



Are you meeting the demands of the childcare market?

In this climate of diverse working patterns, parent/carers may be challenged to find a childcare provider who is able to fully meet their childcare needs.

We know that the majority of childcare providers operate a typical pattern of care e.g. Monday to Friday from 8.00am to 6.00pm

How sure are you that your business model meets the needs of current and prospective parents and is therefore sustainable in the long term?

Two existing childcare providers identified that their operational model was not meeting the needs of some working families in their provision

- Cherry Tree Nurseries responded to parental demand by opening on Saturdays. This supported Saturday workers and children can also access their funded entitlement during these hours.
- A Childminder in the South East of the city responded to parental need by extending her operational hours from 7.00am to support employees to meet contractual obligations

The Early Years team have created a simple template to support providers in identifying trends in demand for non-atypical operating hours.

The template is used whenever a family highlight that they need care outside of your current operating hours and over time, will help you to assess the need for change.

This information will be requested by the Early Years team each term to enable us to reflect, report and respond to childcare demand and gaps in the market, in preparation for future childcare sufficiency assessments.

The template will be emailed to all childcare providers in the very near future so please keep a look out for it.