

**Childcare Choices:
Partner communications toolkit
January – April 2024**

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, working parents can get even more help with their childcare costs, starting with 15 hours childcare for 2-year-olds.**

The Childcare Choices website helps parents to find out what they might be eligible for, now and in the future, and when to apply. Parents can also sign up to the 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 Universal Credit Childcare can help with childcare costs for children aged 0-16. Parents eligible for Tax-Free Childcare or Universal Credit Childcare can use the support to help pay for before and after school childcare also known as '**wraparound childcare**'.

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.

5 ways you can support the campaign

- **Share the [Childcare Choices website](#)** with parents and let them know it helps them find the right offers of childcare support in one place. They can also use the website to check the support they might be eligible for.
- **Encourage parents to sign up to the [Childcare Choices newsletter](#)** to receive updates, including more information about the changes coming from April.
- **Use the templates and resources included in this toolkit** to promote the campaign across your 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 childcare.choices@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: childcare.choices@education.gov.uk

Thank you for your support!

Templates and resources

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Explaining the changes to parents

- **NEW:** You can download or print out the [Childcare Choices leaflet](#) to help parents to learn more about the childcare expansion (leaflet preview on slide 7).
- [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.
- The DfE [Education Hub](#) provides accessible information for parents, pupils and education professionals, such as [when you can apply for 15 hours childcare including how to get your code](#) or [everything you need to know about wraparound 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 toolkit](#) and [leaflet](#).

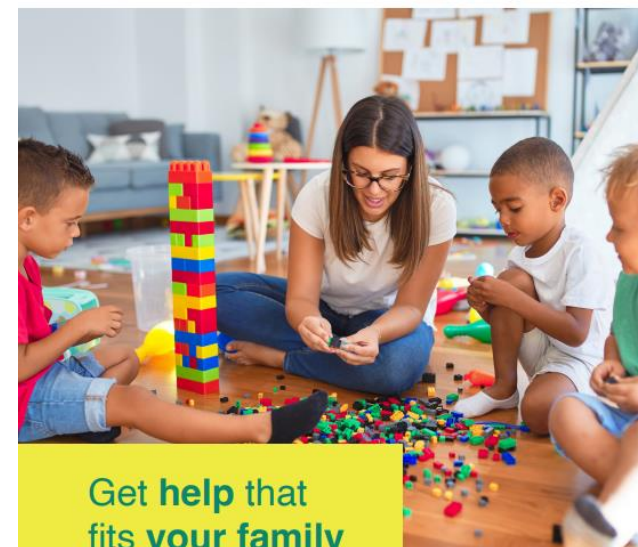
Childcare
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HM Government

Help for
Households



Get help that
fits your family

Government support with the
costs of childcare could help
you juggle work and life.

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Newsletter copy

This copy can be used to share message with parents:

Apply now to get 15 hours childcare for your 2-year-old to start in April

Applications for 15 hours childcare are now open for eligible working parents in England with a child who turns two on or before 31st March. Parents can apply for their hours on [gov.uk](https://www.gov.uk) to get their code and then share it with their childcare provider. To continue receiving the government support, they will need to reconfirm their details every three months on their gov.uk account.

From **September 2024**, 15 hours childcare 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.

This comes alongside the existing government childcare support, including **30 hours for 3- and 4-year-olds**, **Tax-Free Childcare** and **Universal Credit Childcare**. Parents might be able to use more than one offer to help with their childcare costs.

Childcare is also expanding for primary-school children – from September 2024, parents in England are expected to see an expansion in the availability of childcare in their local area before and after school, that runs from 8am until 6pm or later, also known as **‘wraparound childcare’**. If you are eligible for Tax-Free Childcare or Universal Credit Childcare, you can use the support to help pay for wraparound childcare.

Visit Childcare Choices to see what support you might be eligible for, now and in the future, so you can juggle work and life: [Childcare Choices | 30 Hours Childcare, Tax-Free Childcare and More | Help with Costs | GOV.UK](#)

NEW: Campaign creatives



A3 poster



Out of home
(6 sheet)



Out of home
(6 sheet)



A5 double-sided
leaflet

[Download or print out these campaign creatives for your channels here.](#)
Both digital and ready to print versions are available.

Sample social media posts: General 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

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

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 for more info on what support you could receive

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

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

Sample social media posts: 15 hours childcare

Let parents know that more childcare support is on the way from April and that they can apply by 31st March if they are eligible. 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 from April— even more working parents can get help to pay for their childcare.

If you are an eligible working parent with a child who turns two on or before 31st March, you can now apply for 15 hours childcare.

Visit the Childcare Choices website to check what support you might be eligible for

www.childcarechoices.gov.uk

2

Social media graphic:



From April, even more working parents will have access to childcare for their children.

If you are an eligible working parent with a child who turns two on or before 31st March, you can now apply for 15 hours childcare.

Stay up to date with the upcoming expansion to childcare support with our regular newsletter for parents

www.childcarechoices.gov.uk

3

Social media graphic:



Did you know you can use 15 hours childcare alongside Tax-Free Childcare or Universal Credit Childcare?

If you are an eligible working parent with a child who turns two on or before 31st March, you can now apply for 15 hours childcare.

Remember to check your details on your gov.uk account are up to date every 3 months!

Check out what support fits your family

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 child. And you will be able to use your hours at up to two different providers per day.

Visit Childcare Choices to check what support you might be eligible for and how to apply

www.childcarechoices.gov.uk

[Download graphics, videos, and case studies for your 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/

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/

3

Social media graphic:



🗨 Have you applied for your code yet?

We recommend you apply by 30th November/ 28th February/ 31st 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/

4

Social media graphic:



🗨 Did you know you can use your 30 hours at up to two different providers per day?

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

- Nurseries
- Childminders
- Preschools

Try the online checker to find out which offer is right for you:
www.childcarechoices.gov.uk/

[Download graphics, videos, and case studies for your 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/

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/

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/

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/

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

Sample social media posts: Universal Credit 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/

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/

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/

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

NEW: Sample social media posts: Wraparound Childcare

Help us to inform parents before and after school childcare, also known as **wraparound childcare**, is also expanding for primary school children in England. Encourage them to talk to their child's school or the Family Information Service in their local authority to find out more about their wraparound options, even if it's not currently available in their local area, so local authorities know about the demand for more wraparound. Use the following graphics and post copies to spread the word on your channels. You can tag us using #ChildcareChoices and #HelpforHouseholds.

1

Social media graphic:



From September, even more parents of primary school children in England will be able to access before and after-school childcare such as regular provision that runs until 6pm or later.

Parents can use Tax-Free Childcare or Universal Credit Childcare to help pay for wraparound childcare.

Speak to your child's school or local authority's Family Information Service to find out more.

2

Social media graphic:



To support more working families, from September 2024, parents of primary school children in England can expect to see an increase in wraparound childcare.

This includes regular before and after school provision that run from 8am until 6pm or later, either on a school site or at another local setting.

Speak to your child's school or local authority's Family Information Service to find out more.

Social media graphics with logo placeholder for Local Authorities



[Download the wraparound graphics for your channels here](#)

Childcare support offers

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Childcare support expansion offer

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

- For **eligible working families in England**
- Each parent earning **at least the equivalent of 16 hours/week at national minimum wage** but **under £100,000** adjusted net income/year
- With **a 2-year-old child** (turning 2 on or before March 31st)
- **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:
15 hours childcare -
Ages 9 - 23 months**

- For **eligible working families in England**
- Each parent earning **at least the equivalent of 16 hours/week at national minimum wage** but **under £100,000** adjusted net income/year
- 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**
- Each parent earning **at least the equivalent of 16 hours/week at national minimum wage** but **under £100,000** adjusted net income/year
- 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](https://www.childcarechoices.gov.uk).