

Early years providers need to

- promote EYPP to parents in ways that will increase take up
- identify and break down barriers which may be preventing parents/carers providing the information necessary / consent to check eligibility

What is your role in promoting the Early Years Pupil Premium (EYPP) to parents?

Parental Statement of Undertaking (PSOU) Forms

This form has been updated to include a data segment for parents to complete giving permission for the provider / LA to check eligibility for EYPP

The LA will help promote EYPP. We have produced posters and leaflets for you to use with parents to explain what EYPP is and how it can help their child.

Top Tips for promoting EYPP to parents can be found on the website



Promoting EYPP

You may want to promote the EYPP on your website, in newsletters or through social media

You are responsible for promoting EYPP to your parents

- ◆ You should promote EYPP to all parents and target parents of children accessing 2 YO FEEE
- ◆ The easiest way to promote and inform parents, is to do this at the point when a parent registers at your setting and when children become eligible for 3 / 4 year old FEEEE
- ◆ Remember EYPP is voluntary for parents; they do not have to take up the funding
- ◆ Ensure that all staff are confident in talking face to face with parents about the benefits of checking eligibility

Consider making displays to show parents how the funding has been spent to encourage parents to share relevant information

To incentivise parents to apply for EYPP early years providers need to communicate the less immediately obvious benefits of EYPP funding

What do you need to think about?

- ◆ How **effectively** are you promoting EYPP?
- ◆ What could you do differently to encourage more parents to complete the EYPP data segment on the PSOU
- ◆ Are parents made aware of the non income related criteria for eligibility in a sensitive manner?

<http://resources.leicestershire.gov.uk/eypp>