



HM Government

# Childcare Choices: Partner communications toolkit

November – December 2024

Childcare  
**Choices**



# About Childcare Choices

- The Childcare Choices campaign aims to raise awareness of the financial support available for childcare costs and help parents to understand the benefits of early education.
- We want to help all parents to understand the different childcare options available to them, helping to juggle family life and making it easier for parents to manage their budget.
- The Childcare Choices website helps parents to find out what they might be eligible for, now and in the future, and when to apply.
- Parents can also [sign up to the newsletter on the website](#) which will give them further information as the expansion is rolled out.

Childcare  
**Choices**



HM Government



# 4 things you can do to support

We need your help to **share the Childcare Choices campaign with parents and carers** and make sure they get the help they're entitled to, making it easier to balance family life.

This toolkit contains information and resources to help you **communicate the existing and expanding childcare offers** and encourage parents to visit the website to check their eligibility and apply.

There are **4 key things** you can do to support the campaign.

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 receive updates, including more information about the changes coming from September 2025.

Use the **templates and resources included in this toolkit** to promote the campaign 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 is expanding

Eligible working parents of children aged 9 months to 3 years can now get up to 15 hours per week, across 38 weeks of the year, increasing to 30 hours from September 2025. The below boxes explain how childcare is continuing to expand next year.

From September 2024, wraparound childcare has also started expanding, with more places becoming available for primary school aged children and giving better support for parents before and after school.

Already existing offers also include 30 hours childcare for eligible working parents of 3 and 4 year olds, 15 hours childcare for 2 year olds for families using additional government support, Tax-Free Childcare, and Universal Credit Childcare. To check what offer they might be eligible for, parents should visit the Childcare Choices website: [www.ChildcareChoices.gov.uk](http://www.ChildcareChoices.gov.uk)

## From September 2024: 15 hours childcare – Ages 9 – 23 months (already rolled out and continuing)

- For **eligible working families in England**
- **Each parent** earning **at least the equivalent of 16 hours/week at national minimum wage** but **under £100,000** adjusted net income/year
- **15 hours of childcare** or early education for **38 weeks**
- A total of **570 hours per year**, that you can use flexibly with one or more childcare providers

## From September 2025: 30 hours childcare – Ages 9 months – when your child starts school

- For **eligible working families in England**
- Each parent earning **at least the equivalent of 16 hours/week at national minimum wage** but **under £100,000** adjusted net income/year
- **30 hours of childcare** or early education for **38 weeks**
- A total of **1,140 hours per year**, that you can use flexibly



HM Government

# Templates and Resources

Childcare  
**Choices**

# 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:*

## **Childcare support is expanding – have you checked your eligibility?**

The expansion of childcare support is here to help you balance the beautiful chaos of family life. Working parents of children aged 9 months to up to 3 years can now get 15 hours per week for 38 weeks a year, increasing to 30 hours from September 2025.

Imagine what this support could do for your family. Childcare support can give your child a good start whilst giving you work choices, helping you juggle family life a little easier.

You can check what support you might be eligible for using the [online eligibility checker on ChildcareChoices.gov.uk](#). This [YouTube video](#) from Early Years Educator Steff explains the application process in more detail.

If you're planning to use your hours from 1<sup>st</sup> January, you will need to apply by 31<sup>st</sup> December. To do so, [visit GOV.UK to apply for your code](#) for a place in January and then share it with your childcare provider. To continue receiving the government support, you will need to reconfirm your details every three months on your GOV.UK account.

In addition to the new support for working parents of children aged 9 months to 3 years, eligible working parents with children aged 3 and 4 can get 30 hours childcare per week. Other offers available for eligible parents include Tax-Free Childcare and Universal Credit Childcare. Some parents receiving support like Universal Credit or whose child has an Education, Care, Health (ECH) plan can also access 15 hours for their 2 year old. You might be able to use more than one form of support together to help with your childcare costs. Since September, more wraparound childcare places have become available – giving better support for parents before and after school.

For more information visit the Childcare Choices website: [www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk)

Childcare  
**Choices**



HM Government

# Sample social posts: general childcare support

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.



Childcare support is expanding – have you checked what support you may be entitled to? Recent changes may mean you could get more help than ever before. From 15 or 30 hours to Tax-Free Childcare and Universal Credit Childcare, there could be support for you to juggle family life. To find out more visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk)  
#ChildcareChoices



Balancing a family can be a challenge – but childcare support can help. Have you checked what you are entitled to? Find out more by visiting [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk) where you can also sign up to our newsletter and stay up to date on the expansion of childcare support.  
#ChildcareChoices



Imagine what childcare support could do for your family – whether it is about helping you juggle family life, returning to work, or saving more money. Explore the options that best fit your family's needs. To find out more visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk)  
#ChildcareChoices



Did you know eligible working parents of children aged 9 months to 3 years can now get 15 hours funded childcare per week for 38 weeks a year, increasing to 30 hours from September 2025. To find out more about the support you could get, visit: [ChildcareChoices.gov.uk](https://ChildcareChoices.gov.uk)  
#ChildcareChoices

# Sample social posts: different types of offers

The following assets explain the different types of childcare support parents may be eligible for. You can find out which support is likely to be most relevant for your audience on [the website](#) and select from the below to tailor for your channels.



## 2 year old offer (if you claim certain Government support)

Explore childcare support for your family! If you receive some types of Government support, including Universal Credit, or your child has an Education, Care, Health (ECH) plan, you could get 15 hours childcare for your 2 year old. Check your eligibility:

[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)

#ChildcareChoices



## 15 hours childcare

There's now more childcare support than ever before to help you juggle the beautiful chaos of family life. If you are an eligible working parent with a child between 9 months old up to 3 years old, you can get up to 15 hours childcare per week over 38 weeks of the year. Visit Childcare Choices to check your eligibility: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)

#ChildcareChoices



## Wraparound Childcare

Since September, more wraparound childcare places have become available – helping parents juggle school drop-offs and pick-ups more easily. You can use Tax-Free Childcare or Universal Credit Childcare to pay for wraparound childcare. Find out if you're eligible:

[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)

#ChildcareChoices



## 30 hours childcare

Childcare support is here to make balancing family life a little easier. If you are an eligible working parent with a child aged 3 or 4, you can get up to 30 hours childcare per week over 38 weeks of the year. Visit Childcare Choices to check your eligibility: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)

#ChildcareChoices





HM Government

**Thank you**

Childcare  
**Choices**