**Early Years Providers Webpage Template**

Your website is the shop window for your provision. You can use social media to direct people to your website. When parents click on links/scan a QR code they expect to be able to find information quickly and easily. The information needs to be very clear, for example parents need to know if the opening hours will fit with their working/studying arrangements. Cost and quality are also a consideration. Avoid burying key information in a prospectus and/or long sentences.

Use high quality photographs of your inside and outside spaces. Include photos of children where you have sought and gained with parental permission.

It should be clear to parents what you are offering. Ask parents to test your site. Can they find all the information they need in a maximum of 3 clicks? Once you have created your webpage it is essential that someone keeps it up to date. It should also reflect the information that is shown elsewhere such as your Facebook page and [Family Information Service](https://fisd.oxfordshire.gov.uk/kb5/oxfordshire/directory/home.page) directory entry. Make sure that updating your web presence is part of someone’s job description.

The following should be included, on your website, as a minimum.

* Name of provision
* Opening Times
* Offer – Age Group, funded places, wrap around care
* Payment Options – EEF, Fee Paying, [Help Paying for Your Childcare](https://www.childcarechoices.gov.uk/)
* Eligibility – Link to [Childcare Choices](https://www.childcarechoices.gov.uk/)
* Admissions policy
* Contact Details – who, phone number, email address, link to registration form.
* Location map (include specific travel arrangements for your provision).
* Safeguarding – for example link to your Safeguarding Policy and information about [Early Help](https://www.oxfordshire.gov.uk/residents/children-education-and-families/childrens-services/integrated-childrens-services/early-help-oxfordshire), contact details for Multi Agency Safeguarding Hub ([MASH](https://www.oxfordshire.gov.uk/business/information-providers/multi-agency-safeguarding-hub)).

Also include:

* Ethos, values, vision and aims of your provision
* Your pedagogical approach
* How you are delivering your Curriculum to equip them with knowledge and skills to access lifelong learning – Link to [Early years foundation stage (EYFS) statutory framework](https://www.gov.uk/government/publications/early-years-foundation-stage-framework--2) & [What to expect in the Early Years Foundation Stage: a guide for parents](https://foundationyears.org.uk/2021/09/updated-guidance-to-support-the-eyfs/)
* How you provide for children’s personal, social and emotional development
* Information regarding approaches to phonics, reading and writing, maths etc
* Your outdoor learning offer

Resources to support home learning e.g. [50 Things to Do Before You're Five in Oxfordshire](https://oxfordshire.50thingstodo.org/app/os#!/welcome); [Tiny Happy People BBC.](https://www.bbc.co.uk/tiny-happy-people)