

# Childcare Choices: Partner communications toolkit 2023

## Childcare

**Choices**

Help for  
Households

# About Childcare Choices

Childcare Choices is a cross-government campaign that aims to **make more parents aware of the financial support on offer to help them with the costs of childcare.**

While most families in the UK are entitled to some form of support, many are missing out because they simply don't know they are eligible. **And from April 2024, even more working parents can get help with their childcare costs, starting with 15 hours childcare for 2-year-olds.**

**The Childcare Choices website has now been updated to allow parents to find out what they will be eligible for and when to apply.** They will also be able to sign up to a newsletter which will give them further information as the expansion is rolled out.

Financial support is not limited to just nurseries and childminders. Depending on eligibility criteria, this support could also be used for **breakfast clubs; after-schools clubs; activity clubs; holiday clubs; home care workers** and **play schemes**. Support is available through Tax-Free Childcare for children up to 11, or 16 if disabled, and with Universal Credit for Childcare can help with childcare costs for children aged 0-16.

## We need your help

We need **your help** to share the [Childcare Choices campaign](#) with parents and carers and make sure they get the helps that fits their family, so they can juggle work and life.

**This communication toolkit contains** information and resources to help you communicate the existing childcare offers and the expansion of early education entitlements starting from April 2024.



# 5 ways you can support the campaign

- **Share the [Childcare Choices website](#)** and let parents know it has been updated to reflect the changes coming from April 2024. This will help them find the right offers of childcare support in one place.
- **Encourage parents to sign up to the [Childcare Choices newsletter](#)** to receive updates about the changes coming from April 2024.
- **Use the social media examples and newsletter copy included in this toolkit** to promote the campaign across your social and digital channels.
- **Help us inspire more parents to access the offers by bringing their stories to life.** If you know parents who might be willing to share their childcare experience with us, please contact [anca.coman@education.gov.uk](mailto:anca.coman@education.gov.uk)
- **Share our social media posts** about the campaign from the @DfE, @DWP, and @HMRC accounts:
  - **DfE:** [Facebook](#), [X \(Twitter\)](#), [Instagram](#)
  - **DWP:** [Facebook](#), [X \(Twitter\)](#), [Instagram](#)
  - **HMRC:** [Facebook](#), [X \(Twitter\)](#), [Instagram](#)

If you have any questions or comments about the campaign, please contact:  
[anca.coman@education.gov.uk](mailto:anca.coman@education.gov.uk)

Thank you for your support!



# Templates and resources

## Childcare

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# Newsletter copy

This copy can be used to share message with parents:

## Childcare Choices: Get the help that fits your family, so you can juggle work and life

Thousands of families could be saving money on their childcare costs. But some simply don't know what support they might be eligible for.

The [Childcare Choices website](#) brings together all the existing childcare offers in one place, so parents can get the help that fits their family. This could be through Tax-Free Childcare, 30 Hours Childcare, or Universal Credit Childcare. Some families might be eligible to use more than one childcare schemes together and get the most out of it.

And from next year even more help is on the way:

- From **April 2024**, eligible working parents in England with children aged 2 will have access to 15 hours childcare.
- From **September 2024**, the 15 hours childcare offer will be expanded to eligible working parents in England with children between 9 and 23 months old.
- From **September 2025**, eligible working parents in England with children between 9 months up to school age will have access to 30 hours childcare.

Support is also expanding for primary-school aged children – from September 2024, parents are expected to see an expansion in the availability of childcare in their local area before and after school, between 8am and 6pm, also known as '**wraparound care**'.

Don't miss out on getting the support you are entitled to. Visit the [Childcare Choices website](#) to check what offer you might be eligible for and sign up to our newsletter to get the latest updates about the childcare support expansion.



# Explaining the changes to parents

- [An online childcare support checker](#) is available to help parents find the right childcare offer for them and learn how much money they can save.
- [An explainer summarising how entitlements are changing between now and September 2025 is available here.](#)
- The DfE [Education Hub](#) provides accessible information for parents, pupils and education professionals, including this piece on [how we are tackling the cost of childcare.](#)
- Content is available to share on social channels, including [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).
- More information on wider financial support is available on the [Help for Households website](#) and [leaflet](#).

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Households

## HOW MANY HOURS OF CHILDCARE CAN YOU GET PER WEEK?

Age 3-4 years				Age 2 years				Age 9-23 months	
ALL PARENTS				FAMILIES WITH ADDITIONAL NEEDS				WORKING FAMILIES	
15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	30 HOURS	
Now	APR 2024	SEP 2024	SEP 2025	Now	APR 2024	SEP 2024	SEP 2025	SEP 2024 SEP 2025	
WORKING FAMILIES				WORKING FAMILIES					
30 HOURS	30 HOURS	30 HOURS	30 HOURS	15 HOURS	15 HOURS	30 HOURS			
Now	APR 2024	SEP 2024	SEP 2025	APR 2024	SEP 2024	SEP 2025			

\*38 weeks a year. Eligibility criteria apply.  
Providers may ask for charges in addition to the free childcare.

# Sample social media posts: Existing Childcare Support

Let parents know that they can access government support to pay their childcare costs. Here are graphics and suggested accompanying messages that you can edit and use on your own channels to spread the word. You can tag us using #ChildcareChoices and #HelpforHouseholds:

1

Social media graphic for childcare providers:



Juggling work and life can sometimes be challenging. Available support with the costs of childcare can make this easier.

Here at “enter provider name”, we want our families to be aware of government support they can access when using our services.

Check what help you might be eligible for

[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

2

Social media graphic:



Thousands of families are missing out on help paying for childcare.

Make sure you're not one of them.

Get help that fits your family.

To find out more visit [www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

3

Social media graphic:



(Carousel – multiple photos to use in a single post)

Whether it's £2,000 a year for after school clubs, 30 hours childcare for a nursery or childminder, or Universal Credit for working parents, get help that fits your family.

Visit [ChildcareChoices.gov.uk](http://ChildcareChoices.gov.uk) for more info on what support you could receive

[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

4

Social media graphic:



Did you know support with your childcare costs might be available for your family?

You can use your entitlements flexibly with a range of childcare providers, including nurseries and childminders.

Spend less on childcare and see what government support you could be eligible for

[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

[Download graphics, videos and case studies for your social channels here](#)

# Sample social media posts: Upcoming Childcare Support


Let parents know that more childcare support is on the way from April next year. Here are some graphics and suggested accompanying messages that you can edit and use on your own channels to spread the word. You can tag us using #ChildcareChoices and #HelpforHouseholds:

1

Social media graphic:



Childcare support is expanding – even more working parents can get help to pay for their childcare.


Visit the Childcare Choices website to find out more about the upcoming expansion starting April 2024   
[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

2

Social media graphic:



From April next year, even more working parents will have access to childcare for their little ones.


Stay up to date with the upcoming expansion to childcare support with our regular newsletter for parents   
[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

3

Social media graphic:



Did you know more working parents will have access to childcare support starting April 2024?

Don't miss out - check out what support fits your family   
[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)


4

Social media graphic:



Are you a working parent of a 2-year-old and earn less than £100k per year?

From April, you might be eligible to access 15 hours childcare support for your little one.

Don't miss out – register your interest for updates   
[www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

[Download graphics, videos, and case studies for your social channels here](#)



# Sample social media posts: Tax-Free Childcare

Tax-Free Childcare can unlock thousands of pounds of support for your families, remind your parents this support can be used alongside 30 hours. It can also be used for children up to 11 or 16 if disabled. Here are some graphics and suggested accompanying messages, that you can edit, to explain Tax-Free Childcare to parents and carers. You can tag us using #ChildcareChoices and #HelpforHouseholds

1

Social media graphic:



Want up to £2,000 a year for each child, to help with the costs of childcare?

Don't miss out on Tax-Free Childcare next term. Visit [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

2

Social media graphic:



Claiming Tax-Free Childcare means up to £2,000 a year, to help cover the cost of

*(provider to insert relevant offer e.g.):*

- breakfast clubs
- nurseries
- after-school clubs

Visit [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

3

Social media graphic:



Does your child go to our before and after school clubs? Or go to a sports or holiday club?

Open a Tax-Free Childcare account for help with costs.

Visit [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

4

Social media graphic:



We know childcare isn't just for toddlers, so Tax-Free Childcare can help you cover costs of childcare for children up to 11, or 16 for children with a disability.

Don't miss out on what you're entitled to, visit [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

[Download graphics, videos, and case studies for your social channels here](#)

# Sample social media posts: 30 Hours Childcare

Remind working parents that they only get their 30 hours the term after their child is 3, if they've received their code through the Childcare Service. Parents also need to check their childcare account details every 3 months to keep using 30 hours. The recommended dates to apply for the next term are **30th November**, **28th February** and **31st July**. You can tag us using #ChildcareChoices and #HelpforHouseholds:

1

## Social media graphic:



🗨️ You could be eligible for 30 hours childcare without realising!

Here at “enter name” we are set up so our families can access all the different types government childcare support.

Don't miss out on help for your childcare costs - find out which offer is right for you 🖱️ [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

2

## Social media graphic:



🗨️ Did you know you can use Tax-Free Childcare whilst you're using 30 hours?

Here at “enter name” we are set up so our families can access all the different types government childcare support.

Get help that fits your family - find out which offer is right for you: [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

3

## Social media graphic:



🗨️ Have you applied for your code yet?

We recommend you apply by 30<sup>th</sup> November/ 28<sup>th</sup> February/ 31<sup>st</sup> July to secure your code for next term.

Remember to check your details are up to date every 3 months!

Find out more at: [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

4

## Social media graphic:



🗨️ Did you know 30 hours isn't just for childminders and nurseries?

You can use it flexibly with range of childcare providers such as:

- 🍳 breakfast clubs
- 👶 nurseries
- 🎮 after-school clubs and play groups
- 🏃 sport or activity club

Try the online calculator to find out which offer is right for you: [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

[Download graphics, videos, and case studies for your social channels here](#)

# Sample social media posts: Universal Credit for Childcare

Once childcare providers have registered with the relevant regulator, working parents on Universal Credit can claim back up to 85% of their childcare costs and receive as much as £951 per month for one child or £1631 for two or more children. There is support available for parents who might need it to pay their costs upfront. Help us to inform parents and guardians on Universal Credit about this support with the following graphics and suggested accompanying messages that you can edit and use on your own channels. You can tag us using #ChildcareChoices and #HelpforHouseholds.

1

Social media graphic:



If you are a working parent and claiming Universal Credit, you could get help with up to 85% of your childcare costs. with Universal Credit, depending on your income.

Find out more at [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

2

Social media graphic:



Looking to fit work around your family? Universal Credit can help provide support with childcare costs.

Find out more at [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

3

Social media graphic:



Parents, additional help with initial childcare costs is available with Universal Credit when you enter work or increase your hours.

Find out more at [www.childcarechoices.gov.uk/](http://www.childcarechoices.gov.uk/)

[Download graphics, videos, and case studies for your social channels here](#)

# Childcare support offers

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# Childcare support expansion offer

**From April 2024:  
15 hours childcare –  
Age 2**

- For **eligible working families in England**
- Each parent earning **under £100k per year** and **at least £167** per week (equal to 16 hours at the National Minimum or Living Wage)
- With a **2-year-old child**
- **15 hours of childcare** or early education for **38 weeks**
- A total of **570 hours per year**, that you can use flexibly with one or more childcare providers

**From September 2024:  
15 hours childcare -  
Ages 9 - 23 months**

- For **eligible working families in England**
- Earning **under £100k** and **at least £167** per week (equal to 16 hours at the National Minimum or Living Wage)
- With a **child between 9 and 23 months old**
- **15 hours of childcare** or early education for **38 weeks**
- A total of **570 hours per year**, that you can use flexibly with one or more childcare providers

**From September 2025:  
30 hours childcare –  
Ages 9 - 23 months**

- For **eligible working families in England**
- Earning **under £100k** and **at least £167** per week (equal to 16 hours at the National Minimum or Living Wage)
- With a **child between 9 and 23 months old**
- **30 hours of childcare** or early education for **38 weeks**
- A total of **1,140 hours per year**, that you can use flexibly with one or more childcare providers

The government is also working to deliver its ambition for all parents of primary school aged children, who need it, to be able to access childcare in their local area before and after school, between 8am and 6pm, which is known as **'wraparound care'**.

Parents are expected to see an expansion in the availability of wraparound care from September 2024.

# Existing childcare support packages - 1/2

The eligibility criteria of the different forms of government childcare support packages that parents can access are as follows:

## Tax – Free Childcare

- For **working families**, including the self-employed, **in the UK**
- Earning **under £100k** and **at least £167** per week (equal to 16 hours at the National Minimum or Living Wage) each
- Who **aren't** receiving Tax Credits, Universal Credit or childcare vouchers
- With children aged 0-11 (or 0-16 if disabled)
- For every £8 they pay into an online account, the government will add an extra £2, **up to £2,000 per child per year (or up to £4,000 per child if disabled)**

**Can be accessed through your registered providers and childminders who have activated their Tax-Free Childcare accounts.**

## Universal Credit Childcare

- For working families claiming Universal Credit, **in England, Scotland, and Wales**. Northern Ireland has separate arrangements. Eligibility criteria apply
- **Both parents working** – unless one of the allowable exceptions is met
- With **children usually under 17 (including disabled)**
- Up to 85% of eligible childcare costs can be reclaimed
- Upfront support is available to fund your first month's payment. Ask your Work Coach for more information
- Tax-Free Childcare is not available if also claiming Working Tax Credit, Child Tax Credit, Universal Credit or childcare vouchers

**Can be accessed through registered providers or childminders.**

# Existing childcare support packages - 2/2

## 15 hours childcare – Age 2 receiving additional government support

- For families in **England**, receiving some forms of additional government support. Visit [GOV.UK](https://www.gov.uk) for further information.
- With **2-year-old children**
- **15 hours of childcare** or early education for **38 weeks**
- A total of **570 hours per year**, that they can use flexibly with one or more childcare provider
- **If you are a childcare provider, speak to your local authority if you are interested in delivering the entitlements.**

## 15 hours childcare - Ages 3 & 4

- **For all families in England** with **3 and 4-year-old children**
- **15 hours of childcare** or early education for **38 weeks**
- A total of **570 hours per year**, that they can use flexibly with one or more childcare provider
- **If you are a childcare provider, speak to your local authority if you are interested in delivering the entitlements.**

## 30 hours childcare – Ages 3 & 4

- For **working families in England** with **3 and 4-year-old children**
- **30 hours of childcare** or early education for **38 weeks**
- A total of **1,140 hours per year**, that they can use flexibly with one or more childcare provider
- **If you are a childcare provider, speak to your local authority if you are interested in delivering the entitlements.**

Parents might be eligible to use more than one childcare schemes together.  
Find out more from the [Childcare Choices website](#).