**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.

The business plan should be produced alongside a cash flow forecast.

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: Caroline Brown, Email [Caroline.brown@essex.gov.uk](mailto:Caroline.brown@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.*  *Include any additional information on how your setting operates.*  *Please provide information about your premises, and what will be the unique selling point of your setting. Remember to include things which add extra value to your provision e.g., outdoor play area, pets, and pick- ups from school.*  *Please include changes you have planned for the premises or services you offer*  *You could describe: facilities; proximity to transport links; location* |
| 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:**  **Please list schools you currently or intend to serve:** | *Consider where families may travel from, to access your services* |

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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 under ‘charges description’**  **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, and what was changed?**  **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 govern charging of registration fee and deposits.  For further guidance, please contact the Funding Team.  [FEEEQueries@essex.gov.uk](mailto:FEEEQueries@essex.gov.uk)  Please include any other relevant information to your charges and fee structure  Please complete as appropriate to explain your occupancy and break-even point |
| **Occupancy:**  **What is your full operating capacity?**  **Currently what is the:**  **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, and overall, or by each age group)** |

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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)**  **Essex County Council have an Early Years and Schools recruitment service via** [**www.essexschoolsjobs.co.uk**](http://www.essexschoolsjobs.co.uk) **In 2023-24 this is free of charge unlimited self-managed adverts.** | | |
| **Training and Development:**  **Please include details of identified training needs , 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 contact the BMC team for details of free online Termly Update and workshops s** | | |
| **Improving Outcomes for Children** | | |
| **How do you deliver the Early Years Foundation Stage Framework:**  **How will you follow the curriculum and evidence the progress and outcomes for children?**  **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 | | 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  [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 or awards? (For example, the business may hold an ISO accreditation, , member of EY Charter, kite marks, autism awareness, forest schools, Millie’s Mark, clean teeth status, business awards 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** | |
| **S**trengths(Internal)  What do you do well? What are your best assets (staff, building etc) | **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.** |
| Opportunities (External)  What could you do to improve further? Are there opportunities within your local community? | **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?** |

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| **Business Development Plan** |  |

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| **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.  Have you identified any external funding streams that may be available  What level of funding do you need to secure to meet your objectives? |

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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  **Do you have dual signatories?** 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.** |
| **Cash-flow and budgeting**  Please provide an overview to your cash-flow, explaining any assumptions you have made such as estimating bills, and the levels of occupancy for each month / quarter. Provide a brief explanation for the surplus or deficit that is predicted in year 1, 2 and 3. |  |
| **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: |
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| **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:** | What relationships do you have, or plan to develop, with schools, family hubs, health, community, parents and families, etc.  What other organisations or businesses could you work with?  (You can cross reference to other documents, rather than duplicate) |
| **Signed:**  **Full name:**  **Position:**  **Date:**  **Review Date:** | **Your business plan should be a working document and updated regularly.** |