

30 hours communications strategy

Phase	Approach	Key messages
Planning (Summer 2016)	Stakeholder analysis	
Persuasion of providers to engage with the initiative (Sep 16- Mar 17):	Face to face briefings, regular dedicated provider newsletter, business tool to support financial planning Use of national support team to reinforce key messages	Provider autonomy /choice: business decision based on sound financial and other criteria
Information to parents (Apr 17 – Sep 17)	Digital first Signpost to national information (childcare choices) Social media Enhancement to website (new 30 hours field)	Not everything will necessarily be available where you need it Talk to your provider Be prepared to shop around Charges may apply for some services
Implementation (Sep 17 – present)	Provider newsletters Social media/website for parent information	Parents have to renew their eligibility in order to continue to receive the funding Providers need to plan ahead to ensure they can meet needs
Feedback to DFE and Childcare Works	Liaison with national support organisation, direct feedback to DFE	Funding levels /equity of the policy are challenges Implementation was rushed and information was late and arrived without warning Potential impact on 2-year-old and Early Years Pupil Premium provision