

Coventry Wraparound Programme Newsletter

Summer
2025

Welcome to the latest Coventry Wraparound Programme Newsletter, brought to you by the Early Years Alliance, working in partnership with Coventry's Early Years Business, Sufficiency and Funding Team.

We aim to provide you with everything you need to know about the Wraparound Programme.

For the purposes of the Wraparound Programme agenda, Wraparound is defined as childcare that is provided directly before and after the school day, during school term time. Typically, this will mean that parents may be able to access childcare for their children from Reception to year 6 arriving at school at 8am, with the potential to remain on site until 6pm.

Now is a good time to survey your parents and potential new parents

With the start of the summer term and families being informed of their school placements, now is the perfect time to get a survey out to current families to see if their needs have changed and also to those new families who will be starting in the Autumn term.

Make sure as an opening to the survey you talk about the benefits of your wraparound provision and what the children will do while they are with you. Include a few comments from current users about what they like and why they come; and if you can, add some photos to bring it to life (remember to have permission to share any photos if they include children).

As you will read in the case study below, it is important to keep up to date with the needs of families. Adapting your wraparound offer to meet needs is an important part of being able to forecast occupancy to ensure ongoing sustainability of your wraparound provision.

St Christophers School – case study

We first met with Providers interested in hearing more about the Coventry Wraparound Programme in November 2024. Following this we returned again in April 2025, to deliver more face-to-face sessions.



Sessions were attended by a variety of providers: schools, nurseries, pre-schools and childminders who listened to a presentation about sound business planning practice, tools to help the process and how business planning and forecasting is vital to achieving sustainable service delivery for families.

We were joined by Clair Robinson (Headteacher at St Christophers School) and Jodie Davies (Playpals Wraparound Manager) who talked and then answered many questions about the wraparound service delivered at the school.

Their advice:

- Listen to your families – don't assume you know what they want and when they want it. Regular parent consultation will help identify need. Parents rarely work term time only (unless they are teaching) therefore consider whether it makes sound business sense to deliver wraparound care plus a holiday club.
- Consider how to best staff the service. At St Christopher's a full time Manager and Deputy Manager are employed all year round to deliver the service which currently attracts over 100 children daily. During holidays the holiday club is open to children who are not on the school roll.
- Decide when will you be open during holidays and make sure this is understood by parents who will have to make alternative arrangements. Playpals open over all holidays apart from 2 weeks at the end of the summer break when the school use the time to carry out a deep clean.
- Marketing is important - leaflets are great but make yourselves available where your families are (whether at school or in the community) because if they don't know a service exists, they won't know how to access it.
- Do some research to identify the competition. What do they charge, when do they operate? How can you attract custom? Do you have a Unique selling point?

- Listen to the children. They know what they want and if you are able to deliver it, they will ask to come to wraparound / holiday club.

Top tips

- As Clair and Jodie advised, listen to your families. Just because it has worked and been successful, don't assume that parents and carers of the new cohort starting in September will want or need what you delivered in the summer term. Consult regularly via parent surveys circulated in school newsletters, feedback gathered at drop-off and pick-up times, or questionnaires given out to families during consultation meetings - and then, if appropriate, tweak the service delivery model.
- Make sure you have terms and conditions in place that parents agree to before their child takes up a place. This can include:
 - 1.how and when to pay fees
 - 2.how to book a place
 - 3.whether fees are ever refunded
 - 4.late collection fee.
- Keep an accurate record of all grant money expenditure. You will be asked to return a monitoring form, so it is advisable to keep receipts and accurate records.
- If your delivery plan has to be tweaked or changed, let the Alliance or the Business, Sufficiency and funding team know.
- There is still funding available but do get your applications in as soon as possible because it is available on a first come basis and therefore, when it is gone.... it's gone!

Contact the Early Years Alliance or the Coventry Early Years Business, Sufficiency and Funding team if you have any questions or would like some advice or support (contact details below). The wraparound project will be supported until 2026 when it is expected that the business will be sustainable.

Thinking about expanding/creating new wraparound places? Here we share with you what funding has already supported.

Providers who have applied for and been awarded funding have used this towards:

- employing new staff, safer recruitment costs inc. DBS
- staff salaries to support the growth of the wraparound offer
- marketing to promote the offer to the community: who they are, what they offer and why use them
- additional costs linked to set up such as rent and increased use of utilities
- groceries
- resources to support activities such as paper, paint and crafting.



A reminder:

- Funding is timebound and grants need to be awarded ASAP, funding can cover the period up to 31 March 2026 after which (April 2026) the wraparound provision needs to be sustainable. Funding is available to support you to create or expand places for children in reception to year 6.
- Contact us to find out more or join us for our online session Business Planning for Childcare Providers on 19 June 6.15pm - 8.45pm.



Contact details for the Early Years Alliance team:

gary.croxon@eyalliance.org.uk
helen.middleton@eyalliance.org.uk
tracey.hobbs@eyalliance.org.uk

Contact details for the Coventry Early Years Business, Sufficiency and Funding team

Contact your allocated Early Years Business, Sufficiency and Funding Advisor directly or for general enquires, email EYProviderfunding@coventry.gov.uk

Useful links

- For information on Tax – free childcare and universal credit: Use the [childcare costs calculator](#) and [Childcare Choices](#) for support.
- [Coventry business support resources](#)
- [Coventry wraparound project – Frequently Asked Questions for families](#)
- [Previous newsletter](#)
- [Early Years Alliance Business Blocks](#)