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Marketing childcare provision

The childcare settings we are supporting across the country have been reviewing the information they provide online and in their printed literature, to see how it highlights their inclusive childcare practices.



Review your marketing

When parents start seeking childcare for a child with special educational needs and disabilities (SEND), they appreciate clear information that gives them all the details about the childcare on offer to help them decide whether a setting looks suitable for their child – and whether to investigate the provision further.

Our target settings are reviewing their marketing materials to ensure that they cover:

- details of the childcare on offer (eg times)
- information about the venue (eg accessibility for wheelchairs)
- flexibility and affordability (eg funding for 1-2-1 support)
- policies and procedures (eg around inclusion) and the local SEND offer
- inclusion awards and accreditation (eg autism friendly)
- staff experience, roles and qualifications (eg SENCO, specialist training)
- information on the types of special educational or medical needs that they have worked with (eg children with autism, ADHD, Spina Bifida)
- training and support provided for parents (eg around EHC plans) and staff (eg around giving medicines)
- feedback from parents and carers (eg quotes from surveys)
- recording and monitoring systems (eg online)
- partnership working (eg with other childcare providers, schools, specialist agencies, local authority)

- engagement with families (eg support sessions for parents, focus groups, suggestion boxes)
- Ofsted reports
- social media use (eg Facebook page, an online blog that links to other social media sites)
- images showing the wide range of children at the setting, activities on offer and resources/premises.

As part of this process, for instance, the settings have been considering:

- the role of front of house staff in welcoming prospective parents to the setting
- whether their documents can be translated into other formats (eg large print)
- capturing parents' views via a filmed interview
- introducing a useful links section to their website, where parents can see where they can go for specific support
- where to advertise their provision (leaflets and posters displayed in doctor's surgeries, dentists, health centres, hospitals, supermarkets, libraries, schools, children's centres etc)

Further information

- Family Action is funded by the Department for Education (DfE) to support school-based childcare providers with developing high-quality and inclusive childcare for 0-5s with special educational needs and disabilities (SEND). Find out more about the project, and download a wide range of free resources from: www.learning-exchange.org.uk
- Our Learning Exchange Facebook page gives links to events, suppliers, equipment, training and venues that might be of interest to school-based childcare providers: www.facebook.com/pages/Learning-Exchange/904749822892733?sk=timeline

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