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| Could you be missing out on 15 hours of free childcare for your two-year-old?  |
| Bradford Council is set to remind parents of eligible children aged two that they can access 15 hours of free child care and how they can register for the summer term. The Terrific Two’s campaign, which will launch on Monday 18 April, raises awareness of the 15 hours of free childcare available to families of two-year-old children who qualify. It also highlights the many benefits to children of accessing early education at a nursery or with a childminder. A multi-media campaign will celebrate all the things two-year-old children begin to do like making friends, getting messy, playing outside, and exploring and expanding their imagination. The campaign highlights that within a childcare environment there are so many opportunities to grow, learn, bond, develop and explore alongside children of a similar age and with dedicated staff to support them.   Ten short, fun and inspiring animations promoting the free childcare will be released at key times throughout the year. They will appear on social media and on other channels such as digital i-vans, Bradford’s big screen in City Park with supporting artwork seen on large poster sites and banners throughout the district. In addition, ten new 2-year-old Early Education Access and Take up workers will provide support and information to families. All the staff have a wealth of experience between them of working with families, and can support families to access information where English is a second language. Marium Haque, Strategic Director of Children’s Services, said: “We know that childcare for two-year-olds can really benefit young children. It helps them develop their language, to make friends, and to explore new things. This gives them a real head start when they begin school and the benefits of this can last a lifetime. “We know that some families may be worried about taking this first step, but a child’s journey into nursery or childcare doesn’t have the be a scary one. Our teams are here to help, explain and support families throughout the process. Families can start with a few hours and there’s no pressure to take the whole 15 hours.” Lisa Brett, Head of Service for Early Help and Prevention, said: “Childcare for a two-year-old can be a really positive experience. Children can have so much fun and can make connections and bonds with other children and practitioners outside of the family home. “Childcare can also give parents or carers a well needed break, the chance to work, get on top of things at home, try a new hobby or gives the chance to spend time with other children or members of a family.” Umra, a parent whose two year old attends nursery education in Bradford, said: “I was really worried about my daughter starting at nursery as she has always just spent time with me, especially during the Covid-pandemic she didn’t have a lot of interaction with other people. “Before she began at nursery my daughter was non-verbal but now she knows all her nursery rhymes, and has learnt her numbers and alphabet.” Elana, parent whose two year old attends nursery education in Bradford, said: “Since my two-year-old daughter started her free nursery education, I have seen her social skills grow. “She has grown in confidence, made friends, and has a lovely bond with the nursery practitioners. “My daughter looks forward to going to nursery, and she really has shined as a result of these new experiences.” Families can find out if their child is eligible for 15 hours of free childcare by visiting [www.bradford.gov.uk/terrifictwos](http://www.bradford.gov.uk/terrifictwos), speaking to a local family hub or childcare provider, or by phoning Bradford Council on 01274 437503. ENDS  Image: 2-year-old Early Education Access and Take up workers Early Education Access and Take up workers |
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