

CWLWM NEWSLETTER – AUTUMN TERM 2025



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Welcome to Cwlwm's newsletter. In this issue, we highlight the business support available to the early years, childcare and playwork sector. From practical guidance and funding, to training opportunities and resources that help settings grow and thrive, Cwlwm partners continue to work together to strengthen the sector and support those providing high-quality care and learning for children across Wales.

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1. Spotlight on Support Services

Cwlwm partners offer a wide range of support to help settings establish, develop, and sustain high-quality provision. Guidance, training, and resources ensure children and families receive excellent care. Whether starting a new setting or strengthening an existing one, support is available through Cwlwm partners, Business Wales, and Welsh Government.

Support Highlights:

- **Starting Out:** Step-by-step guidance on registration, business planning, and regulation.



- **Developing Your Team:** Training, professional development, and qualifications.



- **Running Your Business / Charity:** Expert advice on governance, legal structures, staffing, and finance.



- **Embedding the Welsh Language:** Resources and mentoring to strengthen Welsh language use.



- **Funding & Growth:** Access funding and grants for sustainability.



- **Ongoing Support:** Membership packages, quality assurance, and tailored advice.



For further information on the support available, contact your [umbrella organisation](#).





Further Reading:

- [Business Wales](#) – childcare and playwork business support
- [The Charity Commission - GOV.UK](#) – provides everything you need to find, set up, manage and report on charities
- [Care Inspectorate Wales \(CIW\) – guidance, inspections, quality meetings, and data tools](#)

Business Support Case Studies

These case studies demonstrate how targeted business support can help childcare providers adapt, strengthen internal management, and build a sustainable future.

Cylch Meithrin Y Gurnos – Growing to Meet Families' Needs

Cylch Meithrin Y Gurnos, with support from Clybiau Plant Cymru Kids' Clubs launched an After School Childcare Club for children up to 12. Read [here](#) for the full story.



Supporting Cylch Meithrin Cefnfaes Bethesda – Strengthening Governance and Financial Sustainability

Cylch Meithrin Cefnfaes Bethesda provides Welsh-medium early years education for children aged 2–4, including additional learning needs (ALN) support. Despite CIW registration and participation in Flying Start and the Childcare Offer, the setting faced financial instability and a lack of active committee members, putting key agreements at risk.



Objective & Key Aims:

To deliver high-quality Welsh-medium care, support children’s social, emotional, and linguistic development, prepare them for primary school, and provide local volunteering opportunities.

Support Provided:

- Trustee induction and Charity Commission updates
- Regular meetings with target setting and progress monitoring
- Bank and financial management assistance
- Ongoing reporting to Gwynedd Council’s Quality Group



Outcomes & Success:

With five new active trustees and regular support from Mudiad Meithrin, the setting now has effective governance, stable operations, sustainability and continues to deliver high-quality Welsh-medium education.



Early Years Wales - Helping a School Launch New Childcare Provision

A local primary school identified a need for accessible, high-quality childcare for families and sought support to establish its own service.

Our Role:

Early Years Wales worked with the school to create a sustainable childcare provision, providing:

- **Charity Registration:** Guided the school through setting up a Charitable Incorporated Organisation (CIO), achieving approval in under a week.
- **Business Planning:** Supplied a comprehensive template covering financial modelling, staffing, and sustainability.
- **Childcare Registration Guidance:** Supported the school through regulatory requirements and inspection preparation.

Outcomes & Impact:

The school successfully established a registered charity, produced a realistic business plan, and progressed confidently through registration. The new service now provides much-needed childcare, enhances learning opportunities, and strengthens community engagement. Feedback from headteachers highlights the support's value in reducing stress, building confidence, and enabling schools to expand their services effectively.

NDNA Cymru – Providing Business Support for a Day Nursery in Wrexham



The Day Nursery in Wrexham offers 118 places for children aged from 3 months to 12 years old. While the nursery offered Childcare Offer places and Nursery Education, it had not previously offered Flying Start. NDNA Cymru supported the setting to successfully tender for Flying Start within Wrexham.

Barriers:

The nursery sector has struggled to remain sustainable amid many financial challenges due to minimum wage increases; utilities and pension costs.

Support Provided:

- **Business Support & Tendering:** Guidance on using the portal, registering, preparing evidence and sharing our [Business support factsheet](#) and providing links to Business Wales
- **Grants:** Assistance applying for a small capital grant to upgrade resources and the environment, without using operational funds. Link provided to our [10 top tips on grant applications factsheet](#)



- **CPD:** NDNA offers courses to support businesses in [Financial Planning and Management](#); [Leadership & Management](#); [Marketing & Promotion](#); [Strategy and Business Planning](#).
- **Blogs:** Practical advice on key topics including [Key things to consider when growing your day nursery business via acquisitions](#), [Employment tribunals and early years: what you need to know](#), [Managing people in a nursery](#)



Outcomes & Reflections:

NDNA Cymru offered support and advice to the sector through their networks and on a one-to-one basis, allowing them to make the most of the services they offered. By offering focused business support to the full day care sector, settings have been able to assess their businesses realistically and consider ways of ensuring their ongoing success.

NDNA Cymru encouraged the setting to look at ways they could adapt or diversify. Working with local schools to offer wrap around care or after school clubs was one way of doing this that provided real amenities for local families.





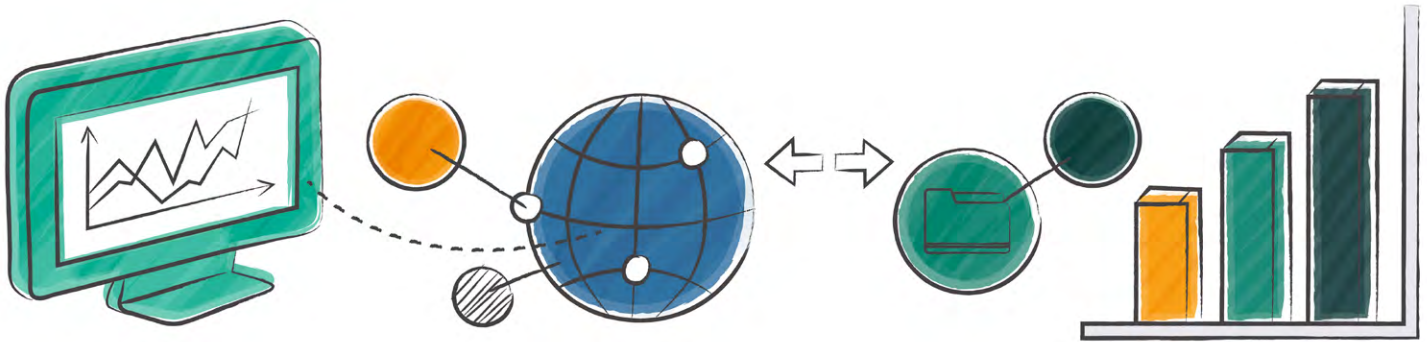
2. Financial Management

Having good financial management is key to running a successful childcare setting. For any business in this sector, managing finances well is essential to staying strong, successful and sustainable.

Here are some resources and tips to support you:

- [Financial management systems for nurseries and early years settings](#) - Explore hints and tips on keeping accounting records and choosing the right nursery management system.
- [Effective Financial Planning and Management – online course](#) - An introduction to financial planning and management for nursery owners and managers.
- [10 Top Tips on Grant Applications – Wales](#) - This free factsheet helps childcare, early years, and play settings access grants to improve services and opportunities.





- **[Business Wales – Finding Finance](#)** – Discover tools and guides for finding the right finance, including a [finance locator](#), [Development Bank of Wales](#) information, guides to different types of finance, and advice on working with accountants.
- **[Finance and Grants](#)** – Useful resources for Treasurers on various financial topics.
- **[Little Purple Books](#)** – Brief guides on different themes for staff and Management Committees.
- **[For-Volunteers](#)** – Guidance for setting up and supporting committees.
- **[Battling increased costs – top tips to help practitioners running their business](#)** – Practical solutions to help manage costs and feel more confident in financial decisions
- **[Making Tax Digital for Income Tax](#)** – Find out what it means, what you need to do now, and any exemptions that may apply.



3. Upcoming Events & Training

Cwlwm partners offer a wide range of webinars, workshops, or networking events to support business development and professional growth. Find out more on the umbrella organisations' websites:



[All Training and Events](#)



[Training in Wales](#)



[Training Planner](#)



[Academi](#)



[Online training /
Live virtual training](#)



Cwlwm Manifesto briefing

We are delighted to announce that we will be hosting a Cwlwm manifesto briefing on **Tuesday 10.2.2026 at 12pm**. The purpose of the briefing is to inform you about the key calls included in our manifesto we have created ahead of the Senedd elections in 2026. More information to follow soon.

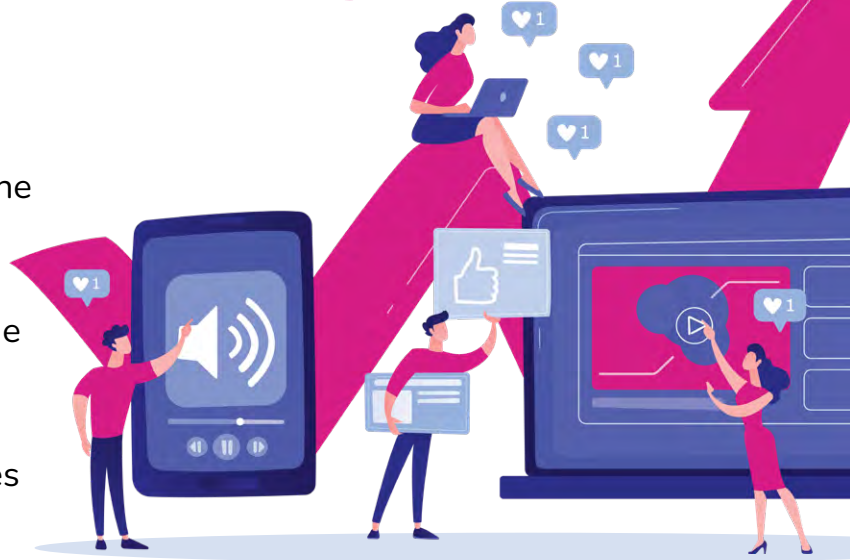


4. Digital & Marketing Support

In today's digital world, a strong online presence is essential for early years, childcare, and playwork settings.

Parents and carers often search online first, so an up-to-date website and active social media help raise your profile, build trust, and attract families and staff. Learning how to manage social media, improve your website,

and use digital tools well will help your setting grow, stay sustainable, and succeed in the long term.



Digital & Social Media Tips

- **Keep your website up to date** – Make sure all information is current, including opening hours, contact details, and the activities or learning sessions you offer.
- **Make it mobile-friendly** – Many parents browse on phones, so ensure your site is easy to navigate on any device.
- **Use high-quality images** – Show your setting and activities with engaging, clear photos.
- **Highlight your unique offering** – Share what makes your setting special, such as your curriculum, play opportunities, or extra programmes.
- **Collect and share testimonials** – Positive feedback from parents builds trust and encourages new enrolments.
- **Provide clear instructions** – Help visitors quickly enrol, get in touch, or book a visit.
- **Help parents find you online** – Use the right keywords on your website so your setting appears in searches.



Tips for Improving Social Media:

- **Be consistent** – Post regularly so your setting stays visible, and parents remain engaged.
- **Use visual content** – Photos and videos get more attention than text alone and help show your setting in action.
- **Engage with followers** – Reply to comments and messages and interact with your community to build relationships.
- **Tell stories** – Share learning moments, fun activities, and staff achievements to give followers a real sense of your setting.
- **Use hashtags** – They help more families see your posts.
- **Plan your content** – Use a simple calendar to schedule posts and keep your messaging organised.
- **Measure and adapt** – See which posts get the most attention and create more like them to gain audience engagement.



Want to grow your digital presence, tips for improving social media, websites, take a look at these:

- [Canva Tips for Marketing](#) – Tips on how to market your setting.
- [Marketing your nursery: defining your nursery's unique selling point \(USP\)](#) – Discover how you can define your nursery's unique selling point (USP) and how your nursery is different to others.
- [Effective Marketing and Promotion – online course](#) – Learn the most effective marketing methods that will help your nursery stand out in your local community
- [Early Years practitioners: using cyber security to protect your settings / Early Years practitioners: using cyber security to protect your settings](#)
- [Social Media for the Third Sector](#) – A WCVA course aimed at charities to develop digital communication & engagement skills.
- [Welshifying Your Social Media](#) – A 1-hour online WCVA session in bilingual format (English/Welsh) on creating effective bilingual social media content.
- [Media Trust](#) – Various events available which can help to engage audiences through the power of marketing, media and communications
- [Sarah Tamsin Training](#) – Bespoke Digital Training for Charities & Small Organisations in Wales



5. Workforce Development

Investing in staff skills, knowledge, and wellbeing is key to high-quality care, smooth operations, and long-term sustainability. Ongoing training helps recruit and retain skilled staff, meet regulatory standards, and adapt to sector changes. Cwlwm offers a wide range of courses and resources, including Welsh-language training, to build confidence, enhance practice, and future-proof the sector.

- [Qualification Framework](#) – Find the required qualification for regulated childcare in Wales.
- [Camau](#) - Welsh language courses and resources to help staff build confidence and use Welsh effectively in their daily work with children.
- [Clebran](#) - Welsh language support for English-medium playgroups and nurseries who are not members of Mudiad Meithrin.
- [Croesi'r Bont](#) – A Welsh language immersion method used to introduce the language to young children who attend Cylchoedd Meithrin.
- [Welsh Promise](#) – Support for staff and settings to grow their confidence and skills in using Welsh with children.
- [Cam Wrth Gam](#) – Level 3 and Level 5 childcare qualifications for staff in Mudiad Meithrin settings, Welsh medium private Day Nurseries, and Welsh medium schools.
- [Cam wrth Gam Schools Scheme](#) – Childcare course available to secondary schools in Wales.
- [Becoming a childminder in Wales](#) - The Coram PACEY website offers guidance on the benefits and registration process for becoming a childminder in Wales. Funding may be available to support registration costs.
- [So, you are thinking of employing staff!](#) - Know your responsibilities as an employer.
- [Playwork Qualifications – Clybiau Plant Cymru Kids' Clubs](#) – An approved centre with the Awarding Organisation, NcFE and Agored Cymru, offering fully funded Level 2, 3, and 5 Playwork qualifications, including the Award in

Transition to Playwork from Early Years (for those with a Level 3 in childcare, youth work, forest school, or teaching support). Shorter professional development courses are also available.

- [Wales Early Years Workforce Careers](#) – Explore the rewarding opportunities of working with children in their earliest years and find out where your career in early years could take you.
- [Young People Engagement Toolkit](#) – Build strong partnerships and engage directly with young people, their parents/carers, and supporting staff to help guide and inspire their early years career paths.
- [Early Years Employer Toolkits](#) – A range of resources to help settings maximise recruitment and find the right candidates, supporting early years settings to thrive.



Further reading:

Explore these case studies highlighting the achievements of practitioners who have made the most of training and qualification opportunities:

- [Playwork Training - Supporting the Opening of Welsh language CIW Registered Out of School Childcare Clubs](#)
- [\(Flintshire - Level 1 Playwork course Case Study](#)
- **Updated Requirements for Childminding Assistants in Wales**

From November 2024, all childminding assistants in Wales must complete a recognised course from [Social Care Wales' Qualification Framework](#).

The required training is the *Introduction to Home-based Childcare (IHC)*, delivered by Coram PACEY Cymru. Read about Sara Ahmed-Pattisahusiwa, who completed the [IHC](#) after 18 months as an assistant. With no prior formal childcare experience beyond raising her four children, Sara now works in a busy childminding setting employing two assistants to meet local demand.

- Read how [Lullabyz Day Nursery in Newport](#) are trying to create an anti-racist setting where all children feel special and feel seen.



6. WeCare Wales

WeCare Wales offers various tools and resources to help employers in Wales recruit, train, and manage staff.



Submit a job: You can post job vacancies directly to reach potential care staff.

Toolkit: A resource hub containing materials for managing your workforce.

Apprenticeship guidance: Information and support on offering apprenticeships to grow your own talent.

Nominate Ambassadors: A chance to nominate staff to become WeCare Wales ambassadors, helping to promote the sector.



Social media...

Stay up to date with our latest news on social media. Tag us in your social media posts and we'll share your messages with our audience.

Gofalwn | **WeCare**
.cymru | **.wales**



Instagram

GofalwnCymruCares

www.instagram.com/gofalwncymrucares



Threads

GofalwnCymruCares

www.threads.com/@gofalwncymrucares



Facebook

WeCareWales

www.facebook.com/WeCareWales

GofalwnCymru

www.facebook.com/GofalwnCymru



Bluesky

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bsky.app/profile/gofalwncymru.bsky.social



LinkedIn

Gofalwn Cymru | WeCare Wales

www.linkedin.com/company/gofalwn-cymru-wecare-wales/



Youtube

GofalwnCymruCares

www.youtube.com/@gofalwncymrucares244

Join our mailing list for monthly updates [here](#).





www.cwlwm.org.uk

The Cwlwm partnership consists of the following organisations:



CLYBIAU PLANT CYMRU KIDS' CLUBS

Bridge House, Station Road, Llanishen, Cardiff CF14 5UW

Tel: 029 2074 1000 E-mail: info@clybiauplantcymru.org



EARLY YEARS WALES

Unit 9, Centre Court, Treforest, Rhondda Cynon Taff, CF37 5YR

Tel: 029 2045 1242 E-mail: info@earlyyears.wales



MUDIAD MEITHRIN

Y Ganolfan Integredig, Boulevard de Saint-Brieuc, Aberystwyth, Ceredigion SY23 1PD

Tel: 01970 639639 E-mail: post@meithrin.cymru



NDNA CYMRU

NDNA Cymru, 3 Connaught House, Riverside Business Park, Benarth Road, Conwy LL32 8UB

Ffôn: 01824 707823 E-bost: wales@ndna.org.uk



CORAM PACEY CYMRU

The Maltings, East Tyndall Street, Cardiff, CF24 5EZ

Tel: 02920 351407 E-mail: cymru@corampacey.org.uk