

# **Wraparound childcare**

## **Childcare Reforms Expansion**

### Third Party Provider toolkit

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# Childcare Reforms Expansion

A clear, concise introduction to the Childcare Reforms Expansion for you to use in your offer and 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 and carers to return to or remain in the workforce, while ensuring their children receive the care they need.

### Rollout of wraparound childcare

From September 2024, the National Wraparound Childcare Programme commenced with the ambition that by September 2026 most working parents would be able to access wraparound childcare that is either on their school site or within the local community. This wraparound childcare offer will be available during term time for parents and carers with primary school-aged children.



# 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 use.

# Key messages

- Opening the door for them, and for you. We're working with Essex County Council to ensure sufficient places are available for breakfast and afterschool care as part of the rollout of the wraparound childcare programme.
- Since September 2024, we offer new or extended wraparound care for school aged children. [Find out more about wraparound childcare and the changes.](#)
- In September 2024, the government launched a National Wraparound Programme as part of the Childcare Reforms Expansion. The programme helps working families of primary school aged children find childcare from 8am to 6pm locally.
- We're supporting the National Wraparound programme the government launched in September 2024. It helps working families find childcare from 8am to 6pm locally.
- We are committed to supporting the National Wraparound Programme and have been allocated funding from 2024/25 to rollout wraparound childcare within the County.
- We are supporting the National Wraparound programme with after school childcare. We collect children from school and offer sessions until 6pm. For full details visit: **-insert link-**



# Website copy

The following section contains examples of wording that can be used on your website to highlight your wraparound offer.

Please choose the relevant body of text for your setting and input the information highlighted in red.

# Website copy – wraparound care run by a third party

We are part of the National Wraparound Childcare Programme!

The programme aims to support working families to access wraparound childcare before and after the school day. The National Wraparound Childcare Programme is designed for parents and carers of primary school-aged children and will be available during term time.

What we offer

We are open from **–insert time–** and there is a variety of activities for the children to do. Breakfast is usually served just after **–insert time–** and comprises of a selection of **–insert options–**. At **–insert time–** the children will be taken to **–insert location–** ready for the school day to begin.

Wraparound care runs after school from **–insert time–** when children will be collected from **–insert location–**. There is the option of a short session until **–insert time–** or a long session until **–insert time–**. There is also the option to book a light tea. The sessions will offer a variety of activities, toys and games for the children to enjoy until they are collected.

Currently our charge is **–insert charge–** a day / hour, which is reviewed on a termly basis to ensure we can cover our costs.

Bookings and payments for wraparound care must be made in advance via **–insert method–**. (No cash payments will be possible) **–delete if not appropriate–**. If you are interested in your child attending, please contact **–insert contact–**.

If you wish to pay using Tax-Free childcare we need to know as soon as possible, so that we can register with your provider. For your information, our reference number is **–insert reference number–**. Tax-Free childcare will be paid directly to our school, and we will make a manual adjustment (if using a payment system such as parent pay) to show a credit against the wraparound care for your child.

To register your child and for full terms and conditions, please visit: **–insert link to registration form and terms and conditions or insert text here–**



## Website copy – after school care

We are part of the National Wraparound Childcare Programme!

What we offer

We are open from **–insert time–** when children will be collected from **–insert location–**. There is the option of a short session until **–insert time–** or a long session until **–insert time–**. There is also the option to book a light tea. The sessions will offer a variety of activities or **–insert activity–** for the children to enjoy until they are collected.

Currently our charge is **–insert charge–** a day / hour, which is reviewed on a termly basis to ensure we can cover our costs.

Bookings and payments for wraparound care must be made in advance via **–insert method–**. (No cash payments will be possible) – **delete if not appropriate**. If you are interested in your child attending, please contact **–insert contact–**.

If you wish to pay using Tax-Free childcare we need to know as soon as possible, so that we can register with your provider. For your information, our reference number is **–insert reference number–**. Tax-Free childcare will be paid directly to our school, and we will make a manual adjustment (if using a payment system such as parent pay) to show a credit against the wraparound care for your child.

To register your child and for full terms and conditions, please visit: **–insert link to registration form and terms and conditions of the external provider or insert text here–**

# Social media posts

Ready to use social media posts for you to use on your channels.  
Just add the link to your website!

## Example social media posts

**Post 1:** Calling parents and carers of primary school aged children  
Does your child attend **-insert school name(s)-** ?

Are you juggling work and family life? In need of reliable term time childcare? The wait is over!

Thanks to the National Wraparound Childcare Programme, you can now access wraparound childcare between 8am and 6pm.

If you want to find out more, visit: <https://www.essex.gov.uk/childcare-reforms-expansion>

**Post 2:** Attention parents and carers of children that attend **-insert school name(s)-**

Feeling the pressure of balancing work and childcare? We've got some great news for you!

Say hello to the National Wraparound Childcare Programme, your ticket to term time childcare from 8am to 6pm!

For more information, visit: <https://www.essex.gov.uk/childcare-reforms-expansion>



**Post 3:** Are school drop off and pick up times limiting your work hours?

Don't worry, if your child attends **-insert school name(s)-** we've got you covered!

We're supporting the National Wraparound Childcare Programme. Meaning from 8am to 6pm you can count on reliable childcare.

For more information and what this means for you, visit: <https://www.essex.gov.uk/childcare-reforms-expansion>

**Post 4:** Are school pick-up times limiting your work hours?

Don't worry, if your child attends **-insert school name(s)-** we've got you covered!

We're supporting the National Wraparound Childcare Programme, so you can count on reliable after school childcare.

For more information and what this means for you, visit: <https://www.essex.gov.uk/childcare-reforms-expansion>



# Digital Assets

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

# 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 page, for this example the social media slides, copy and paste into a new Facebook post and amend as required.
4. Select your desired image.
5. Attach the image, review your copy, add your link and use the hashtag #ChangesInChildcare
6. Hit post!



# Visuals



Early Years  
and Childcare

## Changes in Childcare

Wraparound Childcare.  
What is it and how can it help you?



Early Years  
and Childcare

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



# How can you help communicate the changes

## How you can support the campaign

- When promoting the National Wraparound Programme, think about how you can support parents and carers. What makes your setting stand out?
- Promote how your services are supporting the National Wraparound Programme 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 also follow our dedicated [Early Years Facebook page](#).
- Use the #ChangesInChildcare hashtag in your Facebook, Twitter, Instagram and LinkedIn posts.

We understand that all family's working arrangements are unique. If you require different childcare options, you can [explore alternative providers online](#).







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The information contained in this document can be translated, and/or made available in alternative formats, on request.  
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