

Childcare Choices

Partner toolkit



HM Government

childcarechoices.gov.uk

Childcare Choices – supporting families with childcare costs

We would like your help in promoting Childcare Choices. Childcare Choices brings together all the government childcare offers for the first time, helping parents to find the right childcare support to suit them.

We have created this toolkit to help you support parents, and to help you prepare for the new offers – Tax-Free Childcare and 30 hours free childcare.

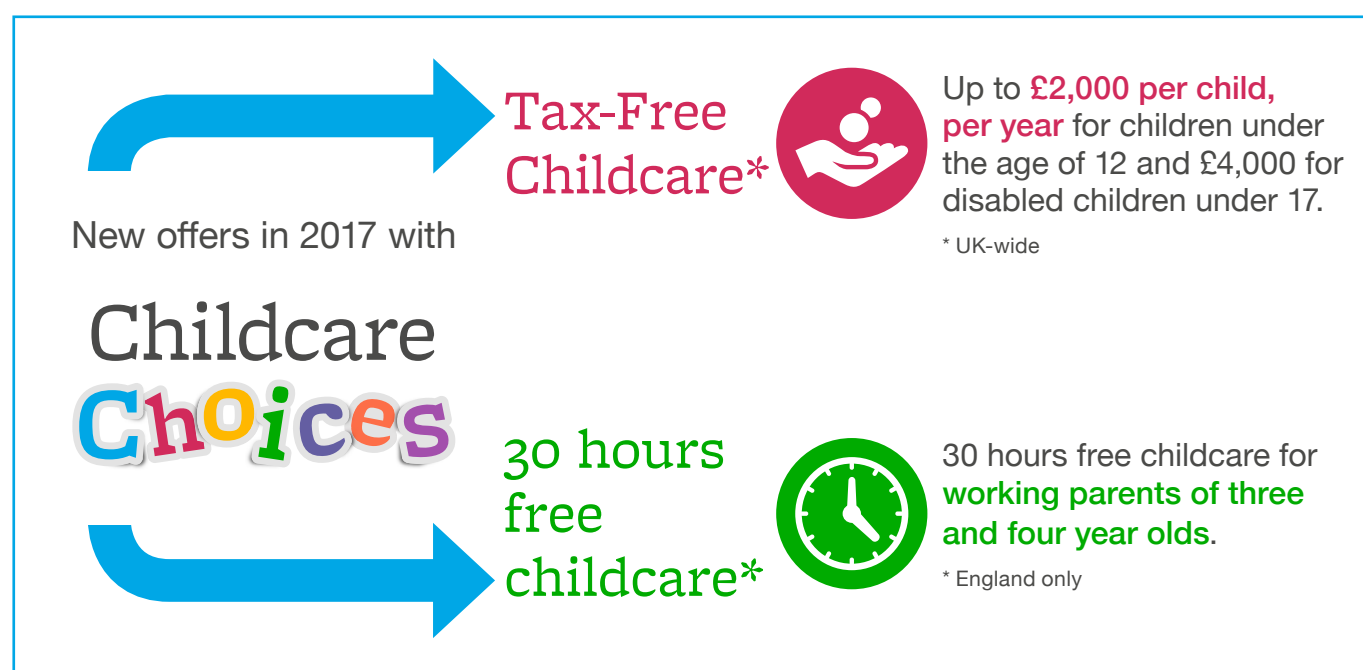
If you are a childcare provider and haven't yet signed up for Tax-Free Childcare, now is the time to do so.

What is Childcare Choices?

Childcare Choices is a one-stop shop for parents, who told us they would like to have everything they need to know about the Government's childcare support in one place.

The new [Childcare Choices website](#) makes it easy to find out what's on offer with minimum fuss. Using the [Childcare Calculator](#) parents can see what different offers are available to them and choose what works best for their family. Parents can also use the website's 'keep me updated' tool to register to get updates when they become eligible to apply.

Childcare Choices introduces two new government schemes which will be rolled out gradually in 2017 – Tax-Free Childcare and 30 hours free childcare.



Tax-Free Childcare

Tax-Free Childcare will be available to millions of working families across the UK, and over time it will replace childcare vouchers, which will close to new entrants from April 2018.

Eligible parents with children under 12 (under 17 for disabled children) will be able to set up an online childcare account to pay their childcare providers directly. For every £8 parents pay in, the Government will add £2, up to a maximum contribution of £2,000 per child, per year (£4,000 per year for disabled children). To qualify, parents must be in work, including self-employment, and each must be earning at least £120 a week and not more than £100,000 per year.

Using the [Childcare Checker](#), parents will be able to find out which providers have signed up in their area. The scheme will become available gradually to different age groups, with all eligible parents being able to access the scheme by the end of 2017. Parents who have registered with the 'keep me updated' tool will be notified when they become eligible.

Childcare providers have a pivotal role in Tax-Free Childcare. They need to sign up so that parents can use Tax-Free Childcare to pay them; thousands have already done so. [Click here](#) to find out more about signing up.

30 hours free childcare

From September 2017, 30 hours childcare will be available for three and four year olds of working parents in England. The 30 hour offer doubles the existing 15 hours currently available to all three and four year olds and could save working families up to £5,000 a year.

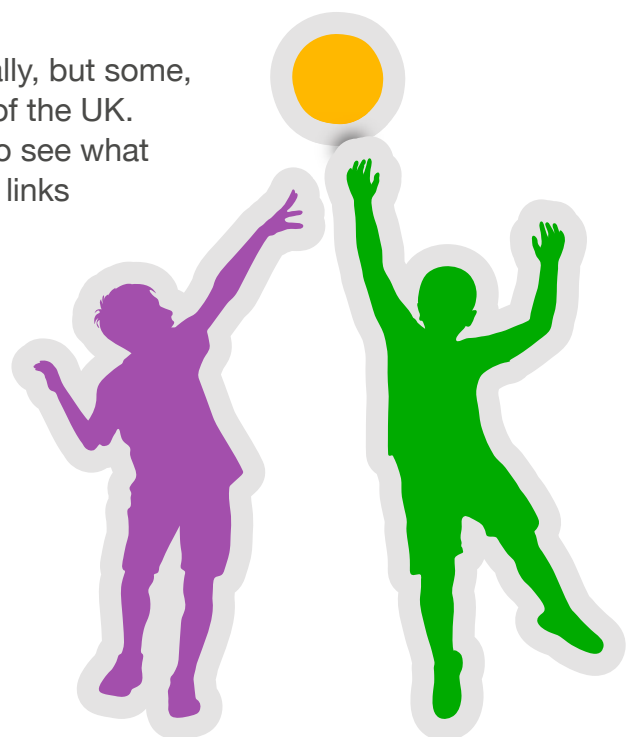
Parents in England can apply for 30 hours childcare at the same time as Tax-Free Childcare, via the childcare service. To qualify, they must be in work and each earning at least £120 a week and not more than £100,000 per year.

Providers do **not** need to sign up online in the same way as they do for Tax-Free Childcare, but should contact their local authority as soon as possible to find out what they can do to get ready.

Please [click here](#) for more information on 30 hours.

Childcare Choices offers are largely available nationally, but some, such as 30 hours, are only available in certain parts of the UK. Parents will be able to use the [Childcare Calculator](#) to see what offers are available where they live, and the following links provide relevant information for specific regions and nations:

- [England](#)
- [Scotland](#)
- [Wales/Cymru](#)
- [Northern Ireland](#)



Spreading the word


To help you spread the word to parents, we've included some suggested materials to help you tell parents about Childcare Choices. On the next pages you will find:

- Page 4: Some suggested text to email to parents
- Page 4: A Childcare Choices logo
- Page 5: A guide to using the Childcare Choices logo
- Page 6: Some graphics and messages you can use on your social media channels
- Page 7-8: An A4 information sheet for staff and parents (you can use this as a handout by printing the pages directly from this toolkit, or copy the text onto your intranet or website)
- Page 9: An A4 poster (can be printed directly from this toolkit)

Thank you for your help in spreading the word on Childcare Choices.

Email for parents

Subject line: Government launches new schemes to help with childcare costs



Dear parent,

Are you looking for support with childcare costs?

Childcare Choices brings together all the government childcare offers in one place for the first time. The new Childcare Choices website makes it easy to find out what's on offer.

Use the Childcare Calculator at **www.gov.uk/childcare-calculator** to see what offers are available to support you and your family.

As well as current schemes, Childcare Choices introduces Tax-Free Childcare and 30 hours – two new offers that are coming in 2017.

To find out more about the new and existing offers, and how they can help you, go to the Childcare Choices website today at **www.childcarechoices.gov.uk**

Online logo

The Childcare Choices logo is available for use in your communications, please [click here](#) to access the file. See 'A guide to using the logo' on the following page.

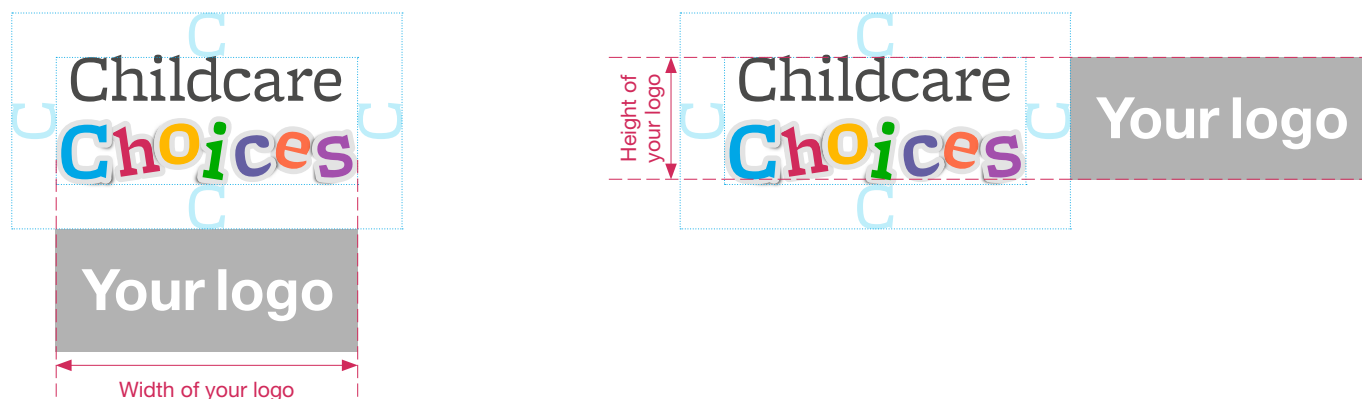


A guide to using the logo

You may want to use the Childcare Choices logo on your website, or other channels, to show parents that you support Childcare Choices.

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 files provided



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



Do not stretch or squash the logo

Social media

One of the quickest and easiest ways to share messages is through social media. You are welcome to use the examples below on your social media accounts, or in other communications, such as emails, your website or digital screens.

- Childcare Choices – supporting families with childcare costs #childcarechoices
- childcarechoices.gov.uk is live – find out what works best for you and your family.

There are also several visuals that you can use across your channels, each has suggested text to accompany it. To download these images, please [click here](#).



1. Tweet text: Childcare Choices brings together all the government childcare offers, helping you to find the right childcare support.



2. Tweet text: Childcare Choices is live, find out which offers are available to you and choose what works best for your family.



3. Tweet text: Visit childcarechoices.gov.uk to register for updates on when you become eligible for the new offers.



4. Tweet text: Find out more about the new government childcare offers at childcarechoices.gov.uk

On the next pages you will find a poster and two-sided handout for parents that can be printed from this document.

Childcare Choices

Calling all parents – new
childcare offers launched
by the government

You can now find a straightforward explanation of all government childcare support on the new Childcare Choices website: www.childcarechoices.gov.uk

Childcare Choices brings all the government childcare offers together for the first time, providing a simple way of seeing which schemes are available, with easy next steps to where you can find out more.

Using the website's Childcare Calculator, you can quickly find out which of the offers are available to you and choose what works best for your family: www.gov.uk/childcare-calculator



HM Government

What is available through the childcare service?

Tax-Free Childcare

Tax Free Childcare is an online payment account, topped up by the Government, which parents use solely to pay their childcare costs. For every £8 that families pay in, the Government will make a top-up payment of £2, up to a maximum of £2,000 per child per year (or £4,000 for disabled children).

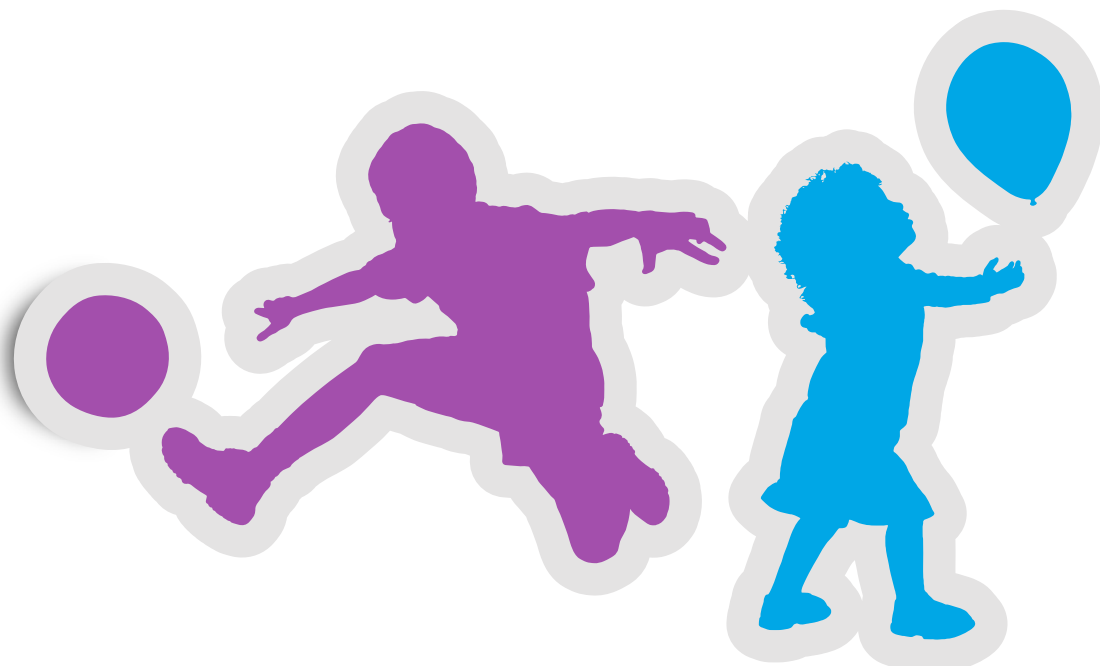
Tax-Free Childcare will be available for children under 12 years old (under 17 years old for disabled children) and can be used to contribute towards nursery, childminder and after-school care. To be eligible, parents must be in work (including self-employment) and each earning at least £120 per week and not more than £100,000 per year. The offer will be introduced to parents with the youngest children first and gradually rolled out so that all parents will be able to apply by the end of 2017.

Childcare providers must have signed up to be able to receive payments from Tax-Free Childcare. Parents can check which providers in their area are ready, using the childcare provider checker: www.childcare-provider-checker.tax.service.gov.uk

30 hours free childcare

30 hours childcare for three and four year olds will be available in England from September 2017. This doubles the existing 15 hours currently available and could save working families up to £5,000 a year.

Parents will be able to check their eligibility now using the online childcare calculator www.gov.uk/childcare-calculator and, if eligible, submit an online application ahead of September. Once signed up, parents will receive an eligibility code to take to their childcare provider. Childcare providers will then check the code with their local authority. If eligible, parents can book their 30 hours place.



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