**Business Plan Template Guidance**

***Full Day-care, Pre-schools, Out of School Provision and School Based Nursery Classes***

This business plan has been created for use by childcare settings. The headings include some of the vital information that a childcare setting should think about, including in a business plan, so that anyone who reads it can gain some understanding and insight into how the childcare business operates and if it demonstrates sustainability. For this reason, it would be worthwhile if the person who knows more about the running of the setting completes it. For example, an Owner, Manager, Early Years Lead or suitable Committee Member.

Remember your business plan should illustrate what your setting does, so it should be an honest and positive document to read.

If you would like support with completing this business plan, please contact:

**Early Years and Childcare Business Management Consultancy (BMC) Team:**

For North and Mid Essex: Alan Haylock, Email [Alan.haylock@essex.gov.uk](mailto:Alan.haylock@essex.gov.uk)

For West Essex: Rosemary Newell, Email [Rosemary.newell@essex.gov.uk](mailto:Rosemary.newell@essex.gov.uk)

For South Essex: Gemma Eva, Email [Gemma.eva@essex.gov.uk](mailto:Gemma.eva@essex.gov.uk)

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| **Business Plan [ date from – date to ]** |
| **Proposed or Current Childcare Setting Details:** |
| **Name:** |
| **Address:** |
| **Postcode:** |
| **Business Tel:** |
| **Business Email:** |
|  |
| **Main contact name:** |
| **Position held:** |
| **Address (if different from above):** |
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| **Postcode:** |
| **Tel:** |
| **Email:** |
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| **Ofsted Information** | |
| **Ofsted registration no:** |  |
| **Maximum number of children taken at any given time:** |  |
| **Outcome of last Ofsted inspection if applicable:** |  |
| Outstanding  Good  Requires Improvement  Inadequate |  |
| Early Years registration number: |  |
| **If Requires Improvement or Inadequate. Please attach the list of recommendations and action points you have received from Ofsted when submitting your business plan. You will also need to supply the name of your supporting Early Years Education Partner (EYEP) and a copy of your action and progress.** | You can find your OFSTED report online at [www.ofsted.gov.uk](http://www.ofsted.gov.uk) |

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| **Description of your Childcare Business** | |
| **Private Limited Company (Ltd):**  Companies House Number:  **Incorporated:**  Registered Charity Number:  Companies House Number:  **Unincorporated Company:**  Registered Charity Number:  **Community Interest Company (CIC)**  Registration no: | Other (please state)   * [Sole trader](https://www.completeformations.co.uk/companyfaqs/business_entities/sole_trader.html) * [Partnership](https://www.completeformations.co.uk/companyfaqs/business_entities/partnership.html) * [Limited liability partnership](https://www.completeformations.co.uk/limited-liability-partnerships-llps.html) * [Limited liability company](https://www.completeformations.co.uk/companyfaqs/uk_company_setup/limited_liability_companies.html) |
| **Childcare Offer:** Please select appropriate boxes  Full Day Care  Sessional  Wraparound services | **Please detail the service you currently provide or intend to provide.**  **Is there any more information you would like to include regarding your operating days and times?**  **Does the setting run in a different way?**  **Please provide information about your premises. Remember to include things which add extra value to your provision e.g., outdoor play area, pets, and pick- ups from school.**  **You could describe indoor facilities, proximity to transport links, location, building, current/planned refurbishments.**  **Here is your opportunity to sell the unique qualities of the childcare setting.** |
| Mon Tues Wed Thurs Fri Sat Sun |
| Full Day Care: |
| Morning: |
| Afternoon: |
| Breakfast club: |
| Lunch Club**:** |
| After School Club: |
| Holiday Club: |
| **Opening hours:**  Full Day Care:      Morning:      Afternoon:  Wraparound services: Breakfast club:       Lunch Club**:**       After School Club:  Holiday Club:    **Other information (if applicable):** |
| **Description of childcare premises:** |
| **Catchment area:**  **Schools you currently or intend to serve:** | **List your catchment area or the areas and other areas that you may currently serve. Think about the children that attend and where they travel from.** |

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| **Fee Structure and Occupancy** | |
| * **Registration fees:** * **Is this charged? (please delete)** **No**  **Yes Cost: £** * **Is this this charged for funded 2 year olds? (please delete) No  Yes** * **If Yes, Is this refundable? (please delete)  No  Yes When:** * **What does the registration fee include:** * **Deposit charges:** * **Is this charged? (please delete) No  Yes Cost: £** * **Is this charged for funded 2 year olds? (please delete) No  Yes** * **If Yes, Is this refundable? (please delete)  No  Yes When:** * **What does the deposit include:**   **\*Please note all settings that offer the Funded Early Education Entitlement (FEEE) must have and be able to provide a FEEE policy.**  **Please describe the charges for your service using the boxes bellow or the charges description space.**  **Hourly: 0-2 years: £****2 years: £      3-5 years: £      other: £**  **Sessional: 0-2 years: £      2 years: £      3-5 years: £      other: £**  **All day: 0-2 years: £      2 years: £      3-5 years: £      other: £**  **Charges Description:**    **How often do you review your fee / pricing structure?**  **When was the last time you changed your pricing structure?**  **Explain the process for reviewing your fee / pricing structure, including how you implement this, and how you communicate with parents?** | **Please refer to the FEEE Provider Handbook for contractual details governing the registration fee and deposits.**  **Please contact the Funding Team if you require any further guidance.**  [**FEEEQueries@essex.gov.uk**](mailto:FEEEQueries@essex.gov.uk)  **Please include details of your registration fee and deposits in your FEEE policy.**  **Please feel free to expand on your fee charges description box.**  **Please give details of how you review your fee structure, including any incentives or discounts you may offer.**  **Please complete as appropriate to explain your occupancy and break-even point** |
| **Occupancy:**  **Average total number of places taken per morning**  **Average total number of places taken per half day**  **Average total number of places taken per day**  **Number of places needed for breakeven:**  **(This can be given on a sessional or daily basis – please state)** |

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| **Staffing** | | |
| **Staff Structure and Qualifications held by staff:**   |  |  |  |  | | --- | --- | --- | --- | | **Staff Position** | **Hourly rate**  **£** | **Contract Type**  (i.e., fixed, permanent- part-time, full time or term time, annualised hours, self-employed) | **Qualification**  (Please also include qualification working towards) | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | |  | **£** |  |  | | | |
| **Proposed additions to staff or qualifications range:**  **This section helps you consider the future needs of this childcare business.**  **Do you need/expect to acquire more staff?**  **Do you need existing or new staff to have additional qualifications?**  **Do you need to reduce staff hours or change contracts?**  **What type of staff will be beneficial to the business at this time? Volunteers? Full time? Level 4?**  **Please describe your recruitment process and procedures:**  **(for example, who is involved in the recruitment process and explain how you follow safer recruitment practices)**  **Please describe your induction process and procedures:**  **(for example, how do staff access induction support and training during their induction period – including verbal communication, and other resources used)**  **Please be aware, Essex County Council offer a paid for education recruitment service via** [**www.essexschoolsjobs.co.uk**](http://www.essexschoolsjobs.co.uk) **This includes a one-off fee per Ofsted registration for unlimited self-managed adverts. Please see website for full terms and conditions.** | | |
| **Other training to be undertaken:**  **(Please include details of any identified training needs that are currently not met, as well as planned training, development or learning opportunities for the staff team)**  **For further information on training that Essex Early Years are able to facilitate/offer please see:**  [**https://eycp.essex.gov.uk/training-and-qualifications**](https://eycp.essex.gov.uk/training-and-qualifications)  **Please note, the BMC team offer termly topical updates session via Teams – please contact your BMC for further information.** | | |
| **Improving Outcomes for Children** | | |
| **Early Years Foundation Stage Framework:**  **Explain how this forms part of your business model?**  EYFS framework:   * sets the standards that all early years providers must meet to ensure that children learn and develop well * ensures children are kept healthy and safe * ensures that children have the knowledge and skills they need to start school   This statutory framework is for:   * school leaders * school staff * childcare providers * childminders * out of school providers | | **How will you follow the curriculum and evidence the progress and outcomes for children?**  The statutory framework relates to:   * local authority-maintained schools * non-maintained schools (schools not maintained by a local authority) * independent schools * academies and free schools * nurseries * private nursery schools * pre-schools/playgroups * childminding   Supporting material is available on the  [Foundation Years](https://foundationyears.org.uk/) website.  Statutory guidance is issued by law, you must follow it unless there’s a good reason not to do so.  [The early years foundation stage (essex.gov.uk)](https://eycp.essex.gov.uk/the-early-years-foundation-stage/) |
| **Explain other factors or legislation that influences how you manage and run your business** | | **This could include any reporting requirements if you are a registered Company or Charity. It could also include your management structure if it includes a committee or management board** |
| **Quality Assurance and Accreditations** | | |
| **Does the setting** **accredited through a Quality Assurance Scheme? Please give details of any scheme you currently, or intend to, participate in**   * **(please delete) \*Yes \*No \*Working towards**   **Does the business or any team member hold any accreditations? (For example, the business may hold an ISO accreditation, or a manager could be accredited to a professional body)** | | |
| **Policies** | | |
| **Give details of the policies which your setting has in place:**    **Describe how you review and update your policies, including timescales, updating staff and communicating with customers and stakeholders:** | **Please use bullet points of all the policies you have in place.**  **E.g. FEEE policy, Equality, diversity and Inclusion and complaints procedure**  **Describe how your ensure staff, parents and stakeholders are aware of, and understand your policies, procedures and processes** | |

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| **Your Business Proposal** | |
| **SWOT Analysis**  SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a **SWOT analysis** is a technique for assessing these four aspects of your business | |
| **S**trengths(Internal)    **Think about the things which make your business strong e.g., an outstanding Ofsted rating, highly qualified staff, activities, or provision which adds value. These are the identifiable pros of the childcare business.**  **It is a good opportunity to liaise with staff members when completing the SWOT Analysis.** | |
| **W**eaknesses (Internal)    **What are the things which make your business vulnerable or less appealing e.g., poor outdoor facilities, location, and high staff turnover?**  **These are the identifiable cons of the childcare business.** | |
| **O**pportunities (External)    **Are there opportunities which you could take advantage of e.g., a gap in local provision allowing you to expand, new ways to promote your business, possible collaborative working? New trends identified?** | |
| **T**hreats (External)    **What are the things which threaten the success of your business - e.g., a new provider opening nearby, poor reputation, local unemployment, low occupancy, and finance?** | |
| **Cash Flow:** | |
| Cash flow template completed  What are the main issues:  How do you plan to deal with this? | **Please use the Cash Flow Forecast template, or your own template, to provide a detailed projection of the income and expenditure of your business. You can request this from your local Business Management Consultant**  **Here is an opportunity for you to link up with you cash flow forecast.**  **Explain what your current financial situation is highlighting any concerns you have.**  **Do you have a budget?**  **Are you going over budget nearly every month?**  **Are your occupancy numbers in decline?**  **Are your staffing rates consistently higher than your occupancy requires?** |

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| **Financial Management** | |
| Please give an overview of your financial management systems**:**  Have you set up a separate business bank account: No  Yes  How do you handle non-payment of fees, deposits by parents? Do you have a contract for parents?  How will/do you keep an accurate record of income and expenditure? | **What current financial systems do you have in place? i.e. a payroll system or spreadsheet and how do you secure personal information of the children and families in your care?** |
| Reserve Account  No  Yes (remember to include in Cash Flow)  Contingency Funds  No  Yes (remember to include in Cash Flow)  **These would need to be sufficient to cover at least two months’ trade and statutory redundancy costs.** |
| **Insurance** | |
| Name of supplier:  Cost: £  Type of cover: | **These might include Public Liability/Professional Indemnity/Trustee Insurance.** |
| Name of supplier:  Cost: £  Type of cover: |
| Name of supplier:  Cost: £  Type of cover: |
| **Business Development Plan** |  |
| **Objective 1:**  Key tasks to achieve this  Timescale and milestones:  Lead person:  **Objective 2:**  Key tasks to achieve this  Timescales and milestones:  Lead person:  **Objective 3:**  Key task:  Timescales and milestones  Lead person: | **Use this section to identify three key objectives, to develop your business in the next year.**  **Please describe the tasks you need to undertake to meet this objective. Consider the timescales involved. Identifying milestones will help you to know when you have achieved a key task moving towards meeting the objective.**  **The three objectives can be linked, so you may want to achieve objective one, before moving on to objective two etc. Or, you may choose to have three objectives that are running simultaneously.**  **Identify who will be responsible for leading on this objective. Do consider any partners or individuals you may need to work with.** |
| **Does your setting have membership of following organisations:** (Please tick as appropriate)  **National Day Nurseries Association (NDNA):** [**https://ndna.org.uk/**](https://ndna.org.uk/)  **Professional Association for Childcare and Early Years (PACEY):** [**https://www.pacey.org.uk/**](https://www.pacey.org.uk/)  **The Early Years Alliance:** [**https://www.eyalliance.org.uk/**](https://www.eyalliance.org.uk/)  **Any others?** | |
| **Please describe your partnership working:** | **Please give an overview of your settings relationship / partnerships and level of contact with schools, family hubs, health, community, parents and families, etc.**  **(Please note if you have included this information in any other documents, you may also cross reference rather than duplicate)** |
| **Signed:**  **Full name:**  **Position:**  **Date:**  **Review Date:** | **Your business plan should be a working document and updated regularly.** |