

Welcoming an apprentice into your early years setting can bring exciting opportunities for growth — not only for the apprentice themselves but for children, staff, and families alike. However, as with all changes, transparent and sensitive communication with parents is essential. Parents trust you with their most precious treasure: their child. When apprentices work directly with children, building this trust becomes even more critical.

In this blog post, we'll explore how to communicate effectively with parents about an apprentice working with their child, tying in workplace learning with daily practice, safeguarding, wellbeing, health and safety, risk management, and professional development. We'll also highlight useful tools such as progress reviews and development coaching that reinforce quality practice and assurance. Recommended resources from *Teach Early Years*, *Teachwire*, and *The Childcare Company* will be naturally woven into the guidance.

Understanding the Parental Perspective

Parents want to feel confident that the adults caring for their children are competent, caring, and committed to high-quality care. When introducing apprentices into the conversation, it's normal for parents to have questions and concerns, including:

- What is the apprentice's experience and training level?
- How will my child's safety and wellbeing be maintained?
- How will the apprentice contribute to my child's learning and development?
- What supervision and safeguarding measures are in place?

Tackling these queries head-on with openness helps to build trust and alleviate worries.

Framing the Conversation: Key Messages to Share with Parents

1. Apprenticeship as Workplace Learning Embedded in Daily Practice

It's important to explain that apprenticeships in early years are not just theoretical but deeply embedded in daily practice. Apprentices learn on the job, applying the **Early Years Foundation Stage (EYFS)** principles and professional standards as they go. For example, an apprentice will be actively involved in planning and delivering age-appropriate activities, supporting children's development milestones, and fostering a rich learning environment.



Mention that your setting partners with training providers like *Teach Early Years* and *The Childcare Company*, who help structure the apprentices' learning through quality resources and structured training modules tailored to the Early Years Educator occupational standards.

2. Child Development Knowledge and EYFS Principles in Action

Parents appreciate knowing that apprentices are not simply 'extra adults' but learners who apply up-to-date child development theory directly to practice. Emphasise that:

- Apprentices are supported in understanding key developmental milestones and monitoring children's progress.
- They practice EYFS principles such as nurturing secure attachments, encouraging communication, and fostering independence.
- You oversee and guide apprentices to ensure best practice and consistent professional approaches.

This connection underscores that children benefit from evidence-based, thoughtful care and education even while learners are gaining experience.

3. Safeguarding, Wellbeing, Health & Safety, and Risk Management

Reassure parents that safeguarding, wellbeing, and safety are paramount and non-negotiable. Apprentices undergo rigorous checks, including DBS (Disclosure and Barring Service) clearance, and receive professional safeguarding training before beginning practice.

Explain that:

- Apprentices work under the supervision of experienced staff members at all times.
- They are trained in identifying and reporting concerns swiftly according to your setting's safeguarding policies.
- Health and safety protocols and risk assessments are integral to their daily routines, ensuring children are in a secure environment.
- Your organisation adheres to the strict guidance of regulatory bodies and best practice, supported by training from trusted companies like *Teachwire*.

4. Professional Practice and Ongoing Development through Progress Reviews and Development Coaching

Highlight how apprentices are continuously supported to improve their professional practice using tools such as progress reviews and development coaching. These structured activities allow apprentices to reflect on their strengths and areas for growth, discuss challenges, and agree on specific development goals.

Parents can be reassured that this ongoing professional development translates into better quality care and learning experiences for their child. Moreover, you can share how these reviews are aligned with Early Years Educator occupational standards and meet/reflect EYFS requirements.

Practical Tips for Parent Communication about Apprentices

Having shared the key messages, here are some actionable strategies for your conversations with parents:

1. **Be proactive:** Don't wait for parents to ask about apprentices. Introduce the topic during enrolment, orientation, or via newsletters.
2. **Use clear, jargon-free language:** Explain apprenticeship concepts simply and link them explicitly to benefits for their child.
3. **Provide written information:** Develop a clear, friendly factsheet or FAQ leaflet about apprenticeships in your setting, referencing quality resources from *The Childcare Company* or *Teach Early Years*.
4. **Host meet-and-greet sessions:** Arrange opportunities for parents to meet apprentices socially to build familiarity and rapport.
5. **Invite questions and feedback:** Encourage two-way communication and reassure parents you are available to discuss any concerns.
6. **Share progress updates:** Incorporate apprentice involvement in children's learning journeys during regular progress reviews or parent meetings.
7. **Highlight safeguarding and supervision:** Clearly state the safeguards in place and how apprentices are supported by qualified staff.

Sample Parent Communication Template

Topic Suggested Script Introduction

"We're pleased to have apprentices joining our team this year. Apprenticeships are a form of workplace learning, where individuals gain qualifications while working under supervision in nursery.



This ensures that your child benefits from care delivered with the latest knowledge and approaches woven into everyday practice.”

Child Development and EYFS

“Our apprentices learn about child development and apply the Early Years Foundation Stage principles daily. They are supported to understand each child’s individual needs and learning style, helping your child progress through fun and engaging activities.”

Supervision and Safeguarding

“Your child’s safety and wellbeing is our highest priority. Apprentices undergo full safeguarding checks and receive thorough training. They work closely with experienced staff who supervise their interactions and support.”

Ongoing Support and Development

“We use regular progress reviews and development coaching to support apprentices in continuously improving their skills. This means they are always learning how to provide the very best care and education for your child.”

Leveraging Industry Resources and Support

Our sector benefits from specialist companies that support settings and apprentices with quality training and [workplace learning apprenticeship](#) resources. Incorporating trusted guidance from organisations such as *Teach Early Years*, *Teachwire*, and *The Childcare Company* enhances confidence in your setting’s approach.

For example:

- *Teach Early Years* offers up-to-date occupational standard tools, reflective practice prompts, and tailored off-the-job training models to embed learning into practice.
- *Teachwire* provides safeguarding toolkits, health and safety updates, and creative EYFS activity ideas that apprentices and mentors can use to enrich children’s experiences safely.
- *The Childcare Company* delivers expertly designed coaching frameworks and progress tracking templates to formalise development conversations with apprentices.

Conclusion: Building Trust Through Transparent and Professional Practice

Effective **parent communication** about apprentices working with their children requires clear, compassionate dialogue grounded in respect and professional confidence. By proactively sharing how apprenticeships tie to daily practice, safeguarding measures, child development knowledge, EYFS principles, and ongoing development through progress reviews and coaching, you build **trust** and reassurance with parents.

Remember: apprentices represent the future of our workforce, and transparent communication helps everyone – children, parents, apprentices, and settings – flourish together.

If you want to find ready-made resources or further support in onboarding and communicating about apprentices, companies like *Teach Early Years*, *Teachwire*, and *The Childcare Company* are invaluable allies in delivering high standards and professional practice.