



The childcare industry is facing a recruitment crisis with not enough childcarers to fill the childcare jobs. These days many families need both parents to work and finding safe, affordable, quality childcare is invaluable to enabling them to return to work.

So faced with the biggest threat to operators and recruiters in the childcare sector today: the ever decreasing pool of qualified and quality childcarers entering the profession, Tinies Childcare have launched the [Inspiring A Future In Childcare](#) campaign.

By taking action now, Tinies hope to counter the challenges of a diminishing number of qualified childcarers brought about by factors which included the government requirement introduced in 2014 for anyone pursuing a childcare qualification to have to hold a Maths & English GCSE. This requirement created situations where some colleges were having to drop the number of childcare courses they were operating. The return to functional skills recently announced in the government's Workforce Strategy 2017 is a much welcomed critical step in revitalising the industry and reversing the current recruitment crisis we have been experiencing.

This campaign is backed by a number of [stakeholders](#) including the Department for Education, NDNA, PACEY, Pre-School Learning Alliance, National Careers Service, Education and Employers Charity and The Careers and Enterprise Company. Some nursery chains are starting to support our campaign also such as Cooperative Childcare, LEYF and Busy Bees.

It will take government intervention and an industry wide initiative to encourage the younger generation to consider a profession in childcare, by raising salaries and awareness of the variety of careers available in childcare but together the sector could help to make a difference.

Through engaging with careers advisors, schools and colleges we are all seeking to raise awareness of the opportunities in the sector. Our campaign has several pages providing guidance on how different organisations can get involved such as [Careers Advisors](#), [Schools](#), Nursery Settings and [Nannies](#). The campaign can be promoted in a variety of ways by childcare settings; through the display of [campaign posters](#), volunteering to support a schools careers event in their local community or even offering apprenticeship or work experience placements. In addition childcare professionals may simply wish to share their [story](#) about what inspired them to join the sector. We also have a high level [Childcare Careers Guidance page](#).

It is on our [nursery campaign](#) pages where we talk about how Tinies are looking towards offering a number of work experience opportunities to young people both within our own Tinies Operational Settings and some of our larger Tinies Recruitment agencies as well as encouraging more nursery settings to offer work experience opportunities to students. We signpost them to Fair Train as the national experts who own the national work experience quality standard accreditation so you may hopefully start to pick up enquiries from independent and nursery chains in respect of this. *So it would be great to have feedback from Fair Train if you receive any enquiries from nurseries, Early Years Settings in the future to establish if they have been prompted by our campaign.*

To find out more about the campaign please visit <https://www.tinies.com/inspiring-a-future-in-childcare>