

11 August 2026

Dear partners,

As an early years setting you are a vital partner in our aim to reduce child poverty and support families across the region through the cost of living crisis. Trusted providers, such as yourself, sit at the heart of communities and I strongly believe that your close connection to parents makes you the best people to recognise when a family may benefit from extra support or guidance.

We know that the current system of childcare funding and benefit entitlement can be incredibly complex for families and so we have created a one-stop shop advice service, funded by the North East MSA and the National Lottery Community Fund. This service helps families access the full range of support that they are eligible for, including benefits, entitlements and other relevant financial assistance.

The advice service is free and is available to support parents and carers across the North East by providing specialist information, advice and guidance to understand childcare-related support, manage financial pressures and access grant funding or other help where available. Early years settings can refer families into this support where a need is identified by following the referral routes set out in the information on the following page.

Your role in identifying families who may benefit from advice, and encouraging them to access support, is crucial. Early years setting are often among the first to recognise when a parent or carer may be struggling financially, confused about eligibility, or at risk of losing childcare because of cost.

I would encourage you to share information about this service with relevant staff in your setting and to consider referrals for parents/carers who may benefit from specialist advice. If you are referring by email, please include contact details for the parent/carer. I am confident that through this scheme we can help more families access the support they are entitled to, improve financial stability, and ensure that childcare remains accessible for those who need it.

Thank you for the work you do every day to support children and families across our region. By working together we will make the North East a place where every baby, child and young person has the opportunity to thrive.

Best wishes,
Kim



Kim McGuinness
North East Mayor

Advice in Community Settings and Schools

Area	Provider	Address	Telephone	Email / referral route
Newcastle	Citizens Advice Newcastle	4th Floor, City Library, Charles Avison Building, 33 New Bridge Street West, Newcastle upon Tyne, NE1 8AX	0808 278 7823	Email: citycab@newcastlecab.org.uk Website: https://www.citizensadvice-newcastle.org.uk/professional-referrals
North Tyneside	North Tyneside Citizens Advice	Camden House, Camden Street, North Shields, NE30 1ND	0808 278 7822	Email: schools@ntcab.org.uk Website: https://www.ntcab.org.uk/getadvice/outreach-referral-form/
Northumberland	Citizens Advice Northumberland	Unit 6, Sovereign House, Sovereign Business Park, Ashington, NE63 8UG	0808 278 7944	Email: community@citizensadvicenorthumberland.org.uk Website: https://central.northumberlandfrontline.org.uk/Library/ServiceDetail/662fafc3654612c4c4e9b423
Gateshead	Citizens Advice Gateshead	The Davidson Building, Swan Street, Gateshead, NE8 1BG	0808 278 7902	Email: schoolgates@citizensadvicegateshead.org.uk Website: https://citizensadvicegateshead.org.uk/professional-referrals/
Sunderland	Citizens Advice Sunderland	5A Waterloo Place, Sunderland, SR1 3HT	0808 278 7950	Email: schoolgates@citizensadvisesunderland.co.uk

South Tyneside	South Tyneside Citizens Advice	Edinburgh Buildings, 2 Station Approach, South Shields, NE33 1HR	0191 455 7958	Email: schools@southtynelca.net
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