**Template Business Plan for Early Years and Childcare Capital Applications**

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

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**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
8. 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**

3. **Business Concept and Unique Selling Point.**

1. **SWOT Analysis**

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | **Threats** |

5. **Smart Targets**

**Specific**

**Measurable**

**Attainable**

**Realistic**

**Time Bound**

6. **Funding & Financial Projections**

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

**Start Up / Project Considerations**

**Investment Required:**

**Costs:**

**Income:**

**Registration Fees:**

**Deposit:**

**Fees**

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

|  |  |
| --- | --- |
| ***Please amend the categories to suit your business model*** | **£** |
| **Under 1** |  |
| **Under 2** |  |
| **Under 4** |  |

**Capacity and Occupancy**

|  |  |  |
| --- | --- | --- |
| ***Please amend the categories to suit your business model*** | **Places Available** | **Occupancy** |
| **Under 1** |  |  |
| **Under 2** |  |  |
| **Under 4** |  |  |

**Staffing**

***Recruitment process and procedures***

***Induction process***

***Other training to be undertaken.***

7. **Management of the Business**

**Membership or affliations to Professional Organisations**

**Quality Assurance & Accreditations**

**Marketing Strategy**

**Providing High Quality Childcare**

**Policies**

**Legal Requirements for your Business**

**Continuous Development**

**Signed:**

**Dated:**

**Next Review Date:**