



## **West Sussex Family Information Service - Best Promotion of Two-Year Old-Funding**

## **Examples of excellent practice that led to the NAFIS award, in their own words.**

- Department for Work and Pensions (DWP) data is cross matched with other data sources to identify if a family is already known to us.
- If known, a relevant professional follows up to promote the offer and support with our online application process.
- Those not known to us receive a promotional postcard. These are then followed up with an email and/or phone call, where contact information is provided.
- We share data with our Family Hubs to continue any meaningful contact.
- We also pro-actively engage with families once application has been approved. If they do not appear to be accessing a place, we undertake a further follow-up to ascertain any perceived barriers to accessing a place.
- As a result of these follow-ups, childcare brokerage is triggered to provide extra help and support to those parents/carers who need it.
- As part of the application process, if the parent/carer is applying under the criteria where child is in receipt of Disability Living Allowance, childcare brokerage is automatically triggered which assists with pre-entry requests for inclusion support/funding with the chosen setting.
- We prioritise processing applications for children who are eligible immediately, over those who will become of eligible age the following term.
- Where applications under the economic criteria are declined following an ECS check, we encourage parents/carers to submit evidence to us to support their application. We also automatically re-check declined applications four weeks after the initial outcome.
- Where applications are declined, we use this as an opportunity to ask the applicant to check their details are correct with HMRC.
- We ensure that all applications to promote the Tax Free Childcare offer to the parent/carer.
- In our application process, we have added confirmation of consent from the parent/carer to use their details to check if they would be eligible for Early Years Pupil Premium when their child turns three and able to access the Universal three and four-year-old Free Entitlement. This in turn leads to increased income for settings once the child is eligible for the Universal offer.
- We analyse the feedback provided by parents/carers about perceived barriers to accessing the entitlement and use this to inform our future marketing messages. This involves 'myth busting'.
- We work closely with the accommodation team to identify families eligible under the No Recourse to Public Funds criteria (via the support workers) to support families to take up the entitlement, including those in temporary accommodation.