

# Childcare Choices Communications Toolkit

June – August 2025



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# Childcare support is expanding

- The Childcare Choices campaign aims to raise awareness of the financial support available for childcare costs and the benefits of early education.
- From September 2025, eligible working parents will be able to access 30 hours of childcare per week, over 38 weeks of the year, for children aged from 9 months old. This is in addition to the support already available.
- We're encouraging all parents to find out what they might be eligible for and apply ahead of the 31 August deadline by visiting: **[www.childcarechoices.gov.uk](https://www.childcarechoices.gov.uk)**
- We appreciate your help to ensure all parents can find the support that fits their family. This toolkit includes templates and resources to help you share this information with parents and carers in your network & channels.

Here to help  
you juggle  
family life

# Benefits of early years education and formal childcare

## Gives families options

- There is a range of government support to help parents juggle family life, ease financial strains and give parents the choice they need.

## Passionate professionals

- Formal childcare provides a safe, nurturing environment with trained professionals who support children's growth.
- There are also opportunities for children to engage in 'messy play' in formal childcare settings. Activities like water and sand play can support a child's development and growth.

## Children's development

- Early years education and formal childcare can support a child's social, emotional and cognitive growth, nurturing their overall development, complementing at-home activities.





# 4 things you can do to support

Formal childcare and early years education helps prepare a child for school and builds a strong foundation for their future. There are **4 key things** you can do to support the campaign and help parents access the support that fits their family.

**Use your channels to encourage parents to visit the Childcare Choices website** and use the eligibility checker to find out what support they're entitled to.

**Encourage parents to sign up to the Childcare Choices newsletter** to get the latest information about the changes coming in September 2025 and beyond.

**Use the templates and resources included in this toolkit** to promote the campaign and information about the expanding offers across your channels and/or in your childcare setting.

**Share our social media posts** about the campaign from the @DfE accounts:

- Facebook
- X (Twitter)
- Instagram



# Childcare Choices – the support available

There are a wide number of existing and new childcare support offers available. We're encouraging all parents to use the online eligibility checker on [childcarechoices.gov.uk](https://childcarechoices.gov.uk) to find the support that fits their family.

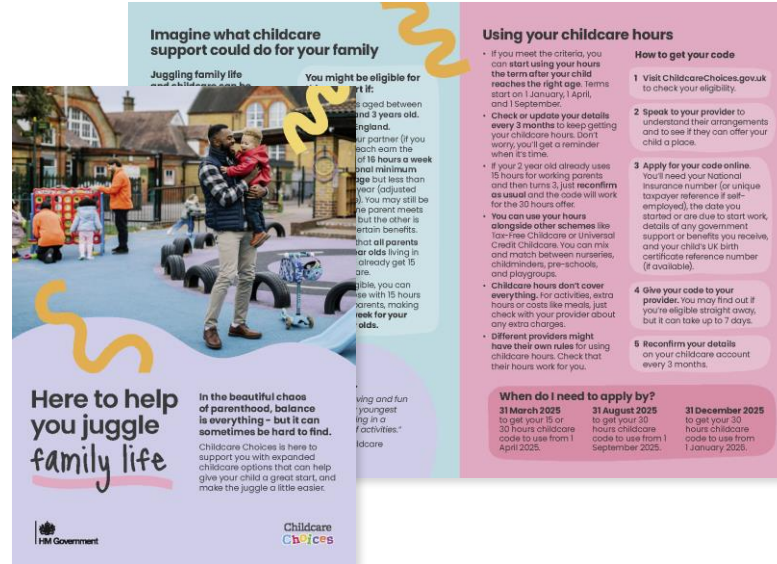
Existing offers:	Up to 15 hours	Up to 15 hours	Up to 30 hours	Up to 15 hours	Tax-Free Childcare	Universal Credit Childcare
	Age 3 & 4	Age 9 months up to 3	Age 3 & 4	Age 2	Age 0 - 11 (16 with a disability)	Age 0 - 16
	All families	Eligible working families	Eligible working families	Families receiving additional forms of support	Eligible working families	Eligible working families
Coming from September 2025:						
		September 2025: Up to 30 hours for children aged 9 months up to school age – PARENTS CAN APPLY NOW UNTIL 31 AUGUST		More Wraparound Childcare places for primary-school aged children and national rollout of free Breakfast Clubs on the way.		

# Templates & resources

# Campaign creatives



Poster



Leaflet  
(available in other languages)



Social graphics



# Newsletter & blog copy

*We have developed this copy for you to share with your parenting audience, please feel free to update and tailor this further for your channels:*

## ***Calling all parents – did you know government childcare support is expanding?***

This September, eligible working parents with children aged from 9 months will be able to access 30 hours of childcare per week, over 38 weeks of the year.

Alongside this there is a range of offers that your family may be eligible for, from the existing funded 15 hours for all families and up to 30 hours for working parents, to Tax-Free Childcare and Universal Credit Childcare. The expansion of Wraparound Childcare and the upcoming national rollout of free Breakfast clubs also means there is even more help for parents to manage the daily juggle.

Visit **the Childcare Choices website** and use the eligibility checker to find out more and see what support you're entitled to.

## ***Benefits of using early years education and formal childcare***

Early years education and formal childcare can support your child's social, emotional and cognitive growth, nurturing their overall development, complementing at-home activities. Formal settings can provide a safe, nurturing environment with trained professionals who support your child's growth and help prepare them for school.

To use the government funded hours for eligible working parents from 1 September, you will need to apply by 31st August. To do so, visit GOV.UK to apply for your code for a place in September and then share it with your childcare provider. To continue receiving the support, you will need to reconfirm your details every three months on your GOV.UK account.

Visit **the Childcare Choices website** to check your eligibility and apply.

Childcare  
**Choices**



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If you have any questions or comments about the campaign,  
please contact:  
[childcare.choices@education.gov.uk](mailto:childcare.choices@education.gov.uk)

# Sample social posts

Let parents know that they can access government support to help them with their childcare costs. Here are graphics and suggested accompanying messages that you can edit and use on your own channels to spread the word.



Early years education and formal childcare can support your child's social, emotional and cognitive growth. With expanded support available this September, families who weren't eligible last year may now qualify. To check your eligibility and find out more visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk) #ChildcareChoices



Childcare support is growing. From funded 15 and 30 hours, Breakfast Clubs and Wraparound childcare, to Tax-Free Childcare and Universal Credit Childcare, there is a wide range of offers that parents may be eligible for. To find out more visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk) #ChildcareChoices



Did you know childcare support is expanding this September? Eligible working parents can access 30 hours of childcare per week, for children aged from 9 months old. Apply by the 31 August to start using your hours from 1 September. To find out more visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk) #ChildcareChoices



Formal childcare, early years education and home learning can help prepare your child for school and give them the best start in life. With more support available than ever before, visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk) to check what you might be eligible for. #ChildcareChoices

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To download campaign assets, please visit  
[ChildcareChoices.gov.uk/guidance-and-resources](https://ChildcareChoices.gov.uk/guidance-and-resources)

# Thank you

If you have any questions or comments about the campaign,  
please contact:

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