

Early Years and Childcare Development Team

Flintshire Newsletter

Autumn 2026

In this edition, we are focusing on recruitment and retention.

We will be sharing useful resources and exploring ways that childcare providers can attract, develop, and retain talented staff to ensure the long-term sustainability of high-quality childcare services.

Investing in Our Future Workforce

A strong, skilled and passionate workforce is at the heart of high-quality early years and childcare provision in Flintshire. As demand for childcare continues to grow due to the expansion of Welsh Government 2 Year Old Funded Childcare, attracting and retaining dedicated practitioners is a key priority.

This newsletter aims to provide updates, resources and opportunities to support childcare managers and leaders with recruitment, workforce development and staff challenges.

Spotlight on Apprenticeships

Apprenticeships are helping to build the future early years workforce.

WeCare Wales continues to promote apprenticeships as an excellent pathway into the early years and childcare sector.

Gofalwn
.cymru

WeCare
.wales

Benefits of apprenticeships include:

- Developing a pipeline of skilled future practitioners.
- Supporting succession planning within settings.
- Providing accessible entry routes into the sector.
- Enabling staff to gain qualifications while remaining in employment.
- Supporting career progression into senior and leadership roles.

Employers can benefit from nurturing talent from the start, helping to create a committed and confident workforce for the future.

Watch [We Care Wales explainer video](#) that showcases the benefits of apprenticeships or learn from a real-life case study video with [Chuckles Nursery](#).



Recruitment Support Available

Did you know that the Local Authority can help promote childcare vacancies?

Providers can submit their vacancies using our recruitment template and job opportunities can be shared through local networks and social media platforms to help reach potential candidates.

Advertising through multiple channels can increase visibility and attract a wider range of applicants.

It is important to provide as much information as possible within your job advertisement. Detailed adverts are more inviting and appealing to potential candidates, helping

them gain a clear understanding of the role, responsibilities, benefits, and opportunities available. This can encourage more suitable applicants to apply and improve the quality of applications received.

If you have a current vacancy, please get in touch to discuss how we can support you.

Childcare.development@flintshire.gov.uk



Did you know that CWLWM partners can also help promote your childcare vacancies?

As part of their commitment to supporting recruitment across the early years and childcare sector in Flintshire, CWLWM partners can share job opportunities through their networks, helping settings reach a wider audience of potential candidates.



Coleg Cambria's Job Shop provides a free platform for employers to advertise job vacancies



This service offers an excellent opportunity to promote roles to students, graduates and individuals seeking employment, helping you reach a wider pool of potential candidates at no additional cost.

By using a range of recruitment channels, including the Local Authority, CWLWM partners and [Coleg Cambria Job Shop](#), settings can maximise their reach and improve their chances of attracting suitable candidates to join their workforce.

Retaining Great Staff

Recruitment is only part of the solution. Retaining skilled, experienced and passionate practitioners is equally important in ensuring continuity for children, families and settings.

A high turnover of staff can place additional pressure on teams, impact relationships with children and families, and create ongoing recruitment challenges.

Some factors that can positively influence staff retention include:

- Access to high-quality training and professional development opportunities, enabling staff to grow their skills.
- Clear career pathways and progression routes, helping staff see a future within the sector.
- Supportive leadership and management, where staff feel listened to, respected and valued.
- Regular supervision and appraisal meetings that provide opportunities for reflection, feedback and personal development.
- Recognition and appreciation of staffs' contributions, celebrating achievements and acknowledging the important role practitioners play.

- Positive workplace culture and teamwork, fostering a sense of belonging and mutual support.
- Flexible working arrangements where possible, helping staff balance work and personal responsibilities.
- A strong focus on health and wellbeing, including access to wellbeing resources and support when needed.
- Opportunities to contribute to decision-making and quality improvement, empowering staff and encouraging ownership of their role.
- Competitive pay and benefits where possible, to recognise skills, qualifications and experience.

Creating an environment where staff feel supported, respected and empowered can have a significant impact on job satisfaction and motivation. When staff feel invested in and have opportunities to develop both personally and professionally, they are more likely to remain within their setting and continue contributing to high-quality outcomes for children and families.

By prioritising staff wellbeing, professional growth and a positive working culture, settings can build a stable, skilled and resilient workforce that supports the long-term sustainability of the early years and childcare sector.

Making the Most of Professional Development

Continuous professional development plays a vital role in workforce retention, helping staff feel valued, motivated and supported in their roles.

Providing access to training, networking opportunities and career progression pathways enables staff to build their confidence, develop new skills and remain engaged within the sector.

Managers play a vital role in creating a positive learning culture within their settings. Regular supervision and appraisal meetings provide opportunities to discuss career goals, recognise strengths and identify any training or support needs.

By investing in staffs' development, settings can build a skilled, confident workforce that meets the needs of children and families. Ongoing professional development not only improves staff satisfaction and retention but also enhances the quality of provision and supports a thriving early years sector.

We encourage managers to discuss development opportunities during supervision meetings and identify areas where staff would benefit from further support.

[Find out how to provide effective supervision and appraisals in the early years and childcare sector.](#)

The Childcare Development training platform can be accessed by using the link below - buytickets.at/childcaredevelopmentflintshire



DATBLYGIAD GOFAL PLANT
CHILD CARE DEVELOPMENT
SIR Y FFLINT • FLINTSHIRE

Why Workforce Data Matters

Understanding workforce trends is essential to ensuring the early years and childcare sector remains sustainable, resilient and able to meet the needs of children and families across the county.

Collecting workforce data helps us to:

- Understand current workforce challenges and pressures across the sector.
- Identify skills gaps and future training and development needs.
- Inform workforce planning and shape future support initiatives.
- Monitor recruitment difficulties, staff turnover and retention trends.
- Support a sustainable childcare sector that can respond to the needs of working families and carers.
- Inform local and national policy decisions to ensure resources and support are targeted effectively.



Did you know that the CWLWM partners can also provide valuable support with recruitment and retention?

Whether you are looking to attract new staff, retain experienced practitioners, or develop your workforce, the CWLWM partners offer a range of advice, resources, and guidance tailored to the childcare and early years sector.

If you require support, please contact your umbrella organisation, who will be happy

to discuss the help available and signpost you to the most appropriate services. Taking advantage of this support can help strengthen your team and ensure your setting continues to provide high-quality childcare for children and families.

cwlwm.org.uk/



We Want To Hear From You

Information you provide helps build a clearer picture of the challenges and opportunities facing the sector, ensuring that training, support and workforce initiatives are developed in response to the needs of providers, practitioners and families.

Together, we can strengthen the early years workforce and support high-quality childcare provision across the county.

What are your biggest recruitment and retention challenges?

- Finding qualified applicants?
- Retaining experienced staff?
- Recruiting Welsh-speaking practitioners?
- Filling leadership roles?
- Supporting staff wellbeing?

Sharing your experiences helps future workforce planning and support across Flintshire.

Together, we can build a skilled, resilient and sustainable early years workforce that delivers the best outcomes for children and families in Flintshire.

For further information or support, please contact the Childcare Team.

childcare.development@flintshire.gov.uk



As Autumn arrives, it is wonderful to see the world bursting with colour - crunchy leaves, conkers to collect and pumpkins galore - the perfect season for play, curiosity and discovery.

Thank you for all you do to support and inspire the children in your care.

We wish you a happy, bright Autumn full of fun and new adventures!



Mae'r ddogfen hon hefyd ar gael yn y Gymraeg. Gweler y dudalen Gymraeg ar ein gwefan.

This document is also available in Welsh. See Welsh page on our website.