



CHILD CARE SUPPORT GUIDE



INTRODUCTION

Providing access to childcare support can be a powerful tool for community investment, social equity, and sustainable business practices that creates value for all stakeholders.

When organisations ensure their workforce has access to **local, affordable, and safe** childcare services, they're addressing one of the most fundamental challenges facing working families while simultaneously strengthening their communities, enhancing their reputation, and building long-term competitive advantage. This approach transforms childcare from a personal challenge into a shared community solution.

THE IMPORTANCE OF CHILD CARE SUPPORT

Childcare challenges affect every level of society, from individual families to community economic development and regional workforce stability. When organisations invest in childcare solutions, they're addressing systemic issues that impact educational outcomes, gender equity in the workplace, and long-term economic development in their communities:

RETENTION - Employees are more likely to stay with employers that provide childcare benefits, resulting in lower staff turnover and a more stable workforce.

RECRUITMENT - Companies that offer child care benefits for employees are more attractive to top talent, particularly those with young families. Offering these benefits can give an employer a significant competitive advantage in the job market.

REDUCED STRESS - Reliable childcare solutions can significantly reduce the stress associated with balancing work and family responsibilities, and foster better overall employee well-being.

INCREASED PRODUCTIVITY - When employees are confident their children are in safe, nurturing environments, they focus better on work leading to increased productivity and efficiency.

The ripple effects of effective childcare support also reach far beyond immediate employees:

- **Local childcare providers benefit** from increased demand and stable revenue streams, enabling them to improve facilities, hire qualified staff, and expand capacity.
- **Communities benefit** from reduced family stress, improved child outcomes, and stronger local economies.
- **The organisation benefits** from enhanced reputation, stronger community relationships, and demonstration of genuine commitment to social responsibility.



WHERE TO START?

The financial landscape of childcare support includes multiple investment approaches, each with distinct cost structures and potential returns.

- **Direct financial assistance** through childcare vouchers or subsidies provides immediate relief to employees but requires ongoing budget allocation and administrative oversight.
- **Salary sacrifice arrangements** can reduce both employer and employee tax obligations while providing meaningful support, though they require careful implementation to ensure compliance with local tax regulations.
- **Partnership arrangements** with local providers often provide better value than individual assistance programs by leveraging collective purchasing power and creating stable revenue streams for quality providers. These partnerships can include reserved spaces at preferred rates, guaranteed minimum enrollment levels, or shared investment in facility improvements that benefit all participating families.
- [On-site childcare facilities](#) represent the highest initial investment but potentially the greatest long-term value for organisations with sufficient employee demand.

ENSURING SAFETY, QUALITY AND ACCESSIBILITY

Verify that potential child care partners:

- Maintain current licensing, undergo regular inspections, and demonstrate commitment to continuous improvement in safety protocols.
- Carry out effective safety evaluation, from physical facility safety including secure entry systems, appropriate child-to-caregiver ratios, and emergency preparedness procedures, to comprehensive background screening for all staff members and ongoing professional development requirements.
- Demonstrate expertise in early childhood development, maintain clean and stimulating environments, and show evidence of positive outcomes for children in their care.
- Accommodate children who have special needs, disabilities, and those whose cultural or religious practices require specific considerations.
- Are financially accessible for families across different income levels.



Geographic accessibility also plays a crucial role, particularly for organisations drawing workforce from diverse residential areas. For larger organisations, effective childcare support strategies often include multiple location options, transportation assistance, or partnerships with providers in various communities to ensure all employees can access quality services regardless of where they live.

FLEXIBLE WORKING

Offering your employees flexible working hours to accommodate childcare is an additional way to demonstrate the importance of creating a supportive working environment for parents. For example:

- Allow employees to work from home when their child is unwell.
- Adjust work schedules to accommodate school pick-ups and drop-offs.

 For more information see our [Flexible Working Policy Guide](#)

MEASURING FINANCIAL IMPACT AND ROI

Retention benefits can be quantified by comparing turnover rates among employees with and without access to childcare support, then calculating the cost savings from reduced recruitment, training, and productivity loss associated with staff turnover.

- Industry research consistently shows that replacing experienced employees costs between 50% and 200% of annual salary, making retention improvements highly valuable.

Productivity improvements, while more challenging to measure precisely, can be assessed through various metrics including reduced absenteeism, decreased stress-related performance issues, and improved employee engagement scores.

- Many organisations also find that comprehensive childcare support enhances their ability to attract top talent, reducing recruitment costs and time-to-fill for key positions.

NEED MORE HELP?

For more support with this indicator, contact the team at: info@future-plus.co.uk

