**Business Plan for Early Years and Wraparound Childcare**

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

For West Essex: Rosemary Newell,

Email Rosemary.newell@essex.gov.uk

For South Essex: Caroline Brown,

Email Caroline.brown@essex.gov.uk

 Contents

1. Organisational Structure
2. Mission Statement
3. Business Concept and Unique Selling Point
4. SWOT Analysis
5. SMART Targets
6. Funding & Financial Projections
7. Management of the Business

1. Organisational Structure

**Business Details**

Business Name:

Address:

Email address:

Telephone number:

Main Contact Name:

Position:

Early Years Registration Number:

**Ofsted Information**

Registration Number:

Maximum Number of children:

Outcome of last inspection (if applicable):

**Legal Structure:**

**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:

**Details about your premises:**

[Indoor facilities, proximity to transport links, location, building, current/planned refurbishments.] 2. Mission Statement

Your mission statement should be short and reflect your organisational goals and values. Don’t forget this can change over time as your business flourishes.

A few points to consider:

Understand your purpose.

What are your core values?

What makes you unique?

Keep it simple?

Use inspirational language to keep people excited.

Ask for feedback from others and take it on board.

3. Business Concept and Unique Selling Point.

Who are you and what are you offering your customers? For example, ABC Limited is an Early Years setting dedicated to providing high-quality childcare and early education services for children aged 9 months to 5 years. Our nursery is designed to offer children a tailored curriculum that incorporates play based learning and individualisation.

Our USP is, for example that we are onsite of a residential care home and set in the grounds of a national park.

4. SWOT Analysis 

Complete this framework to identify your business’s strengths, weaknesses, opportunities, and threats. This could feed into your business concept and USP.

|  |  |
| --- | --- |
| Strengths* *What you do well*
* *What your customers like about you*
* *What makes you different from your competition?*
 | Weaknesses* *What can you improve*
* *What your customers dislike about you*
* *Where do you fall behind the competition?*
 |
| Opportunities* *Any emerging trends we can take advantage of*
* *Strengths we have that are valuable to potential partners*
* *Economic or political opportunities*
 | **Threats*** *Any trends we have missed*
* *Weaknesses that leave us vulnerable*
* *Economic or political issues that could impact the business*
 |

5. Smart Targets

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S | M | A | R | T |
| Specific | Measurable | Attainable | Realistic | Time Bound |
| *Set real numbers* | *Make sure your goal is trackable* | *Challenging but possible* | *You know the capabilities of the team.* | *Realistic end date* |

6. Funding & Financial Projections

*[This section should be used in conjunction with your cashflow forecast]*

**Start Up Considerations**

**Initial Investment**

How will you fund the business.

Capital

Loans/Grants/Investors

**Costs:**

Building – rental or purchase and its suitability for early years

Staff and the correct qualifications

Marketing

Legal costs

Insurances – Public Liability, Professional Indemnity, Trustee

HR

Ofsted

Licencing fees

Staff training – safeguarding, paediatric first aid, food hygiene

Accountant

ICO

Resources

Utility charges

Administrative costs to set up early years policies, procedures, risk assessments, accident book.

**Income:**

Will you offer Funded Early Education Entitlement (FEEE) as well as private fees?

Diversification - Unique Revenues

Charitable sources of income

Other sources of income

**Registration Fees**

Do you charge a registration fee?

If yes, how much?

How/When is this refunded?

What does the registration fee include?

Do you charge a registration for Funded 2 year olds?

**Deposit**

Do you charge a deposit?

If yes, how much?

How/When is this refunded?

What does the deposit include?

Do you charge a deposit for Funded 2-year-olds?

Fees

*(It may be useful to use this in conjunction with the cashflow statement)*

Early Years Fees

|  |  |  |  |
| --- | --- | --- | --- |
| **Fee Structure** | Per hour | Per Session | All day |
| FEEE1W |  |  |  |
| FEEE2 |  |  |  |
| FEEE2W |  |  |  |
| FEEE 3 - 4 |  |  |  |
| \*SENIF |  |  |  |
| \*EYPP |  |  |  |
| \*DAF |  |  |  |
| Fees from Parents |  |  |  |
| \*If applicable |  |  |  |

**Wraparound**

Fees

|  |  |
| --- | --- |
| **Wraparound** | £ |
| Breakfast Club |  |
| One rate for 3pm – 6pm |  |
| Rate for 3pm - 4pm |  |
| Rate for 4pm - 5pm |  |
| Rate for 5pm – 6pm |  |

Details of how often you review your fee / pricing structure?

[*Include the last time you changed your pricing structure, your process for review and how you implement, including how you communicate with your parents].*

**Capacity and Occupancy**

Early Years

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Age** | Places Available | Occupancy AM | Occupancy PM | All day |
| Under 2 |  |  |  |  |
| Age 2 - 3 |  |  |  |  |
| Age 3 - 4 |  |  |  |  |

Wraparound

|  |  |  |
| --- | --- | --- |
|  | Places Available | Occupancy  |
| Breakfast Club |  |  |
| One rate for 3pm – 6pm |  |  |
| Rate for 3pm - 4pm |  |  |
| Rate for 4pm - 5pm |  |  |
| Rate for 5pm – 6pm |  |  |

*[Think about the number of places needed to breakeven].*

*[Any other relevant information regarding your operating days and times?*

*Does the setting run in a different way****]***

For wraparound: which schools you currently or intend to serve:

Staffing

Refer to government publications for current guidance on early years qualifications and ratios.

[**https://www.gov.uk/government/publications/early-years-qualifications-and-ratios**](https://www.gov.uk/government/publications/early-years-qualifications-and-ratios)

Refer to HMRC for current guidance on national minimum wage rates.

[**https://www.gov.uk/national-minimum-wage-rates**](https://www.gov.uk/national-minimum-wage-rates)

*[Consider future or changing needs of the 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?*

*Full time/Part Time/Term Time/Wraparound/Apprentices?*

Other considerations:

***Recruitment process and procedures***

*[Who is involved in the recruitment process? How do you follow safer recruitment practices?]*

***Induction process***

*[How do staff access induction support and training during their induction period].*

*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.***

*[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)*].*

7. Management of the Business

Separate Bank Account

Dual authorisation

How you will handle bad debts

Contracts with parents

Bookkeeping system – outsource or remain inhouse.

Reserves

GDPR

Professional Organisations

National Day Nurseries Association (NDNA)

<https://ndna.org.uk/>

Professional Association for Childcare and Early Years (PACEY)

<https://www.pacey.org.uk/>

Early Years Alliance

<https://www.eyalliance.org.uk/>

Out of School Alliance

<https://outofschoolalliance.co.uk/>

Quality Assurance & Accreditations

Do you have or are you working towards any accreditations.

Are you a member of ECC charter?

<https://eycp.essex.gov.uk/running-your-business/essex-early-years-and-childcare-charter/the-charter/>

Marketing Strategy

Your business plan will help form your marketing plan. Use all the information including your SWOT analysis and SMART objectives.

Consider the 5 P’s of marketing: product, price, place, people, promotion.

Marketing budget: outsource, radio advertising, online advertising, social media, web search optimisation, giveaways, events, branding and artwork, merchandising, publications.

Providing High Quality Childcare

The early years foundation stage framework details the standards that school and childcare providers must meet for the learning, development, and care of children from birth to 5.

<https://www.gov.uk/government/publications/early-years-foundation-stage-framework--2>

There are 2 statutory EYFS frameworks:

* EYFS statutory framework for childminders
* EYFS statutory framework for group and school-based providers

Providers are responsible for ensuring they follow the current version of the framework for their provider type.

Both Ofsted and EYFS require all early years providers to have policies and procedures in place that safeguard the children in their care. Some of the headings these policies fall under would include;

Child Protection

Suitable People

Staff Qualifications, Training, Support and Skills

Key Person medication Policy

Staff to child ratios

Health

Managing Behaviour

Safety and Suitability of Premises, Environment and Equipment

Equal Opportunities

Legislative Requirements for 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.

Continuous Development

Continuous development involves implementing strategies to enhance and refine your business. The more experience you gain, allows for improved efficiencies and outcomes. Continual improvement can help you feel motivated and encouraged by this progress, giving you the focus to keep working towards a bigger goal. You can implement these strategies on a large or small scale within your work.

Signed:

Dated:

Next Review Date: