

Middlesbrough PVI and Childminder e-bulletin

June 2020

We are encouraging all parents to continue to apply for, and reconfirm their 30 hours entitlement, even if they are choosing to currently keep their child away from their setting. This will help to prepare for their transition back into childcare attendance in September.

Please keep an eye on your 30 hour code status and if amber or red, try to make contact with parents to encourage them to re-confirm their codes.

All A2YO families eligible for a September start have been written to with their golden ticket number. We expect a mop up DWP list the first week in August, so for those who are signed up to receive this information, keep your eyes open for it coming through to you. Our children's centre staff are continuing to make contact with eligible families through our digital offer to encourage take-up.

A gentle reminder to inform the Family Information Service if you re-open so that we can ensure that your information is included on the Family Service Directory, Coronavirus – Childcare news page which outlines all open settings. This is being used by families and practitioners to keep them informed.

www.middlesbrough.gov.uk/fsd

Promotion early years and childcare during Covid-19 crisis and beyond.

In order to increase your take up for September 2020 during the covid pandemic, we have put together a list of ideas which you could use to promote your setting. We know that this needs to primarily be virtual platforms to be the most accessible for parents at this time.

Social Media

- Facebook: set up a page or a local group i.e. own page advert, share this in local page advert (other groups local area, housing estates, health practice, parents or sure start group or page)
- Twitter
- Instagram
- Sign up via text/Facebook messenger, WhatsApp/ video calling, online form
- Collect data for 30-hour/ two-year-old places via email/phone/text/video call/online form
- Ask current parents to share advert on their personal page/local pages they know
- Ask parents to give feedback on your page or posts and to invite their friends to like.

Create a virtual open day and put up on social media

- Video tour your setting with a talk/walk through commentary which could be shared on social media or to parents who are interested. For example what it is like working in bubbles.
- Facebook live event which parents could tap into/zoom(video) call
- At a certain time say you will be online for perhaps a morning or afternoon to answer calls, messages questions, and eligibility checks. Post pictures of the setting, examples of the typical day and what children will enjoy by attending.

Virtual home visits

- Like a virtual open day - key workers visit a child and family in their home during lockdown without actually visiting. Many parents and even children might be used to video catch ups with families. A way for the family to build positive relationship with you.
- Different media could be used again (Facebook, Whats App, Zoom, Facetime etc)

We will be looking to gather information from yourselves regarding the demand from the Black, Asian and Minority Ethnic (BAME) community along with information relating specifically to SEND.

Please keep your eyes open for the email to come through and complete the questions, returning to childcare@middlesbrough.gov.uk

Please don't forget that we are here to support you and would prefer that you come to us directly with any queries you may have.

The Family Information Service number is 01642 354200.

We hope that you have found the daily government updates useful during this time.

Lastly, we would like to thank you all for your ongoing support in what has been a very difficult time for us all.

Thank You!

