

Childcare Choices

Partner Communications Pack
Supporting parents with childcare costs



Visit www.childcarechoices.gov.uk to find out what
help parents may be entitled to.



HELP PAYING FOR YOUR CHILDCARE



About these materials

The government is reminding working parents about new support in response to the coronavirus pandemic for Tax-Free Childcare and 30 Hours Free Childcare.

We've produced this pack to help you communicate with working parents about the available offers and support that has been put in place.

In this pack you'll find a range of materials including:

- Draft emails to share with parents or providers.
- An online flyer to share via email or social media channels with parents, promoting available support in response to the pandemic.
- Social media suggestions, assets and guidance on using the childcare choices logo.
- A glossary for parents, employers and providers to help explain key words associated with 30 hours and Tax Free Childcare.

The aim of the toolkit is to remind and help parents understand the childcare support offers available and how to apply for them.

Action needed

Please can you help cascade this important information to parents.

Further details

Please contact:
rosalind.hands@hmrc.gov.uk

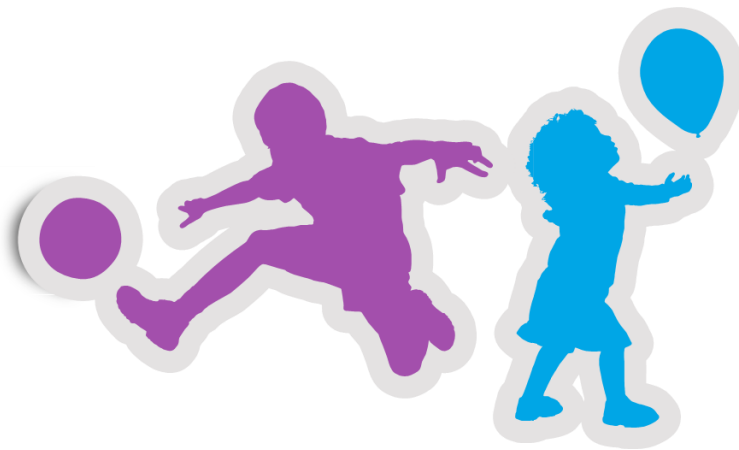




HELP PAYING FOR YOUR CHILDCARE



How to use these materials



Providers: please use the materials in this pack on your website, or in direct communications to parents.

Local authorities: please share this information through your Early Years team, Family Information Service or your central communications team.

Employers: can share some of this information to support their staff and help them make the most of these childcare offers. e.g. new employees who may have recently lost access to childcare vouchers might not yet be aware of Tax-Free Childcare. Parents already claiming vouchers can continue to use the scheme, but (depending on their circumstances) may be better off on Tax-Free Childcare and wish to switch over.

We encourage everyone to promote the **Childcare Choices website**, which helps parents find out which schemes are available to them and choose what works best for their family.

Whether you are an employer, childcare provider or local authority, please help to spread the message that support is available.



HELP PAYING FOR YOUR CHILDCARE



Draft email to share with parents

Subject Line: Government support with childcare costs during the Covid-19 pandemic

Dear [All/___]

HM Government is providing support for businesses and workers during the Covid-19 pandemic, protecting livelihoods and helping to contain the virus. The government is also providing additional support with childcare for working parents through:

- 30 hours free childcare for 3 and 4 year olds in England.
- Tax-Free Childcare for children up to age 11 and disabled children up to age 17 across the UK.

If you are a working parent who accesses a Government Covid-19 related support scheme (e.g. Coronavirus Job Retention Scheme or Self-Employment Income Support Scheme) you will still be eligible for childcare support even if you or your partner's income falls below the normal minimum threshold. This support will align with the duration of the other schemes (currently 31 March 2021).

If you are a critical worker and have worked extra hours because of the pandemic, you'll also still be eligible if you or your partner go over the £100,000 upper threshold in the current tax year (March 2020-2021).

If you are already using one of these schemes, please reconfirm your eligibility every three months.

Visit www.childcarechoices.gov.uk to find out more information and what government offers you may be entitled to.

Yours sincerely,

[_____]

Childcare
Choices



HELP PAYING FOR YOUR CHILDCARE



Draft email to share with Childcare Providers

Subject Line: Government support with childcare costs during the Covid-19 pandemic

Dear [All/___]

HM Government is providing support for businesses and workers during the Covid-19 pandemic, protecting livelihoods and helping to contain the virus.

We also want to remind you about the government childcare support available for working parents through:

- [30 hours free childcare](#) for 3 and 4 year olds in England.
- [Tax-Free Childcare](#) for children up to age 11 and disabled children up to age 17 across the UK.

Working parents who access Government Covid-19 related support schemes (e.g. Coronavirus Job Retention Scheme or Self-Employment Income Support Scheme) will still be eligible for childcare support even if their or their partner's income falls below the normal minimum threshold. This support will align with the duration of the other schemes (currently 31 March 2021).

Parents will also still be eligible if their or their partners income goes over the £100,000 normal upper threshold in the current tax year (April 2020-March 2021) because they are a critical worker and have worked extra hours because of the pandemic.

Working parents who are already using one of these schemes, must reconfirm their eligibility every three months.

Parents should visit www.childcarechoices.gov.uk to find out more information and what government offers they may be entitled to.

Yours sincerely,

[_____]

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HELP PAYING FOR YOUR CHILDCARE



New protections for working parents eligible
for help with their childcare costs

HM Government is providing vital support for businesses and
workers, protecting livelihoods and helping to
contain the virus.



Don't miss out

Get upto **£2,000** towards your
childcare costs or **£4,000** for
disabled children.

Childcare
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childcarechoices.gov.uk



HM Government

Working parents who may access a coronavirus related job
support scheme are still eligible for childcare support (Tax-
Free Childcare and 30 hours free childcare) even if their
income falls below the normal minimum threshold.

Visit www.childcarechoices.gov.uk for more information.



HELP PAYING FOR YOUR CHILDCARE



Social media messaging

Please use these images and hashtags on social media.



Not sure what support
you could get with
childcare costs? Go to
childcarechoices.gov.uk

Childcare
Choices

 HM Government



Log in to your childcare
account every **3** months to
check your details are up
to date. Go to
gov.uk/childcareaccount

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Don't miss out

Get upto **£2,000** towards your
childcare costs or **£4,000** for
disabled children.

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#30hours #Childcare

Visit: www.childcarechoices.gov.uk to find out what
offers you may be entitled to.



HELP PAYING FOR YOUR CHILDCARE



Guidance on using the Childcare Choices logo

To help support Childcare Choices, you are welcome to use the logo alongside your own, on any communications you may have with your parents. When using the Childcare Choices logo, please bear in mind the following guidelines:

- The logo should be a minimum of 35mm on all materials
- Ensure that there's a clear space around the Childcare Choices logo – use the height of the 'C' as a guide. Make sure this space is clear of all other graphics, for example other logos and images
- If you're placing the Childcare Choices logo alongside other logos (for example your own), bear in mind the exclusion zone and ensure all logos are a similar height and width.

What not to do



Never place partner logos too close



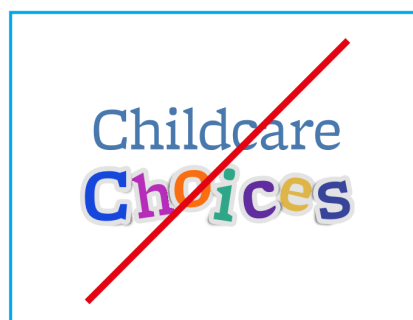
Never place other graphic elements within the logo exclusion zone



Never show the 'choices' sticker treatment alone



Never modify the logotype in any way, only use the master artwork



Never modify the colour of the logo in any way, only use the master



Do not stretch or squash the logo



HELP PAYING FOR YOUR CHILDCARE



Glossary of key words related to Tax-Free Child-care and 30 hours

Childcare	The care, education and supervision of a child or multiple children by someone who is not their parent or carer, usually including pre-school and school-aged children. In this report, childcare includes government funded early education but not compulsory schooling, nor support from relatives or friends.
Childcare Calculator	The online tool allowing parents to check how much support they can receive from the government towards childcare costs, gov.uk/childcare-calculator .
Childcare Choices	The government's childcare offers website, childcarechoices.gov.uk .
Childcare service	The government service and website where parents can apply for both 30 hours free childcare and Tax-Free Childcare.
Childminder	A registered child carer who works with children for more than two hours a day in their own home.
Early Years	From a child's birth to school age.
Maintained nurseries	Stand-alone local authority nurseries that provide early education and childcare to children under five years, normally during school hours in term time.
Nursery	Childcare provided in a group setting, with several early years professionals looking after a group of children. For children under five years of age and can include pre-school, day nurseries, and school nurseries.
Private, voluntary and independent nurseries	Nurseries not run by local authorities or schools. They may be run by private companies, independent schools or voluntary organisations such as charities.
Registered childcare/Approved childcare	Childcare providers that are registered for quality assessment by the childcare regulator. In England this is Ofsted, in Wales, it is the Care Inspectorate Wales (CIW) and in Scotland, the Care Inspectorate. To receive government funding for childcare, providers must be registered.
Tax-Free Childcare (TFC)	Tax-Free Childcare (TFC) supports eligible working parents with the costs of childcare. For every £8 paid into a childcare account, the government adds an extra £2, up to £2,000 per child per year, and £4,000 for disabled children. TFC is available to parents of children under 12, or disabled children under 17 across the UK.
Wrap-around childcare	Childcare to help working parents, where children are looked after before and after school. This includes breakfast or after school clubs and childminders.
30 Hours	The 30 hours free childcare scheme supports working families in England with 3 and 4-year-old children, providing them with 30 hours of free childcare or early education for a total of 1,140 hours per year.