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[Redacted]

21 November 2017
By email

Ref:A17-397816

[Redacted]

Childcare Choices website advertising

Thank you for your letter of 31 October, received 13 November, and the information provided regarding the “30 hours free childcare” scheme.

We note the information on the Childcare Choices website has been updated to provide further detail and clarification, alongside the statutory and operational guidance which appears publically, albeit elsewhere. We welcome the changes made to the website, such as the additional information about ‘stretched’ provision and, particularly, the express reference that the ‘30 hours free childcare’ offer is not intended to cover other costs and that parents must not be required to pay any fee as a condition of taking up a free entitlement place, and must be offered alternative options.

We take the view that it will be clear to readers that the purpose of Childcare Choices website is to set out the ‘30 hours free childcare’ scheme in general terms and to provide an overview of the intended policy for parents and carers. We consider that the website now also provides sufficient general information about the responsibilities of individual providers; we consider parents and carers would understand they should seek further detail and information from their provider, or potential provider(s), regarding the particular circumstances that provide has in place.

Legal, decent, honest and truthful

On this basis we will now close our file. The ASA publishes basic details of the complaints it investigates on its website, www.asa.org.uk. The advertisers' name (Department for Education), the "topic" (industry sector), the medium in which the ad appeared and the number of complaints we received will be published on **Wednesday 29 November** in a list with other advertisers that have co-operated in resolving complaints. It will not give details of the complaint or state that the ad breached the Code.

We understand that there will be an independent evaluation carried out of the first two terms of 30 hours' delivery. If that results in changes to the policy which will be communicated on the Childcare Choices website, we recommend you consult the Committee of Advertising Practice (CAP) for advice on how to ensure the changes are communicated clearly. CAP offer a range of advice and guidance. An online database of advice, with over 400 entries, is available [here](#). The Copy Advice team provide a free confidential 24 hour bespoke advice service and, at a fee, entire website audits and 4 hour bespoke copy advice. For more details visit www.asa.org.uk and follow CAP on twitter [@CAP UK](#).

Thank you for your co-operation.

Yours sincerely



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We shall use your contact details, together with other information from or about you, to deal with the complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the above address or by e-mail at data.protection@asa.org.uk. For further information about our Data Protection Policy please refer to our website www.asa.org.uk.