



Pre-school Learning Alliance

The Pre-school Learning Alliance is the voice of 14,000 nurseries, playgroups and childminders who together deliver care and learning to over 800,000 families every year.



About the project

Three years ago the Alliance wanted to further enhance their profile, maximise their reach to managers, staff and volunteers and provide effective communication with members.

In response, EduCare developed a full service proposition to support members' knowledge needs. The range of CPD accredited online learning programmes includes how to run a successful business, safeguard children, handle an Ofsted inspection, meet the many requirements of the Early Years Foundation Stage, foster equality and inclusion and promote positive behaviour in children.

Five online learning programmes were initially offered completely free of charge to nursery owners, managers and all their staff on a bespoke learning portal and further, they were offered a second range of EduCare programmes at a significant discount.

Due to unprecedented demand, the service has been expanded to fourteen free programmes and new 'need to know' subjects are regularly launched. It is estimated that the service proposition is worth £8,000 to a setting with 20 staff.

The results

More than **70%** of Alliance members are using the programmes. This represents **25%** of all early years settings in the UK.

The Alliance has maximised its reach with managers, staff and volunteers; in the three years but many people say it is the top benefit.

Post-programme evaluations show that **99.6%** of members and their staff want to use the same method of learning again.

75% of members said it had changed the way they think or act at work.

98.4% of members would recommend the service to others.

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This is the biggest-ever offer of free training by an early years organisation and is worth millions of pounds to the early years and childcare sector. Local authorities have slashed their childcare training budgets by 40 per cent.

This enormous interest and huge take-up demonstrates that our investment in this service is absolutely critical for the sector.

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Neil Leitch

Chief Executive
Pre-school Learning Alliance

Discover a cost effective way to:

- significantly enhance its profile
- build sustainability with a 'must have' service
- create added value for customers or members
- extend its reach into new areas
- satisfy the knowledge needs of customers
- deliver essential learning on key duty of care issues
- reinforce customer or member loyalty
- ensure compliance with good practice standards
- provide effective communication with customers or members.