

# Funded Early Education Entitlements Childcare Reforms Expansion

Provider Toolkit



# Contents

<b>3</b>	<b>Introduction to the Childcare Reforms Expansion</b>	<b>15</b>	<b>Digital Assets</b>
<b>5</b>	<b>Key Messages</b>	<b>17</b>	<b>How you can help</b>
<b>9</b>	<b>Social Media examples</b>		
<b>12</b>	<b>Newsletter content</b>		

# Introduction to the Childcare Reforms Expansion

A clear, concise introduction to the Childcare Reforms Expansion, providing an overview of the changes for you to use in your communications.

# Introduction to the Childcare Reforms Expansion

## Overview of the Childcare Reforms Expansion:

### What is the Childcare Reforms Expansion?

The Department for Education (DfE) Childcare Reforms Expansion has been designed to better help parents and carers access childcare alongside their work responsibilities. These changes are part of the government's ongoing commitment to support families and enable parents to return to or remain in the workforce, while ensuring their children receive the care they need.

### Expansion of Funded Early Education Entitlements

**From April 2024**, if you are a working parent, you may be eligible for up to 15 hours of funded childcare per week, over 38 weeks, or up to 570 hours if accessed all year round, starting from the term after your child's second birthday.

**From September 2024**, the support extends further, with up to 15 hours of funded childcare per week, over 38 weeks, or up to 570 hours if accessed all year round, available for eligible working parents from the term following your child turning nine months old.

**From September 2025**, eligible working parents will be entitled to up to 30 hours of funded childcare per week, over 38 weeks, or up to 1,270 hours if accessed all year round, starting from the term after their child reaches nine months of age.

For more information, [please visit the Essex Family Information Service page](#).

To check your eligibility, [please visit the UK government's dedicated childcare support page](#).



# Key Messages

A range of key messages to support you with your communications. These short bullet points can be used if you would prefer to create your own social media or newsletter content, or with any additional messaging you may wish to put out.

# Key Messages

## 15 funded hours – 2-year-olds

- From April, eligible working parents will be able to access 15 hours of funded childcare the term after their child turns two-years-old.
- You can find out more about what the changes to the Funded Early Education Entitlement mean for you and what support you are entitled to here: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- Similarly, to the existing offer, depending on your provider, these hours can be used over 38 weeks of the year or up to 52 weeks if you use fewer than your total hours per week.
- New funded childcare is now available! Eligible working parents are now able to access 15 hours of funded childcare the term after their child turns two-years-old.
- Childcare support is expanding – even more working parents may now be eligible for help paying for their childcare. Find out more at: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- Did you know more working parents will have access to childcare support? Don't miss out! Check out what support fits your family. To find out what support you are eligible for, visit:
- Are you a working parent of a 2-year-old and earn less than £100k per year? You may now be eligible to access 15 hours childcare support for your little one. Don't miss out! Visit: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>



# Key Messages

## 15 funded hours – 9-month-olds

- From September 2024, eligible working parents will be able to access 15 hours of funded childcare the term after their child turns nine-months-old.
- You can find out more about what the changes to the Funded Early Education Entitlement mean for you and what support you are entitled to here: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- Similarly, to the existing offer, depending on your provider, these hours can be used over 38 weeks of the year or up to 52 weeks if you use fewer than your total hours per week.
- New funded childcare is now available! Eligible working parents are now able to access 15 hours of funded childcare the term after their child turns nine-months-old.
- Childcare support is expanding – even more working parents may now be eligible for help paying for their childcare. Find out more at: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- Did you know more working parents will have access to childcare support? Don't miss out! Check out what support fits your family. To find out what support you are eligible for, visit:
- Are you a working parent of a nine-month-old and earn less than £100k per year? You may now be eligible to access 15 hours childcare support for your little one. Don't miss out! Visit: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>



# Key Messages

## General

- Do you know what funded entitlements you're entitled to for your child? Don't miss out! You can find out more about the different types of support available and check if you're eligible here:  
<https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- Juggling work and life can sometimes be challenging. Available support with the costs of childcare can make this easier. Here at Essex County Council, we want our families to be aware of government support they can access. Find out more at: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>
- You may be missing out on support with childcare costs. Don't miss out! Make sure you access your child's funded entitlements to help pay for your childcare costs. Get help that fits your family.
- 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. To find out more, visit: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>  
Or check your eligibility here: <http://www.childcarechoices.gov.uk/>





# Social Media Examples

Ready to use social media posts for you to use on your channels. These can be amended to suit each phase of the FEEE expansion.

**Posts 1 &2** – April 2024

**Post 3** – September 2024

**Post 4** – September 2025

# Example social media posts

**Post 1:** Calling all working parents and carers in Essex with two-year-old children!

Great news! Did you know that from April 2024 as part of the Department for Education's Childcare Reforms Expansion, eligible working parents and carers will be able to access up to 15 hours of funded childcare from the term after their child turns two-years-old.

Find out more about what this means for you and how you could access a funded place here: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>

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**Post 2:** New Funded Early Education Entitlements now available!

Eligible working parents and carers will now be able to access up to 15 hours of funded childcare from the term after their child turns two-years-old. This is part of the Department for Education's Childcare Reforms Expansion, to support more parents back into work.

Find out more about the current and upcoming changes and how they can support you and your family here: <https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>

#ChangesInChildcare



# Example social media posts

**Post 3:** Has your child just turned nine-months-old?

Great news if they have! Eligible working parents are now able to access up to 15 hours of funded childcare from the term after their child turns nine-months-old.

For more information on what this means for you and your family, visit:  
<https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>

#ChangesInChildcare

**Post 4:** Up to 30 hours of funded childcare now available!

Eligible working parents are now able to access up to 15 hours of funded childcare from the term after their child turns nine-months-old up until school age.

For more information and how to access a place, visit:  
<https://www.essex.gov.uk/news/2024/childcare-reforms-expansion-upcoming-changes-accessing-early-years-and-childcare-places>

#ChangesInChildcare



# Newsletter content

Ready to use newsletter content for you to support you with communicating the upcoming changes to parents and how you can support them.

# Newsletter content - General

## Expansions to the current Funded Early Education Entitlement

Starting April 2024, the Childcare Reforms Expansions enables eligible Essex families to access additional funded childcare.

This initiative builds on the previous Funded Early Education Entitlement offer and is a significant increase in supporting working parents and carers, providing support to enable them to work whilst ensuring childcare support is in place.

### What does this mean for you?

- from April 2024, eligible working parents will be eligible for up to 15 hours of funded childcare per week, over 38 weeks, starting from the term after your child's second birthday.
- from September 2024, the support extends further, with up to 15 hours of funded childcare per week, over 38 weeks, available from the term following your child turning nine months old.
- from September 2025, eligible working parents will be entitled to up to 30 hours of funded childcare per week, over 38 weeks, starting from the term after their child reaches nine months of age.

For more information, [please visit the Essex Family Information Service page](#).

To check your eligibility, [please visit the UK government's dedicated childcare support page](#).



# Digital assets

A suite of visuals to support your Childcare Reforms Expansion communications.

# Digital assets

## How to use our suite of digital assets

1. Choose your channel. For this example, we will use Facebook.
2. Save the social media images labelled 'Facebook' from the 'Resources' section. Please only use the appropriate size image and do not crop or enlarge the images.
3. Choose copy from the relevant slide, for this example the social media slides, copy, paste into a new Facebook post and amend as required.
4. Select your desired image. We recommend choosing an image of a child the age of which the posts relates to. We have labelled these in the section to help.
5. Attach the image, review your copy, add your link and be sure to use the hashtag #ChangesInChildcare
6. Hit post!



# Visuals



## Changes in Childcare

Funded Early Education Entitlement (FEEE)

What is it and how can it help you?



## Changes in Childcare

Funded Early Education Entitlement (FEEE)

What is it and how can it help you?



## Changes in Childcare

Funded Early Education Entitlement (FEEE)

What is it and how can it help you?



## Changes in Childcare

Funded Early Education Entitlement (FEEE)

What is it and how can it help you?



You can find and [download](#) the full suite of the digital assets in the 'Resources' area of the ECYP website [here](#).



**How you can help communicate  
the changes**

# How you can help communicate the changes

## How you can support the campaign

- When promoting the Childcare Reforms Expansion, think about how you can support parents and carers. What makes your setting stand out?
- Promote how your services are supporting the Childcare Reforms Expansion in your newsletter, on your website and on your social media channels.
- Print and display the posters in your setting for parents, carers and visitors.
- Share and engage with our social media posts on the [Essex County Council Facebook Page](#). [You can follow of dedicated Early Years Facebook Page here.](#)
- Use the #ChangesInChildcare hashtag in your Facebook, Twitter, Instagram and LinkedIn posts.



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