

Early Childhood Services Communications Plan (April 2020 - March 2022)

Purpose: The purpose of the communications plan is to outline how internal and external audiences will be informed of services, childcare provision, funding entitlements, campaigns and strategic plans specific to the work of Early Childhood Services.

Communication Priorities for 2020-22

- Targeted proactive promotion of free early education entitlements for 2 year olds from low income families to increase take up rates.
- Relaunch the Children's Centre Service in June 2020 with a range of promotional activities and resources.
- Timely promotion of funded extended childcare entitlements for eligible 3 and 4 year olds, in particular encouraging parents to apply and register within national deadlines.
- Increased promotion of Tax Free Childcare entitlements for working parents.
- Increase promotion and take up of the Deprivation Fund for children known to Social Care through active promotion of entitlements.
- Improve the outcomes of children with special educational needs and/or disability by promoting and providing additional funding to early years settings including increasing take up of the Disability Access Fund and Early Years Inclusion Fund.
- Increase promotion and take up of the 'Care to Learn' childcare grant for parents under the age of 20 in education or training, and therefore helping to reduce young parents who are not in education, training or employment (NEET).
- Work with Inspire to Increase the promotion and use of the Notts Help Yourself website to enable parents to access early years services and information and advice.
- Make better use of social media increase parental engagement in home learning.
- Increase targeted consultation activities with parents to understand their needs in relation to family support and childcare.
- Promotion and marketing of the Training and Development Opportunities (TADO) sold offer to increase participation levels in training, support packages and conferences.
- Regularly update and refresh the information available on the Nottinghamshire County Council website for early years providers, parents and key stakeholders, making better use of Twitter and other forms of appropriate social media.

Communication Tools:

- Nottinghamshire County Council website and Consultation Hub.
- Notts Help Yourself website.
- Families Information Service Facebook page.
- Children's Centre Service Facebook pages.
- Posters and leaflets for parents.
- Nottinghamshire County Council Customer Services.
- Frontline professionals working with children and families.
- Emails, newsletters, training and events for Early Years services.
- Digital Screens and banners.
- Media releases.

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