

Apple Childcare Vouchers

Summer 09 Newsletter



Welcome to the first edition of the **Apple Childcare Vouchers** Newsletter

I take great pleasure in writing this first edition to inform you, our valued clients, parents and carers, of our news and achievements over the past 12 months.

Apple Childcare Vouchers were established on 8th August 2008 by Stewart Pickering (founder and former Director of kidsunlimited), and me, (ex kidsunlimited Corporate Sales Manager).

During the first period, we have worked hard on developing our system, which we believe is industry leading and provides our clients, parents and childcare providers with clear, concise reports and valuable online features.

Our website has been developed (www.applechildcarevouchers.co.uk) and this will continue to be enhanced along with our systems over the next few months. Egenica Ltd (www.egenica.com) has worked extremely hard to fulfil our detailed

specifications and requirements to create and develop our systems and website and they have delivered in every way possible.

We have a great team here at **Apple Childcare Vouchers** and have combined experience of over 23 years in the childcare voucher industry and this knowledge and experience have been instrumental in establishing ourselves as a leading provider.

Our success in this short period is down to the hard work and dedication of our team here and I would like to thank Sarah Collier, Sales Manager and Kate Kelly, Finance/Office Manager and the rest of the team for their continued support.

Finally, I would like to take this opportunity to express my sincere thanks to our current clients, childcare providers and, of course, the parents that are benefiting through using our vouchers for their continued support.



Marcus Barrow

Managing Director

Continuing the Growth...

Apple Childcare Vouchers started trading in Feb 09 and during this short period, we have managed to register 45 client companies. That's an average of just over 7.5 companies registering to the scheme each month, offering their employees the opportunity to participate in the scheme and save up to £1,196 per year.

Our client companies range in size, demographics and location. Any company can offer childcare vouchers to their employees, no matter where they are based or how many employees they have. At Apple, we have a selection of small client companies that have set the scheme up for one or two members of staff and we have large client companies such as Stoke-on-Trent College, who have set the scheme up for a number of their employees.

We are continually increasing our client companies and our focus over the next six-month period is to increase our usage and grow the business through our current clients and register more companies into the **Apple Childcare Vouchers** portfolio. We aim to achieve this through various direct mail campaigns, external marketing and through referrals from parents, current client companies and childcare providers. Our business grows substantially through referrals and this is an area that we are very proud of as it shows that we at Apple are providing a service and systems that parents, companies and childcare providers are willing to recommend to others. To recommend a business, please call 0845 602 9459.


apple
childcare vouchers

providing healthy savings on your childcare fees...

Testimonials...

Client Testimonial - Stoke-on-Trent College

"Compared to our previous supplier of childcare vouchers, Apple has been a breath of fresh air. Their website is so easy to use and packed full of all the information our 1300 employees would need to make an informed decision on whether a salary sacrifice was right for them. The quality of their marketing information and the ease and speed of which it can be ordered and delivered was beyond our expectations - and it is all included in their very competitive commission rates. From our first contact with Apple they provided all the information we needed and even came out to demonstrate how easy the employer's web page was to administer the scheme. We cannot recommend them enough."

Neil Forster - HR Officer



Parent Testimonial

"I think **Apple Childcare Vouchers** is a great idea. I didn't know that I could save before my company introduced a scheme and now I am saving about £1000 per year. The money gets taken out of my salary and stored in my **Apple Childcare Vouchers** account which I can access and make payments from direct to my nursery. My nursery always receives payment the day after I send the payment straight into their bank account. It's very simple, excellent customer service and I would advise all parents to take part."

Richard Plews - Parent

Staff News...

Kate Kelly will be going on maternity leave on 24th August with her baby due early in September. Kate joined **Apple Childcare Vouchers** in November 08 and has been a key member of the team providing a large contribution towards the system and website development. Kate has built some very good relationships with client companies, parents and carers in this short period and I'm sure you'll join me in wishing her all the best during her maternity leave and time off with the new arrival. We will of course update you on Kate's progress in the winter edition.

I would like to welcome Christina Marinari as maternity cover for Kate. Christina joined the **Apple Childcare Vouchers** team on 3rd August and has extensive experience in financial and administration positions. I'm sure all of our clients, parents and childcare providers will get to know Christina over the next few weeks.

**Receive a
£15 M&S VOUCHER
for recommending a
friend!**

**Can you think of a friend who
would benefit from saving up
to £1,096 per annum?**

If so, please contact Sarah Collier
on **0845 602 9459** and quote
EEOFF001.

If your friend registers with **Apple
Childcare Vouchers**, we will reward
your hard work with a £15 M&S
voucher.

YOUR M&S

**Receive a
£25 M&S VOUCHER
for recommending a
company!**

**Can you think of an
organisation that should be
offering childcare vouchers?**

If so, please contact Sarah Collier
on **0845 602 9459** and quote
CLIENTOFF001.

If the recommended company
registers, we will reward your hard
work with a £25 M&S voucher.

**Childcare providers
receive £15 towards
equipment!**

For every parent that a childcare
provider recommends to the Apple
Childcare Vouchers scheme, they
will receive a £15 Early Learning
Centre voucher towards equipment.

Contact Sarah Collier on
0845 602 9459 and quote
CARER001.



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