you the weekly gross salary, which can then be multiplied by the number of weeks in a year to get the annual gross salary.

nannytax.co.uk/gross-to-net-salary-calculator

AVERAGE GROSS SALARY HOURLY

LONDON	£19.51
CENTRAL	£20.15
EAST	£19.30
NORTH	£19.58
NORTH WEST	£19.18
SOUTH EAST	£19.11
SOUTH WEST	£19.77
WEST	£19.46

HOME COUNTIES & GREATER LONDON	£17.86
BERKSHIRE	£17.26
BUCKINGHAMSHIRE	£17.21
ESSEX	£17.21
GREATER LONDON	£19.48
HERTFORDSHIRE	£17.40
KENT	£18.49
SURREY	£17.94

SOUTH EAST	£16.60
EAST SUSSEX	£17.99
HAMPSHIRE	£16.35
ISLE OF WIGHT	£15.05
OXFORDSHIRE	£16.99

YORKSHIRE/HUMBER	£16.37
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AVERAGE GROSS SALARY HOURLY

NORTH EAST	£14.87
COUNTY DURHAM	£15.62
TYNE & WEAR	£14.12
EAST MIDLANDS	£15.08
DERBYSHIRE	£12.86
LEICESTERSHIRE	£17.46
LINCOLNSHIRE	£15.00
NOTTINGHAMSHIRE	£15.00

WEST MIDLANDS	£17.84
HEREFORDSHIRE	£22.59
NORTHAMPTONSHIRE	£16.63
SHROPSHIRE	£19.36
STAFFORDSHIRE	£16.40
WEST MIDLANDS	£16.36
WORCESTERSHIRE	£15.67

EAST OF ENGLAND	£17.02
BEDFORDSHIRE	£16.31
CAMBRIDGESHIRE	£17.31
NORFOLK	£17.56
SUFFOLK	£16.90

WALES	£14.37
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NORTHERN IRELAND	£12.97
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AVERAGE GROSS SALARY HOURLY

SCOTLAND	£14.75
ABERDEENSHIRE	£14.43
DUNDEE	£12.50
DUMFRIES AND GALLOWAY	LIMITED DATA
FALKIRK	£15.96
FIFE	£15.31
HIGHLANDS	£14.43
LOTHIAN	£17.63
SCOTTISH BORDERS	£14.03
STRATHCLYDE	£13.69

NORTH WEST	£16.92
CHESHIRE	£16.76
CUMBRIA	£17.46
GREATER MANCHESTER	£18.82
LANCASHIRE	£15.97
MERSEYSIDE	£15.59

SOUTH WEST	£16.68
BRISTOL	£16.43
CORNWALL	£15.04
DEVON	£16.04
DORSET	£16.48
GLOUCESTERSHIRE	£19.22
SOMERSET	£16.54
WILTSHIRE	£17.00

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Carer Insure

INSURANCE FOR EMPLOYERS AND CARERS

Carer, Personal Assistant and Employer Insurance

At Carer Insure, we provide insurance for both those that employ a carer in their home and for carers and PAs who provide support to those living independently.



Carer & PA Insurance

This insurance policy is suitable for people working as carers or personal assistants.

[Learn more](#)



Employer Insurance

This insurance policy is suitable for people who employ carers or personal assistants.

[Learn more](#)

A photograph of several light-colored wooden blocks standing upright on a white surface. In the foreground, there is a pile of more wooden blocks, some of which are partially visible. The background is blurred, showing more wooden blocks and a wooden surface. The overall lighting is soft and warm.

Salary Breakdowns

Live-In Salaries



Live-In Nanny Salaries

To calculate the average nanny salaries per region, we collated our payroll data from 2025. These tables illustrate a detailed breakdown of our findings.

Please note, only London and the Home Counties are included within this table due to a concentration of live-in nannies in these areas.

AVERAGE GROSS SALARY HOURLY	
LONDON	£14.35
CENTRAL	£14.37
EAST	£17.05
NORTH	£13.84
NORTH WEST	£13.98
SOUTH EAST	£13.17
SOUTH WEST	£13.60
WEST	£14.46

AVERAGE GROSS SALARY HOURLY	
HOME COUNTIES & GREATER LONDON	£14.69
BERKSHIRE	£14.85
BUCKINGHAMSHIRE	LIMITED DATA
ESSEX	£13.42
GREATER LONDON	£14.00
HERTFORDSHIRE	£16.54
KENT	£13.29
SURREY	£16.04

What other things do you need to consider when hiring a live-in nanny?

- If you choose to use the accommodation offset allowance, you must provide accommodation and meals for your nanny.
- Live-in nannies must still be paid at least the National Minimum Wage.
- As an employer providing accommodation for your employees, you have certain tax, National Insurance and reporting obligations to comply with.
- You will also need to ensure your live-in nanny has their own living space and allow them privacy when off-duty.

