

Dorset

Early Implementer with effect from 1 April 2017

- ❖ Overview of Dorset-wide experience
- ❖ Update from Kaleidoscope Nursery Ltd
- ❖ Update from Chipmunks Day Nursery Ltd

Questions: earlyyearsadvice@dorsetcc.gov.uk

Communication is Key: To providers

- Early Implementation Event 22nd February 2017
- Seminar delivered 1st April 2017
- Dedicated advisor support
- Newsletters
- Regular emails
- Updated webpages and dedicated email address

www.dorsetforyou.gov.uk/working-in-childcare/free-early-education-funding/30-hours

www.dorsetforyou.gov.uk/childcare/news

Communication is Key: Parents

- Webpages
- Facebook
- Marketing: business cards
- Internally: DCC employees
- Countywide Parent Newsletter
- Dorset Echo Newspaper

www.dorsetforyou.gov.uk/childcare/30-hours-free

www.dorsetforyou.gov.uk/parent-newsletter

Challenges

High demand to speak to someone from providers and parents.

Peaks and dips : Interest 974 in first 2 days. 1200 by end week 2 .

Calls and queries

- IT systems : and user error
- Parents calls : when will I hear? Provider calls
- Parents with no internet access
- Self-employed



As at 18th April....

- 3924 parents 'expressed an interest'
- 1809 HMRC 'eligibility checks' were completed
- 1189 Provider ECS checks completed

Kaleidoscope Day Nursery Ltd

- Privately owned ~ 181 children on roll including babies
- 2 sites in Sherborne ~ a full daycare and a term-time pack-away setting (Numbers below relate to the main full daycare site)
- Mix of working and non-working parents

14 'funded 2's'

42 '30 hours funded'

4 'eligible for EYPP'



Kaleidoscope Day Nursery Ltd

Parent Queries ~ 500+ ~ resolved through early implementation process

- Trouble accessing website to get eligibility code
- User code and eligibility code getting confused by parents – Dorset issue only
- National Insurance number not being passed on in order for us to check code



Kaleidoscope Day Nursery Ltd:

Advice

- ✓ Provide / signpost parents with clear information
- ✓ Explain to parents there is not a requirement for you to offer this if it isn't possible
- ✓ Establish parental demand
- ✓ Work out your finances
- ✓ Use the title '30 HOURS' in your emails to parents
- ✓ Follow up verbal requests with emails
- ✓ Know WHO can help you in your local authority – be patient 😊
- ✓ Can your invoicing system cope with the changes to hours?
- ✓ Be prepared – and calm – when encountering problems that may not be true



Chipmunks Day Nursery Ltd

- Privately owned ~ 270 children on roll including babies
- On-site out of school club
- 2 sites in Dorset ~ Dorchester & Weymouth
- Working parents

27 'funded 2's'

25 'universal 15 hours funded'

48 '30 hours funded'

5 'eligible for EYPP'



Chipmunks Day Nursery Ltd

Challenges

- Short notice from January to end of March
- The application process was slow as we were an early implementer area
- Concerns about shortfall in funding

Benefits

- Parents are happy with our flexibility
- Supported parents financially who already use 30 hours
- Been able to increase hours
- Option to have lunches are now taken up



Sunny Days Nurseries

483 families; 76% had queries to be answered including:

- Needing help in making choice between 'term time' or 'stretching'
- Weighing up benefits between vouchers and TFC
- Confusion when completing forms/application
- Invoicing and fees
- 2% related to errors made by the setting systems
- 5% were general questions not related to 30 hours or TFC

