

# Early Years & Childcare Business Newsletter

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Issue No. 5

Welcome and thank you for taking the time to read our latest Business Newsletter, we hope you find it useful to support you with the ongoing sustainability of your business. If you have anything that you would like to see included in future editions do let us know and please contact us for any further support or advice.

Email: [earlyyears@warwickshire.gov.uk](mailto:earlyyears@warwickshire.gov.uk)

Website: [Early years and childcare settings during COVID-19](#)

## Test & Trace support payment for parents

Parents and carers of children who have been advised to self-isolate by their education setting or by NHS Test and Trace are now able to apply for a [Test and Trace Support Payment](#) or discretionary payment of £500, if they meet the eligibility criteria. Parents and carers should apply to their local authority to receive a payment. Nurseries, childminders, schools, colleges and further education providers are required to provide a letter to all parents or carers of the children advised to self-isolate, to support their application to the Test and Trace Support Payments scheme. A template letter is available for early years and primary schools on the [primary schools document sharing platform](#) titled with the code RP81.

Once an application for a payment has been received, the local authority will be in touch with your setting to verify the details of the child provided on the application. It may be conducted before or after a payment is made. The letter you give to parents and carers should explain to them that their local authority will conduct a check with their child's setting if they apply for a payment.

## Cyber Security awareness in Early Years

The National Cyber Security Centre (NCSC) have published some guidance specifically for the early years sector. You can find the guidance for early years practitioners on the NCSC's own [website](#).

## National Skills Fund

The Government is investing £2.5 billion in the National Skills Fund. The National Skills Fund will help adults to train and gain the valuable skills they need to improve their job prospects.

Free level 3 qualifications for adults. Sector subject areas and courses available include childcare and early years, eligibility criteria apply. For more information please click [here](#).

## Coronavirus—WCC economic recovery programmes

WCC have developed an economic recovery plan and earmarked a budget of over £300 million to support economic recovery in the county. Further information can be found [here](#).

## Business & Financial Support News

### Marketing

Marketing is an integral part of business sustainability and growth so it is worth spending time on ensuring the setting's marketing strategy is strong.

Things to consider:

- What is the setting's unique selling point (USP)?
- Why did parents choose the setting?
- What do parents value the most?
- Share the story and vision of the setting
- Know the competition and what they offer
- What methods of advertising could be used?
- First impressions count!
- Keep online information up to date—it is better to have limited up to date information rather than lots of information which is out of date!

A key part of ensuring that marketing continues to benefit the setting is to track all enquiries, how did customers hear about the setting? Follow up on all enquiries. Ensure that the setting details are up to date online. Many settings are listed on google, social media, websites and early years specific directories. Always make sure the setting contact details are correct.

Useful marketing tools/information:

- [Google my business](#) is a free tool that allows you to promote your business on google
- Early Years Alliance—[Marketing your early years business](#)
- Foundation Years—[Marketing](#)
- PACEY—[How to market your business](#)
- GOV.UK—[Early Years providers: how to promote your business](#)

### Use of Ofsted logos

Settings can download the Ofsted outstanding or good logos if they have received one of these grades at their last inspection. Where settings have not yet been inspected, or if you have not been graded outstanding or good at your last inspection, you cannot use any Ofsted logo. Please check your online and paper documents to ensure you meet the requirements as listed [here](#).

### Tax Free Childcare

Tax Free Childcare is a UK wide offer. Eligible parents with children under 12 can get up to £2,000 per child, per year, towards their childcare costs (or up to £4,000 for disabled children under 17). Providers will only be able to receive Tax Free Childcare payments from their customers once they have [signed up to Tax Free Childcare](#). For further information on Tax Free Childcare and other support for childcare costs, including a communications toolkit, please click [here](#).

**Coronavirus Financial Support for businesses**—Financial support schemes are administered by the local District and Borough councils. Please note application deadlines are always changing so please keep checking. For further information on the schemes including eligibility criteria, please click on the links below:

- [North Warwickshire Borough Council](#)
- [Nuneaton & Bedworth Borough Council](#)
- [Rugby Borough Council](#)
- [Warwick District Council](#)
- [Stratford on Avon Borough Council](#)

# COVID-19 Government Business Support Latest Updates

The Government has a webpage specifically for [Coronavirus \(COVID-19\): financial support for education, early years and children's social care](https://www.gov.uk/business-coronavirus-support-finder) where you can find all of the latest information and guidance to support your business. Also available is the coronavirus support finder — <https://www.gov.uk/business-coronavirus-support-finder>

**Local Restrictions Support Grants (LRSRG), Additional Restrictions Grant (ARG), Christmas Support Payment (CSP) for wet-led pubs: guidance for local authorities**—Updated 17.03.21—Added new guidance on the Restart Grant and updated guidance on the Additional Restrictions Grant to include £425m top-up from 1 April 2021. Updated 31.03.21—Added sample template for declaring subsidy allowances which can be sent out to businesses.

**Use of free early education entitlements funding during the coronavirus (COVID-19) outbreak**—Updated 18.03.21—Update: the government's plans for funding local authorities in the 2021 spring term and for the financial year 2021 to 2022.

**Test and Trace Support Payment scheme: claiming financial support**—Updated 22.03.21—Updated to reflect that you can claim up to 42 days after the first day of your self-isolation period, and that the Test and Trace Support payment scheme has been extended to parents and guardians who need to take time off work to care for a child who is self-isolating.

**Pay VAT deferred due to coronavirus (COVID-19)** - Updated 24.03.21—Information about the maximum number of instalments that are available to you has been updated.

**Claim for wages through the Coronavirus Job Retention Scheme**—Updated 25.03.21—Guidance has been updated to explain that the earliest you can make a claim for May 2021 is 19 April 2021. Updated 01.04.21 Claims for furlough days in March 2021 must be made by 14 April 2021.

**Coronavirus guidance for Companies House customers**—Updated 25.03.21—The automatic extensions granted by the Corporate Insolvency and Governance Act will come to an end for filing deadlines that fall after 5 April 2021. Updated 06.04.21—The automatic extensions granted by the Corporate Insolvency and Governance Act have come to an end.

**Check if you can claim back Statutory Sick Pay paid to employees due to coronavirus (COVID-19)** - Updated 26.03.21—The weekly rate in the 'What you can claim' section has been updated.

**Free courses for jobs**—First Published 01.04.21—Details of the free courses and qualifications for adults (19+) available through the Lifetime Skills Guarantee including eligibility criteria and how to apply.

**Financial support for businesses during coronavirus (COVID-19)** - Updated 01.04.21—The Local Restrictions Support Grants and Closed Businesses Lockdown Payment closed to new applications on 31 March 2021. If you haven't received your payment by 40 April 2021 please contact your local council. Updated 06.04.21—Added Recovery Loan Scheme.

**Recovery Loan Scheme launches 06.04.21**—A new government-backed loan scheme launched on the 6 April 2021 to provide additional finance to those businesses that need it.

# Useful Business Support Websites & Contacts

## Starting up a childcare business

Information and tips on setting up and running your own business

<https://www.gov.uk/browse/business>

## Charity Commission

Useful information on setting up and running a charity

<https://www.gov.uk/government/organisations/charity-commission>

## Companies House

Information on starting up and running a company

<https://www.gov.uk/government/organisations/companies-house>

## Staff Employment – ACAS

Advice and information on staff employment matters

<https://www.acas.org.uk/>

## PACEY - Business Smart

<https://www.pacey.org.uk/working-in-childcare/business-smart/about-business-smart/>

## Find useful briefings, DfE guidance and slides from events and training

<https://app-t1pr-seycp.azurewebsites.net/resources.htm>

## Government help with childcare costs for parents

<https://www.childcarechoices.gov.uk/>

## Group setting cost calculator co-produced with Merton and PACEY through DSF funding

<https://www.pacey.org.uk/working-in-childcare/nurseries/group-setting-cost-calculator/>

<https://www.pacey.org.uk/working-in-childcare/nurseries/group-setting-occupancy-tool/>

## Warwickshire County Council Warwickshire Insights

Warwickshire Insights provides statistical information about local areas in Warwickshire

<https://data.warwickshire.gov.uk/>

## Out of School Alliance

Information and support to individuals and organisations setting up and running out of school clubs, holiday clubs and playschemes.

<https://www.outofschoolalliance.co.uk/>

## The Pensions Regulator

Information and guidance on staff pensions and the responsibility of the employer

<https://www.thepensionsregulator.gov.uk/>

## Coram Family and Childcare's resources are designed to help professionals working in childcare and early years

<https://www.familyandchildcaretrust.org/resources-professionals>

## NDNA – Business Zone NDNA Business Zone

[http://www.ndna.org.uk/NDNA/News/Early\\_Years\\_Business\\_Zone.aspx](http://www.ndna.org.uk/NDNA/News/Early_Years_Business_Zone.aspx)

## Early Years Alliance – Business and Management

<https://www.eyalliance.org.uk/business-and-management>

<https://www.eyalliance.org.uk/cost-delivery-calculator>

## Foundation Years – Business Planning

<https://foundationyears.org.uk/2019/08/business-planning/>

## Warwickshire County Council Family Information Service

Free advertising for your childcare business on the childcare directory.

<https://www.warwickshire.gov.uk/fis>

## Support and advice for your early years business

<https://www.earlyyearsbusinesszone.org.uk/>

## Early years business sustainability

Advice, examples and resources to help early years providers run a sustainable business

<https://www.gov.uk/government/collections/early-years-business-sustainability>

## Warwickshire County Council Childcare Sufficiency Assessment

<https://www.warwickshire.gov.uk/childcaretypes>

## Warwickshire County Council Support for businesses & suppliers

<https://www.warwickshire.gov.uk/coronavirusbusinesssupport>