



## Helping providers get the most out of the Childcare Works HUB

The Childcare Works HUB is a one-stop shop hosting a wealth of resources, designed by our specialist team around the themes that you have told us are important, to support childcare providers in the expansion of the early years entitlements and implementation of the wraparound programme.

Resources are continually being developed, new new content is being shared on the HUB as it becomes available.

Providers can access the HUB by visiting <https://childcareworks.org.uk/hub-for-providers>. A breakdown of the key resources shared so far can be found below.

### 1. Getting a business ready for the childcare expansion

Business strategy for both local authority officers and childcare providers is essential, but we know that doesn't always mean everyone has the skills they need. That is why we have created eight business focused videos as part of our initial PREPARE toolkit.

**PREPARE** is a series of steps, organised in a way to take stock of the current business and its finances to support decision making for the introduction of the extended entitlements and wraparound care in a setting. All recordings can be accessed through links in the introduction session or individual links below.

- [Introduction: Preparing for the expansion of the extended entitlements and wraparound care](#)
- [How to conduct a PEST Analysis](#)
- [2\) Market analysis – mapping supply and demand](#)
- [3\) How to conduct a SWOT Analysis](#)
- [4\) The importance of occupancy](#)
- [5a\) Finance matters - Income and expenditure, budgets and cashflow forecasts](#)
- [5b\) Finance Matters - Breakeven analysis](#)
- [5c\) Finance Matters – Profit and loss, monitoring and financial controls](#)

### How to use PREPARE

- Share links to recorded content widely so providers can self-serve, without any local authority input.
- Use learning and recorded content in part or in whole in direct work with providers at networks, training or 1.1 support as part of the provider support strategy.
- Utilise the PowerPoint slide deck in part or in whole in your business support strategy.

## 2. Promoting a childcare business to the parents who need it

After preparing your childcare business for the expansion, you will need to promote it to your customers.

The first recording is aimed at those who are new to marketing, or who want a bit more knowledge to support and improve their marketing efforts. It explores what marketing is, introduces the concept of the marketing mix and explains how price, product, place and promotion all fit together. It also signposts to additional resources which will provide more practical guidance.

- [Introduction to Marketing](#)  
The first recording is aimed at those who are new to marketing, or who want a bit more knowledge to support and improve their marketing efforts. It explores what marketing is, introduces the concept of the marketing mix and explains how price, product, place and promotion all fit together. It also signposts to additional resources which will provide more practical guidance.
- [The 3 'M's of marketing](#)  
This recording introduces the 3M model and explores the first M which is Market. It examines who is the target market, considers identifying different segments of this market and explores different purchasing roles to help you reach and engage new and potential users.
- [The 3 'M's of marketing - messages](#)  
This recording considers the second of the 3Ms, Message. It explores how to bring all the market information together to create messages for those involved in buying your services. It examines what makes you really unique, value propositions and selling the benefits to ensure you create clear marketing messages that are focused on what parents want and need.
- [The 3 'M's of marketing - methods](#)  
This fourth recording considers the final part of the 3M model – the methods. It examines how marketing activity reaches your target audience in a way that is affordable. It explores some of the marketing methods that are available such as websites, social media, print and online advertising to assist you to decide which marketing activities are the most relevant for you to take.

## 3. Fostering meaningful inclusion in early years settings

Created in collaboration with Dingley's Promise, a best practice SEND provision, this package intends to equip local authorities and providers with the confidence to foster meaningful inclusion throughout their settings.

- [Dingley's Promise Part 1: Inclusive Practice Creating the Right Environment](#)  
Here, experts at Dingley's Promise explore how to respond to the developmental level and the individual learning styles of each child, supporting the effective differentiation of activities. Providers will also gain a deeper understanding of meaningful inclusion and its three principles: an enabling environment, consideration of different developmental and learning styles, and individualised, supported learning.
- [Dingley's Promise Part 2: Inclusive Practice - Progressing the Learning of Children with SEND](#)  
The second video focuses on progressing the learning of children with SEND. Colleagues at Dingley's Promise explore the psychology of early years learning, specifically delving into different play schemas. Providers will gain a practical understanding of how to identify a child's play schema preference and utilise this knowledge to enable successful, effective and individualised 'learning through play' sessions.
- [Dingley's Promise Part 3: Working in Partnership](#)  
The third video focuses on the benefits of collaborative partnership working. Effective partnership working, with parents, external agencies and SEND professionals all work to improve children's developmental progress and long-term outcomes. Colleagues at Dingley's Promise explore how meaningful inclusion works best when we work in joined-up way. They provide practical advice on building trusting relationships with the whole family to foster SEND support networks and children's progress.
- [Dingley's Promise Part 4: Strategies](#)  
The fourth and final video focuses on strategies to support SEND children. The strategies explored include home visits, social stories, visual timetables, now and next, sustained shared thinking and turn taking. Each strategy is explained with examples, equipping providers with the understanding of which children it would be appropriate for and shares the child centered benefits.

Finally, colleagues at Dingley's Promise have provided four best practice slide decks for provider leadership teams which equips them with the tools needed to plan for inclusion. The slides (with audio) cover planning for welcoming ALL children, ensuring an inclusive physical environment and resources, staff training, as well as the benefits of inclusion not only for the children provider's support but also the provider's business model.

- [Slide Deck: Preparing for Inclusion](#)
- [Slide Deck: Daily Management for Inclusion](#)
- [Slide Deck: Leadership Priorities](#)
- [Slide Deck: Business Planning for Inclusion](#)

You can also find the new [Early Years SEND assessment guidance and resources](#), developed by the Department for Education in partnership with Dingley's Promise. It includes practical advice, tools and downloadable resources to support early educators in meeting the needs of children with SEND in their care. It covers assessment, capturing children's voices, setting SMART targets and achievement play plans.

- **[Marketing and Promotion - Finding and Keeping Customers](#)**

This final short recording from the marketing series considers marketing from a childcare providers perspective. It considers strategies to attract new families and retain existing ones. It highlights how effective marketing activity which includes digital and community-based marketing/events, social media, customer feedback, and compelling content can build a strong, appealing brand that resonates with families to ensure a steady flow of enquiries and new starters.

- **[Recruitment and Retention in Early Years and Wraparound Provision](#)**

Effective recruitment and retention are vital for maintaining high standards of care and education. Ensuring that we have the right staff who are committed and well-supported is crucial for providing consistent, quality care to children. This short recording aims to provide viewers with actionable strategies to attract and retain high-quality staff. Hear a provider discuss the current landscape, effective recruitment strategies, and practical retention techniques.

- **[Leadership and Team Building in Early Years and Wraparound](#)**

The aim of this short recording is to provide you with practical tips for effective leadership and team building. Hear from a provider who will discuss key leadership qualities, strategies for building a cohesive team, and practical techniques to enhance teamwork and resolve conflicts.

- **[Supporting Providers to have Courageous Conversations in Early Childhood Education](#)**

Courageous conversations are essential for maintaining a healthy and transparent environment in childcare settings. They help address issues promptly and build trust among staff and parents. This recording discusses how to conduct difficult discussions openly and constructively, so we enhance relationships with parents and staff.

- **[Breaking Down Barriers – Helping You See Opportunities, Not Challenges](#)**

This session explores how tools and frameworks can shift our perspectives to view perceived challenges as opportunities for growth and improvement. We take you through how to use the problem-solving frameworks step by step using two case studies. The session also considers how we can use scenario planning and strategic thinking to anticipate and mitigate potential problems.

- **Invoicing, Consumables, and Charging Structures**

Effective management of invoicing consumables and charging structures is crucial for maintaining transparency and fairness as required by the DfE statutory and operational guidance. This recording considers the requirements of the operational guidance and explores invoicing good practice.

**Look out for our new releases – COMING SOON .....**

- **Making Funding Work: The Use of Government Funding as a Sustainable Business Model**

Providing you with the knowledge and strategies needed to make the most of government funding. The recording discusses the different types of funding streams, how to apply for them, and ways to use these funds strategically for long-term sustainability.

- **More on SEND and inclusion in early years with Dingley's Promise**

Four bitesize videos and a briefing paper exploring reasonable adjustments, understanding inclusion in your own setting and how to use the new assessment toolkit.

- **SEND and inclusion for wraparound providers**

Ten bitesize videos, created in collaboration with NASEN, to support wraparound providers to provide inclusive provision and to meet the needs of children with SEND. The recordings will cover understanding SEND and the related legislation providers need to follow, as well as exploring the principles of inclusive provision and environments. We'll take providers through what they need to know to build high quality interactions and positive partnerships with others, such as parents, carers and children themselves, as well as external agencies in the field that providers may come into contact with. We'll explore the essential topics of understanding behavior as communication, supporting children's sensory needs and the planning for successful transitions.

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