

Tax-Free Childcare

20% Government
top up for your
childcare costs

Coram Family and Childcare Trust

November 2022



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What is Tax-Free Childcare?

- Government support for **working parents**, including the self-employed, **in the UK** working at least 16 hours at the National Minimum Wage.
- Parents and carers can earn up to £100k each per year and still be eligible for TFC.
- With children aged 0-11 or until 17 if disabled.
- For every £8 a parent pays into an online account, the government will add an extra £2, **up to £2,000 per child per year** - or £4,000 each year if the child has a disability.
- Digital by default service.
- For parents who **aren't** receiving Tax Credits, Universal Credit or childcare vouchers

What can you use Tax-Free Childcare for?

- You can use it to pay for approved childcare, for example:
 - childminders, nurseries and nannies
 - Breakfast and after school clubs and holiday play schemes
- Your childcare provider must be signed up to the scheme before you can pay them and benefit from Tax-Free Childcare.
- Check with your provider to see if they're signed up.



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What are we doing to promote Tax-Free Childcare?

Carried out a UK wide national campaign (June - Aug 2022)

- Digital ads viewed over **37 million times**
- Campaign generated over **49,169** referrals to gov.uk pages from Childcare Choices
- There have been increases in referrals for each childcare offer:
 - ✓ **Universal Credit Childcare** – **6,598** referrals, a 156% increase
 - ✓ **Tax-Free Childcare** – **25,840** referrals, a 116% increase
 - ✓ **30 hours** – **16,731** referrals, a 27% increase



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Channel performance for two month campaign July and August 2022

Out of Home



35.49% reach of target audience vs planned benchmark of 33.07%



Advertorials

- Early position in Metro (p14)
- Online Metro and Independent over-delivered on article views by 36% and 52% respectively
- Sun online under-delivered by 13,000 views (activity was cut short by the death of the Queen)



Audio

The campaign delivered a LTR of 98.1% vs market benchmark of 95% - seeing an impressive 3% increase vs the market



Social media

- Broader 'All Parents' audience group performed strongly on Meta channels, with +32% clicks on Facebook and strongest CTR on Instagram
- Static assets out-performed video content, delivering 98% of link clicks



Website (Childcarechoices.gov.uk)

Top traffic sources

- ✓ Direct link
- ✓ Google search
- ✓ Google CPC
- ✓ Facebook

Average time on page: 8 minutes 14 seconds



Google Search

Top searched keywords:

1. Childcare choices
2. Tax free childcare
3. 30 hours free childcare
4. Help with childcare costs

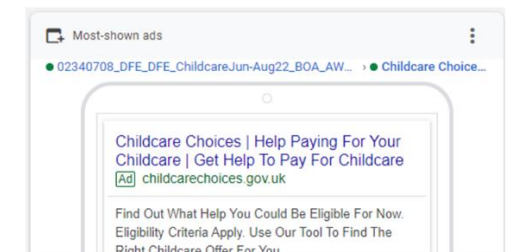
Clicks – Actual vs Planned

Benchmark
+860%

Impressions – Actual vs Planned
Benchmark

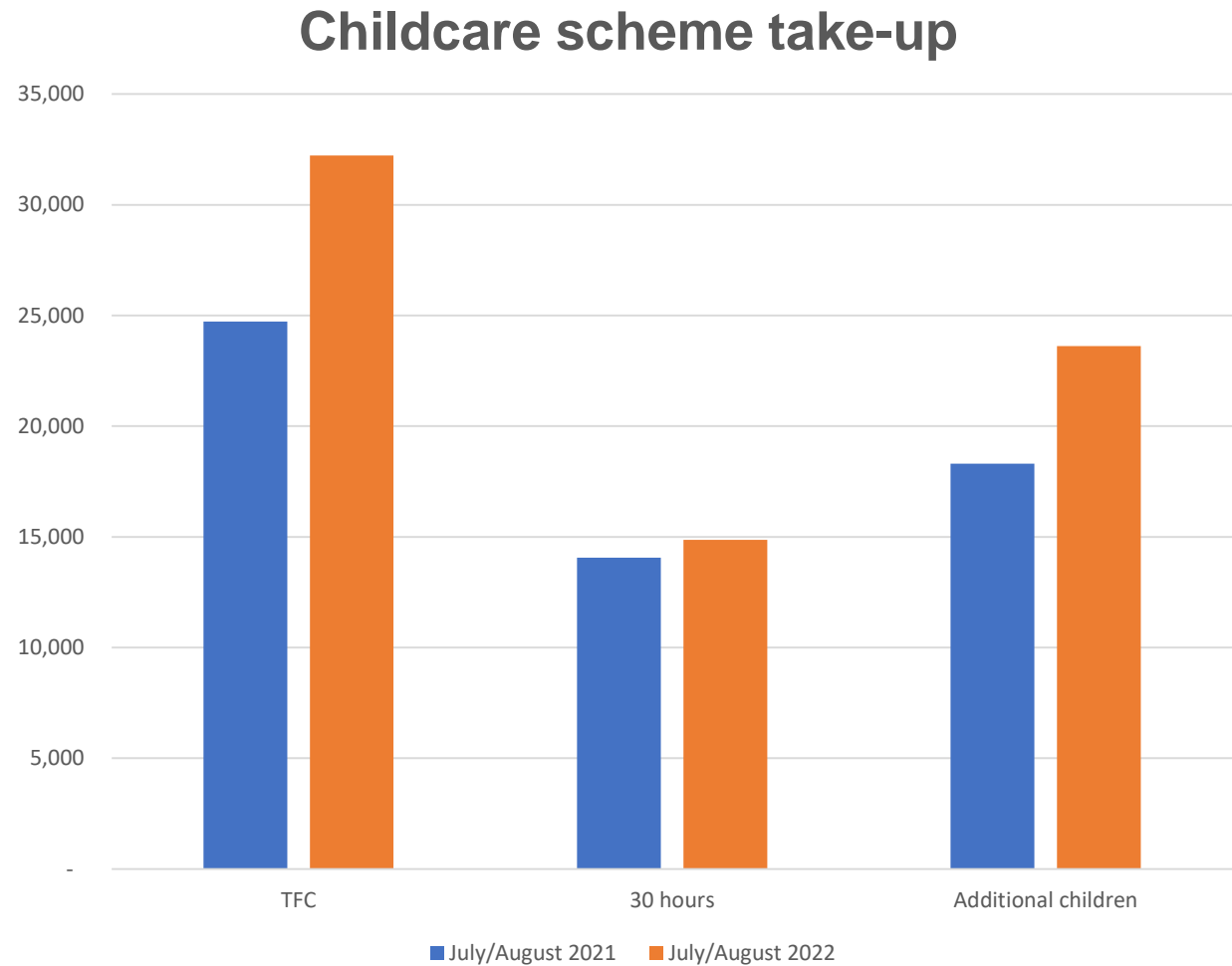
+198%

Cost per Click –
£0.23



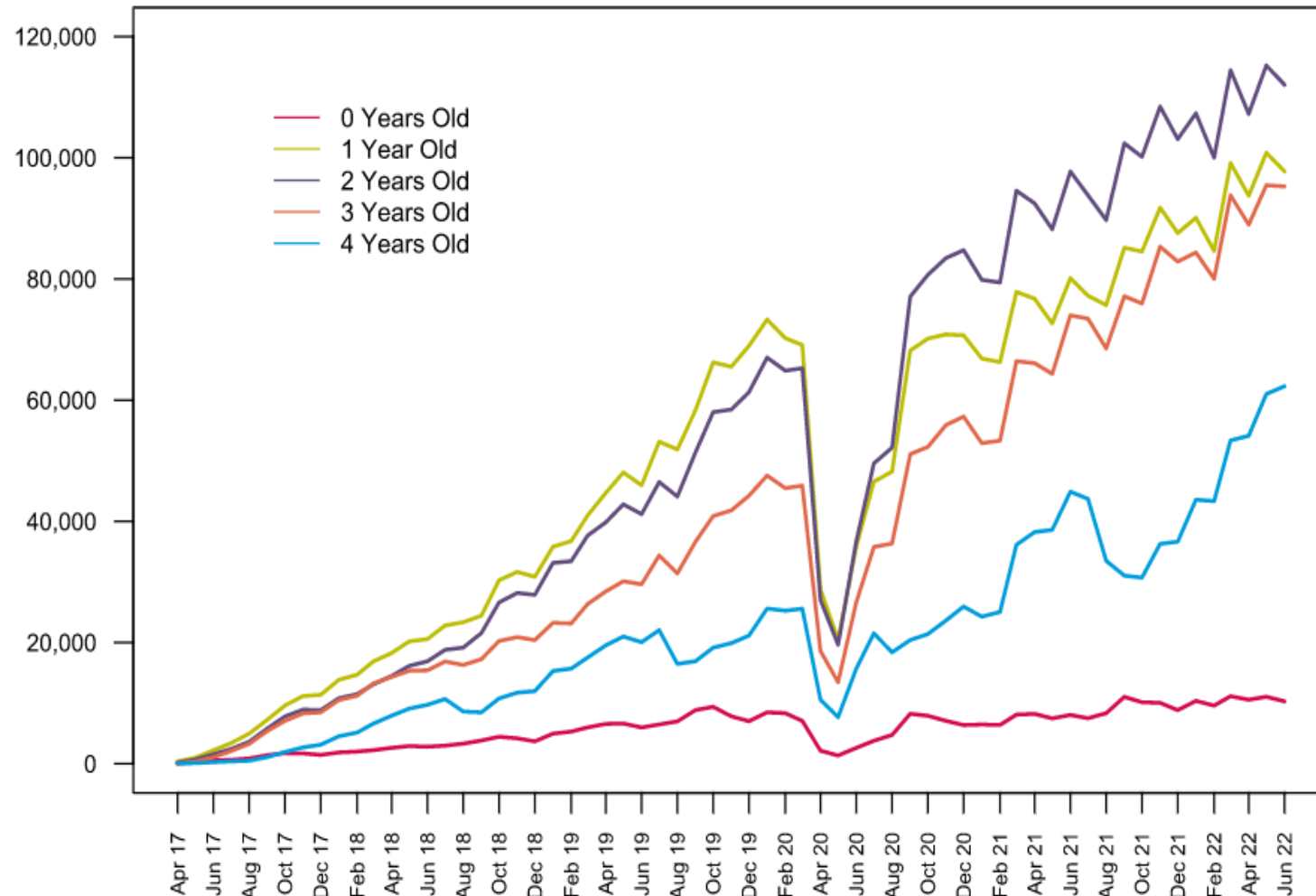
Scheme take-up – TFC & 30 free hours childcare

Scheme	Jul /Aug 2021	Jul/Aug 2022	Year-on-year increase
TFC	24,724	32,220	30%
30 Hrs	14,064	14,860	6%
Additional Children*	18,201	23,611	30%



**Additional children refers to customers who already use one of the schemes adding new children to the scheme(s)*
NB: During this time there were other activities outside the scope of the Childcare Choices campaign that may have impacted on scheme take up

Take up of Tax-Free Childcare for aged 0-4 years old from April 2017 – June 2022



- Take of TFC is used significantly more by parents with pre-school aged children.
- **XXX** of children aged from 0-4 used TFC in June 2022 compared to **XXX** children aged between 5 -11 in June 2022
- Regional variations are available:
<https://www.gov.uk/government/statistics/tax-free-childcare-statistics-june-2022/tax-free-childcare-statistics-commentary-june-2022>

Worked with UK wide childcare and holiday providers to improve their messaging

Guest post from Helen Whately MP: could you benefit from Tax-Free Childcare?

JuliaMumsnet · 25/05/2022 14:36


We know that childcare costs are *one of the biggest concerns* for Mumsnet users - and yet takeup remains low for one government scheme designed to help with those costs.

Exchequer Secretary Helen Whately explains how Tax-Free Childcare works and how to claim it.

"It's a few years now since I dropped off a child at nursery. But last Wednesday morning I was taken right back to those days when I joined parents at Crofton Nursery just after drop off time to talk about the cost of childcare.

Tax-Free Childcare

How it works and how to make the most out of this benefit



Amalia Illgner | Edited by Ben Slater

Updated 23 September 2022

Share this guide

The Government's Tax-Free Childcare scheme offers up to £2,000 a year per child towards childcare costs, including nursery, childminder and wraparound care. But while 1.3 million families are eligible, around 200,000 aren't currently using this benefit. Read on to

What is Tax-Free Childcare?

Tax-Free childcare is a government scheme to support working parents with their childcare costs, offering up to £4,000 for children with disabilities), depending on eligibility.

Parents who receive Tax-Free childcare cannot claim childcare tax credit or universal credit.

Tax-Free childcare is available to the following:

- Families with children aged 0-11 (or 0-16 if disabled)
- Working families in the UK
- Those who are not receiving Childcare Vouchers, Universal Credit or Tax Credits



Childcare Vouchers and Tax Free Childcare vouchers

CHILDCARE VOUCHERS AND TAX FREE CHILDCARE

If you have a child care account, including Tax-Free childcare account, you can use these to pay for part or even all of your holiday activities at Barracudas

MAKE A BOOKING

Find A Camp Near You

Offline

Promoting TFC

- We are keen for as many LAs to promote TFC through your own channels:
- [Bromley](#)
- [Bexley](#)
- [Kent](#)
- [Lancashire](#)
- [Leicester City Council](#)
- We have lots of communication products we can share with you to circulate, which can be found at <https://www.childcarechoices.gov.uk/providers/communications-toolkit/>



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Tax-Free Childcare Myths

Myth

“My child is too old for me to claim Tax-Free Childcare”

Reality

Your child **doesn't stop** being eligible for Tax-Free Childcare until the September following their 11th birthday (or 17 if disabled).

For example, Tax-Free Childcare can be used to help pay for registered afterschool or breakfast clubs for a child age up to 11, or up to age 17 if they have a disability.

Myth

Using Tax-Free Childcare will affect my tax

Reality

Tax-Free Childcare will not affect your tax. It simply gives you 20% towards your childcare costs

For more information visit www.childcarechoices.gov.uk

Any Questions? Helpful links

<https://www.gov.uk/tax-free-childcare>

<https://www.childcarechoices.gov.uk/>

<https://www.gov.uk/apply-for-tax-free-childcare>


<https://www.gov.uk/government/collections/tax-free-childcare-quarterly-statistics>



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TAX-FREE CHILDCARE JOURNEY



- 1**
Go to Childcare Choices & apply online (this is the application for both 30 Hours & Taxfree Childcare. You need to tick the appropriate boxes for one or both options)*
- 2**
Your eligibility will be checked by HMRC. If eligible, they'll open your childcare account
- 3**
Ensure the provider you want is already signed up and then add that provider to your account so you can pay them
- 4**
Pay money into your account. The top up will be added automatically
- 5**
Pay your childcare provider directly through your childcare account

Contact the FEEE Team on 01744 676542 should you require further information



St. Helens
Council



Childcare
Choices



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The 30-Hour Childcare Parent Journey is different from this point. Please refer to the 30-Hour Childcare Parent Journey document. You will need to follow both if choosing both.