

# Childcare Choices

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## **12 May stakeholder mini-toolkit**

From September 2025, eligible working parents will be able to access 30 hours of funded childcare a week, for 38 weeks of the year, starting from the term after their child turns 9 months old until they begin school.

On Monday 12 May, all eligible working parents of children who will be at least nine months old on or before 31 August will now be able to apply for their 30 hours childcare. This marks an important milestone in the lead-up to the full rollout in September, when working parents will gain access to the final stage of the working parent entitlement.

The Department for Education is marking this milestone with a range of activity to promote the working entitlements to parents, reminding them to get their code and to visit [www.childcarechoices.gov.uk](http://www.childcarechoices.gov.uk) to find out more about the support available to them.

To support our activity and reach as many parents as possible, we would appreciate any support you can offer through your own channels to amplify the message and raise awareness.

We have compiled some social media and newsletter content that you can share on your own channels.

## 1. Newsletter copy:

### **Final phase of childcare expansion: get 30 hours childcare – apply now**

From this September, 15 hours childcare for working families with children under 3 will expand to 30 hours, meaning eligible working families can now apply for 30 hours of childcare from the term after their child turns 9 months until they reach school age.

This expansion is designed to support your child's early education and help you better balance work and family life. It's the final phase of the childcare expansion, which could save families up to £7,500 per year.

### **Apply for your childcare code by 31 August to start using the support from September**

#### **What you need to do:**

- **Check if you're eligible:** Working parents in England may be entitled to up to 30 hours of childcare per week for children aged **9 months to school age**, during term time (38 weeks per year).
- **Apply online via GOV.UK:** If you're eligible, apply now for your childcare code – you'll need this to access your hours.
- **Apply by 31 August:** To start using your hours from **1 September**, make sure you apply **before the deadline**.
- **Speak to your childcare provider:** Check that they offer the hours and confirm their arrangements.
- **Keep your code up to date:** you'll need to **reconfirm your details every 3 months** via your GOV.UK account. You'll get a reminder when it's time.

**Already using 15 hours childcare for working families?** You don't need to reapply for a new code. Simply continue to reconfirm your details every 3 months on your GOV.UK account and your existing code will update automatically to enable you to take up 30 hours from September.

For a step-by-step guide on how to apply, watch the video below with Early Years Educator, Steff, explaining the process: [How to get help with the cost of childcare: government-funded support in England](#)

[Click here to apply for your childcare code](#)

## **2. Social post messages**

Here is some suggested copy you can use to post on your social channels to promote the offer to parents:

- Need help balancing work, childcare and family life?

From September, eligible working parents can get up to 30 hours childcare for children aged 9 months until they start school.

Visit [childcarechoices.gov.uk](https://childcarechoices.gov.uk) to find out more and get help that fits your family.

- From September, eligible working parents can get up to 30 hours childcare for children aged 9 months until they start school.

From 12 May all eligible working parents can apply to get their code.

Visit [childcarechoices.gov.uk](https://childcarechoices.gov.uk) to find out more and apply now.

You are free to use these assets to accompany your post:

- [Social asset option 1](#)
- [Social asset option 2](#)

## **3. Other ways to support**

If you would like to share other content that will appear throughout the day, look out for content in the following places:

- Department for Education's [Facebook](#) and [X](#) channels
- Sophie Bradbury aka Money Saving Mama on [Instagram](#).

We also have a YouTube channel with some video content about support if it is something you wish to include in your content:

- [Great start film](#)
- [Here to help you juggle film](#)