**Prospective Childminder   
Business  
Planning**



**Business planning**

In order to make your childminding business sustainable and successful it is important that you consider your business plan. Below are some of the main concepts that you may wish to consider prior to registration. Please note that this list is not exhaustive and should only be used as a reference tool.

**What other childcare provision is available within your area?**

* Playgroups □
* Toddler Groups □
* Private Nursery □
* Nanny □
* Before and After School Clubs □
* Holiday Clubs □
* Children’s Centres □
* Childminders □

**What sorts of places are available currently?**

* Baby places □
* Full daycare □
* Before and after school care □
* Over night □
* Weekend care □
* Wraparound care □

**Accessibility**

* Are you on a bus route/near a park and ride site?
* Can parents park at your home?

**What are the gaps in childcare provision where you live?**

**Have you identified business? Do you have business waiting?**

**What are your strengths?**

**Considering the above, what are your unique selling points (USP’s)**

**How are you going to market your business? Consider a marketing budget for this.**

**Establish your business hours and rates (use the tool available)**

**Identify and make contact with your support mechanisms and what support they can offer you, here are a few suggested ideas:**

* Family Information Service
  + Sufficiency information
  + Information supplied to parents/carers (this information must be regularly updated)
* Development worker
  + Contacts with other local childminders
  + Advice with regards to Ofsted
  + Ongoing support and continual professional development
* Children’s centre
  + Childminder groups
* Childminder network
* Library
  + Story times

When setting up your own business consider your best selling points. These selling points should be used within your marketing material to help promote your business to the local community. Consider the following:

**Home and location**

* Homely environment □
* Part of local community □
* No-smoking environment □
* Good transport links □
* Large and/or child friendly garden □
* Near the park, playgroup □
* Close to local schools □
* Dedicated playroom □
* Parking for parents □
* Registered and checked for children to stay overnight □
* Plenty of space for activities □

**Skills, qualifications and experience**

* Current paediatric first aid certificate □
* Initial training in childminding □
* Member of PACEY □
* Further qualification □
* Quality assured □
* Member of childminding group □
* Belong to a childminding network □
* Speak more than one language □
* Able to offer early years education □
* Number of years experience □
* Parent/grandparent □
* Experience of particular forms of care i.e. triplets, SEN □
* Previous childcare experience □
* Other relevant jobs i.e. nurse, teacher □

**Service**

* Registered by Ofsted □
* Inspected regularly □
* Offer care morning, late evenings, weekends, overnight □
* Able to accommodate childcare needs of parents who work shifts □  
   or irregular hours
* Low ratio of children to carer □
* Have back up for sickness or holidays □
* References available □
* Work with an assistant □
* Fee includes meals, snacks, nappies □
* Have special skills ie. Sign language □
* Care for a mix of different ages □
* Link to local children’s centre □
* Provide educational toys □
* Offer lots of activities arts, crafts, outdoor play, dressing up, □

imaginative play

**Business issues**

* Eligible childcare for tax credit claims □
* Hold public liability insurance □
* Vehicle insured for business use □
* House insured for damages □
* All household members over 16 have DBS checks □
* Good or outstanding Ofsted grading □

**Useful words to use in promotional booklets**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Homely | Trusted | Caring | Active | Secure |
| Friendly | First aid trained | Fun | Committed | Experienced |
| Professional | Ofsted registered | Loving | Family friendly | Qualified |
| Safe | Local | Quality assured | Peace of mind | Established |
| Experienced | flexible | Welcoming | Support | Dependable |
| Reliable | Energetic | Supportive | Dedicated | Trained |