

Promoting the Early Years Pupil Premium (EYPP) to Parents

Top Tips

It is possible that Providers may experience some reluctance from parents to take up the EYPP and complete the data segment on the Parental Statement of Undertaking (PSOU) given that it is linked to their personal circumstances. Providers are already well versed in dealing with parents, their concerns and promoting their provision to parents, addressing the concerns of parents relating to the EYPP is no different. Practitioners need to be sensitive, approachable and knowledgeable to ensure that take up is high and that children benefit from the additional funding.

- ✓ Use a range of **different strategies** to promote the EYPP to parents e.g. newsletters, setting website, postcards, posters, text messages, face to face, information in the prospectus, create a display in the entrance area for parents showing how the EYPP could be used in the setting and the benefits to the children.
- ✓ Use the Parental Statement of Undertaking (PSOU) with the EYPP data segment to collect the information and consent needed to check eligibility. Using one form for all parents/carers will reduce the stigma which is often attached to EYPP. (Ensure that parents are aware that the EYPP part of the form is voluntary and know how the information will be used and protected.)
- ✓ Ensure that all practitioners in the setting have the **correct information** about the EYPP so that they can support parents, answer their questions, discuss and address their concerns. Create a 'Quick Guide to the EYPP' for use by practitioners. Consider nominating a key member of staff as a liaison point for parents with queries about the EYPP.
- ✓ Ensure that parents get **the right messages** and feel supported in consenting to the EYPP check e.g. that by consenting to the eligibility check parent's benefits are not affected
- ✓ **Target** the parents of the 2 YO FEEE children as some may be eligible. (Note that the criteria for the 2 YO FEEE and the EYPP are different so not all those claiming the 2 YO FEEE will be eligible for the EYPP)
- ✓ Providers know their parents, consider as a team how best to get the messages across to your parents.