

# Early years staffing campaign needed to support 'Generation COVID'

Early Years Nursery stationery

## Key information

Publication type: General

Publication date: Monday 19 December 2022

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### 1. Early years staffing campaign needed to support 'Generation COVID'

The coronavirus pandemic exacerbated staff shortages in the early years sector, particularly in nurseries.

Some early years staff were forced to find other forms of employment during the pandemic and did not return to the sector. As a result, nurseries are struggling to meet demand from parents.

An investigation by the **London Assembly Health Committee** into the impact of the pandemic on early years services and early childhood development heard that there are skills gaps across the sector, which the Mayor could help address.

The Committee has **today** written to the Mayor calling for a London-wide campaign to encourage more people, particularly young men, to work in the early years sector.

The Committee is also calling for more research into the long-term impact on the development of those who were aged 0-5 during the pandemic, to determine whether more targeted support is required for this age group.

The Committee outlines **five** recommendations in its letter to the Mayor, including:

- The Mayor, in consultation with the Greater London Authority's (GLA) early years stakeholder group, should carry out a London-wide campaign to encourage more people, particularly young men, to work in the early years sector.
- The Mayor should work with the NHS and other partners to conduct necessary research to understand the long-term impact on young children in London and determine whether ongoing targeted support is required to address developmental delay for this cohort.

- The Mayor, in consultation with the GLA's early years stakeholder group, should identify where the main skills gaps are in the early years sector and target Adult Education Budget funding in these areas.

[Read the Letter](#)

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