**Business Plan template Guidance - Full Day-care, Pre-schools, and Out of School Provision**

This business plan has been created for use by childcare settings. The headings include 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, 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 Team:**

For North and Mid Essex: Alan Haylock, Email [Alan.haylock@essex.gov.uk](mailto:Alan.haylock@essex.gov.uk) or mobile 07919 624303

For West Essex: Rosemary Newell, Email [Rosemary.newell@essex.gov.uk](mailto:Rosemary.newell@essex.gov.uk) or Mobile 07894964526

For South Essex: Gemma Eva, Email [Gemma.eva@essex.gov.uk](mailto:Gemma.eva@essex.gov.uk) or mobile 07894 964536

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| **Business Plan [ date from – date to ]** |
| **Childcare Setting Details** |
| **Name:** |
| **Address:** |
| **Postcode:** |
| **Business Tel:** |
| **Business Email:** |
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| **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:** |  |
| **Outcome of last Ofsted inspection:** |  |
| Outstanding  Good  Satisfactory  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 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** | |
| Incorporated  Unincorporated  Community Interest Company (CIC)  Registration no:    Registered charity no: | Other (please state) |
| **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:**  **No**  **Yes Cost: £**  **If Yes, Is this refundable?  No  Yes When:**  **What does the registration fee include:**  **Describe the charges for your service:**  **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: £**  **Other information (if applicable):**    **How often do you review your price?**  **When was the last time you changed your price?**  **Was this a reduction or increase?**  **When and how is this communicated to parents?** | **Give details on your fee structure and Occupancy. That is the charges for your service and current Occupancy levels (number of children using your service)**  **The breakeven number answers the question: What does it cost to run my business per day and how many places will need to be sold to cover this?**  **Please contact your local Business Management Consultant if you are unsure how to calculate this.** |
| **Occupancy: Total no. of places taken per day:**  **No. of places needed for breakeven per day:** |

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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?** | | |
| **Other training to be undertaken:**  **Are you planning to undertake any business support training?**  **First Aid, Safeguarding Level 3 and 4?**  **What additional skills or experience do your staff team require?**  **What current skills and training need to be updated?** | | |
| **Improving Outcomes for Children** | | |
| **Early Years Foundation Stage Framework: Consider how this forms part of your business** All registered providers must follow the statutory safeguarding and welfare requirements to keep children safe and promote their welfare. The seven areas of Learning and Development must shape the delivery of early education and learning in registered settings | | **How will you follow the curriculum and evidence the progress and outcomes for children?**  **The 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   For further information on the Framework, you can visit https://www.gov.uk/government/publications/early-years-foundation-stage-framework--2The framework |
| **Consider other factors or legislation that helps shape how your 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** | | |
| **Is the setting accredited through a Quality Assurance Scheme?**  **Yes**  **Details:**  **No**  **Working towards**  **Please give details of any scheme you currently, or intend to, participate in.** | | |
| **Policies** | | |
| **Give details of the policies which your setting has in place:**    **How are these communicated to your staff?**  **How are these communicated to your Customers?** | **Here you can provide bullet points of all the policies you have in place.**  **E.g. Risk Assessment, inclusion, monitoring and evaluation, HR procedures, Health and Safety etc.**  **Describe how your staff and customers are made aware of you polices.**  **Do you do a staff induction?**  **Is there an easily accessible folder, are these in the prospectus, verbal communication, welcome pack?**  **Explain the methods you use.** | |

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| **Your Business Proposal** | |
| **SWOT Analysis** | |
| **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**  Goal1:  **Objectives:**  Strategy:  achieved by:  Goal 2:  **Objectives:**  Strategy:  achieved by:  Goal 3:  **Objectives:**  Strategy:  achieved by: | **Here is opportunity to write down your goals and the milestones that you need to achieve to help reach them.**  **What needs to be done?**  **How will you achieve this - What strategies have you got in mind? When would you hope to achieve this by?**  **Who will do this?** |
| **Does your setting have membership of following organisations:** (Please tick as appropriate)  **National Day Nurseries Association**  **PACEY**  **The Alliance** | |
| **Commentary:** | **Please give an overview of your settings relationship and level of contact with schools,** |
| **Signed:**  **Full name:**  **Position:**  **Date:** |  |