**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:**

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**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)*

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

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

**Capacity and Occupancy**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |  |  |

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

Staffing

***Recruitment process and procedures***

***Induction process***

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

7. Management of the Business

Professional Organisations

Quality Assurance & Accreditations

Marketing Strategy

Providing High Quality Childcare

Policies

Legislative Requirements for your Business

Continuous Development

Signed:

Dated:

Next Review Date: