

Early Childhood Services Communications Plan 2017-19

Purpose: to outline how internal and external audiences will be informed of services, interventions and strategic plans specific to the work of Early Childhood Services and delivery of early years duties.

Key Messages

- **Many children are eligible for funded childcare:** All 2 year olds from low income households are entitled to 15 hours of free early education a week (540 hours a year). All 3 and 4 year olds are entitled to free childcare provision for 15 hours a week (540 hours a year). Most 3 and 4 year olds from working households are entitled to an additional 15 hours of free childcare a week (1,140 hours a year).
- **The views of parents are important to help us improve services.**
- **Parents can access a range of online information and advice through the Notts Help Yourself Website and the Families Information Service.**
- **The quality of early years provision in Nottinghamshire improves each year:** Over 85% of local early years provision were assessed 'Outstanding' or 'Good' by Ofsted. Early Years providers have access to training, personal development and support through NCC.
- **There is a range of high quality early years provision across Nottinghamshire:** There is a wide range of early years provision including preschools, day nurseries, childminders and schools. NCC is working hard to increase early years provision in areas with poor childcare sufficiency.
- **We work with a range of partners to strive to improve the level of development of our most vulnerable children.**
- **Nottinghamshire has inclusive early years and childcare provision:** Children with Special Educational Needs and/or disabilities are identified and effectively supported through early years provision and Children's Centres.
- **Children's Centre Services are available across all of Nottinghamshire for all families with young children offering specific services for families requiring additional support.**
- **In Nottinghamshire we value our local early years providers who help us to deliver our statutory duties and help prepare children for school.**

Principles of ECS Communications

- Honest, open and accurate
- Accessible
- Clear, simple and user-friendly
- Consistent and relevant
- Timely and current
- High quality
- Cost- effective
- Monitored and reviewed on a regular basis in consultation with target groups

Target audiences

- Parents, carers and families
- Early Years Providers including Schools
- External and Internal stakeholders
- The general public

For further information:

earlychildhoodservices@nottsc.gov.uk

www.nottshelpyourself.org.uk
www.nottinghamshire.gov.uk/care/early-years-and-childcare

**Nottinghamshire County Council
Customer Services:
0300 500 80 80**

Communication Priorities for 2017-19

- Targeted promotion and review of the new free childcare entitlements for eligible 2, 3 and 4 year olds
- Increase the information and guidance available to parents on the Notts Help Yourself website and through the Families Information Service Facebook page.
- Increase the promotion of the Notts Help Yourself website to enable parents to find childcare and early years services.
- Parents in need of specific support are encouraged to access Children Centre services; which are promoted on the Notts Help Yourself website.
- Promotion, marketing and review of the new Sold Offer for early years training and events.
- Increase take up of the Early Years Pupil Premium for children from non-working households through active promotion of entitlements.
- Creation of additional childcare places in areas of greatest need assessed by engaging the local early years sector as well as parents.
- Improve the outcomes of children with special educational needs and/or disability by promoting and providing additional funding to early years settings.
- Improve the information available on the Nottinghamshire County Council website for early years providers, parents and key stakeholders.