



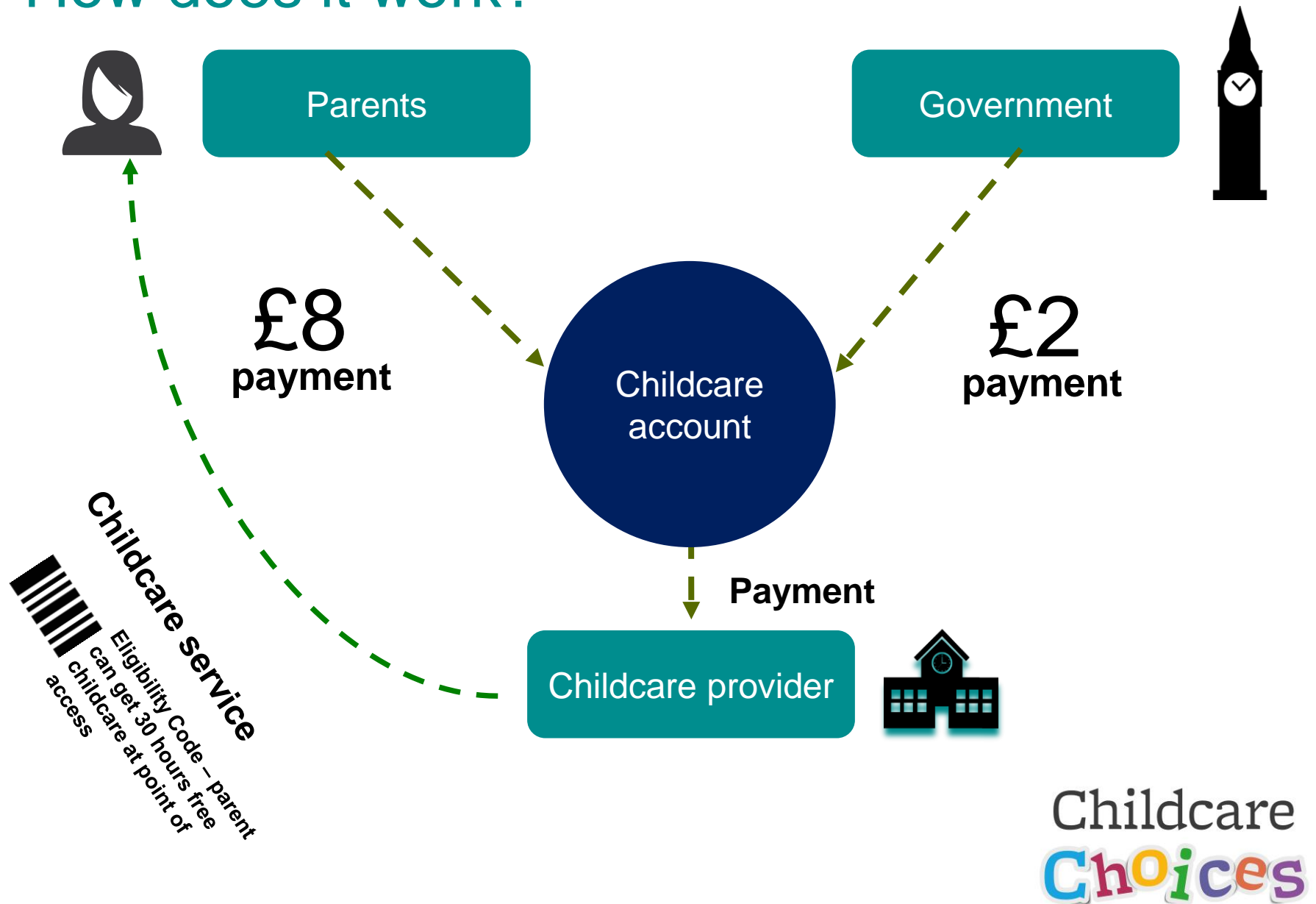
HM Government

Childcare  
**Choices**

# Tax-Free Childcare

Sarah Radford, HMRC

# How does it work?



# Roadmap



- **July/Aug 2016:** Letters/emails sent to childcare providers
- **Sep/Oct 2016:** Childcare providers invited to sign up for Tax-Free Childcare
- **Autumn 2016:** Trial of childcare service began
- **March 2017:** Childcare Choices launched
- **April 2017:** Childcare service introduced
- **Sep 2017:** 30 hours available to parents
- **2017:** TFC rollout continues

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# Status of the service

<b>Applications</b>	<b>300,000</b>
<b>Child accounts</b>	<b>260,000</b>
<b>Parent satisfaction</b>	<b>75%</b>

# Service issues




Some parents and providers have experienced technical difficulties with the service

We are putting in regular fixes and improving the service based on feedback




We are working to improve call waiting times with our helpline

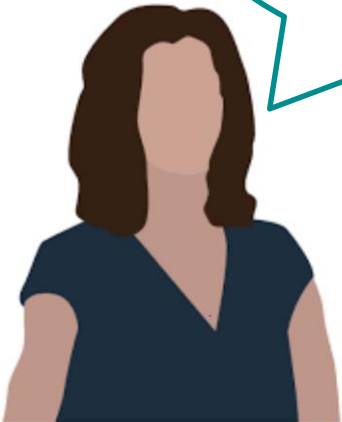
# Childcare Provider feedback on the service



"Signing up takes 10 minutes-that is fantastic as in a nursery environment you have no time!"




"Straightforward and familiar layout, similar to other government websites and forms."




"They haven't made it difficult, it doesn't cost you anything, it only costs you 5 minutes of your time."

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# Parent feedback on the service



"That was quicker  
than expected"



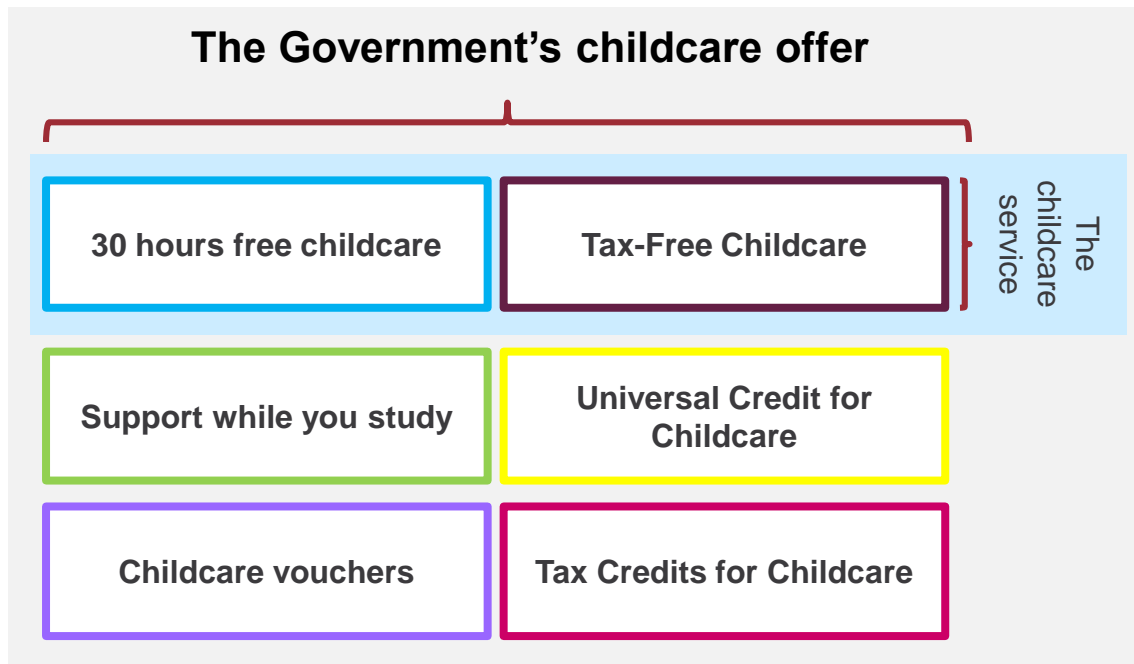
"It's really clear, like online  
Banking- you can't go too  
far wrong"



"That was easy- and I'm not  
Computer person- there was  
Nothing I didn't understand"

# Childcare Choices

The Government's childcare offer brings together all of the Government childcare schemes – both new and existing – under a single, unified brand.



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# Childcare Choices website



A simple, friendly and clear design



Straightforward language



Clearly signposted links to further information and resources



Supporting information for childcare providers

The screenshot displays the 'Help paying for childcare' section of the Childcare Choices website. At the top, a purple banner reads 'Help paying for childcare'. Below this, a text box explains the purpose: 'Look through all the help on offer, or tell us a bit about you, so we can find the offers that might be best.' The form includes a dropdown menu for 'You are:' and a 'Do you live with a partner?' section with 'Yes' and 'No' buttons. Below the form, there are three main sections, each with a purple banner for '15 hours free childcare a week' and a '30 hours free childcare a week' section marked as 'NEW! COMING 2017'. Each section lists eligibility criteria for families in England, including age requirements (2-year-old, 3 and 4-year-old children) and hours of free childcare. A 'Is it for me?' button is present in each section. At the bottom, there is a 'Tax-Free Childcare' section also marked as 'NEW! COMING 2017'. A 'GOV.UK' logo and an 'Email me when available' button are visible in the bottom right corner.

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# How do I know what is the best offer?

## Compare support options for your family

Your childcare costs are: £6,000 a year.  
Based on the answers you gave us, you could be entitled to:

<b>Tax-Free Childcare</b>	You could get <b>£1,200 a year</b> towards your childcare costs	<b>Available in 2017</b> You can get an update on when to apply for Tax-Free childcare. <a href="#">Keep me updated</a>
<b>! You can't get childcare vouchers, tax credits or Universal Credit if you join this scheme.</b>		
<a href="#">How it works</a>		
<b>Childcare vouchers</b>	You could get <b>£624 a year</b> in tax and National Insurance savings through salary sacrifice	<b>How to apply</b> Talk to your employer getting childcare vouchers
<b>! You can't get Tax-Free Childcare and childcare vouchers at the same time. You'd get less</b>		

## GOV.UK Childcare calculator

**BETA** This is a new service. Help us improve it - send your [feedback](#).

### Keep me updated

Thanks for your interest in Tax-Free Childcare.  
By giving us your email address you'll get an alert when Tax-Free Childcare becomes available with details of how to apply.

Email address

Tax-Free Childcare will be introduced based upon children's ages.

**Would you like us to save the date of birth information you gave us and email as soon as you can apply?**

☐ Yes ☐ No

Your details won't be shared with anyone and are completely secure.

[Keep me updated](#) [Cancel](#)

# Communicating the offer

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Supporting families  
with childcare costs



HM Government

Find out more at  
[childcarechoices.gov.uk](http://childcarechoices.gov.uk)

## Email for parents

Subject line: Government launches new schemes to help with childcare costs



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# Questions?