

Business Plan

The following related tools and resources can be found in the 'Tools and Resources' section in the members only area of the website.

What is a Business Plan?

- A working document
- It should be constantly under review
- It should be written by people with working knowledge of the setting
- It needs to be informative and concise
- It is a formal document

Why do you need one?

- A business plan performs many functions;
 - A review of the setting allows you to undertake a critical analysis of the overall organisation
 - Eg; staff training needs; policies and procedures; financial situation, etc
- Where do your service provisions fit into the National picture?
 - Consider; "Every child matters"; Nursery Education Funding, extension, etc
- It reduces the likelihood to have to implement crisis management
 - eg; Plan for low autumn term admissions.

It enables you to "sell yourselves" to potential sources of funding

Presenting your business plan

- Keep it short
- Presentation (cover, contents page, section numbering, grammar, proof read, avoid jargon)
- Start with executive summary (although this is the first page, it is the last sheet you prepare)
- Be realistic

Content of the Business Plan

- Executive summary
- Business background
- Services
- Premises
- Market analysis
- Management
- Legal requirement
- Financial information
- Appendices

Executive summary

Summarise the current activity of the group to include;

How it is managed and staffed

What are you providing

How do you fit into the national childcare picture

Brief details of the premises

Opportunities (eg; potential for extension of services)

Funding requirements

Financial projections look at past five years(use Maiden database

www.gloscc.gov.uk/maiden)

Business background

- Legal status
 - Eg; private or registered charity
- Staff qualifications
- OFSTED inspection results
- Quality Assurance Scheme
- Investors in People
- Number of childcare places provided
- Financial situation

Services

- Describe the services you provide
- What do you offer for children with special needs
- Lunch club
- Full day or sessional care, plans for expansion
- Pre-school sessions
- Toddler group, Out of school ,etc

Premises

- Location
- Accessibility
- Parking availability
- Environment, (lighting, cleanliness,Outdoor facilities, etc)
- Ownership (village hall, private)
- New local developments that could affect demand, (eg; new housing)

Market analysis

- Who are your service users?
- Are your prices competitive?
- How do you promote the services you provide?
- What are the specific needs in your locality?
- What resources are available to you?
 - Maiden database;

- CIS website www.childrensinformationsservice.gov.uk
- Gloucestershire Children and Young People's Service Directory
www.glosrypdirectory.org.uk
- Gloshub
- Who are your competitors?

Marketing strategy

- How are you going to sell your product?
- Your strategy should be based around four key elements;
 - Services offered/Lunch Club
 - Pricing options/Fee Structure
 - Relevant advertising
 - Geographic location

SWOT analysis

- Strengths?
 - Qualified staff; ratios; QA
- Weaknesses?
 - Poor management; unwelcoming premises
- Opportunities?
 - Expansion; grants;
- Threats?
 - Local competition; financial viability; birth rate; rising house prices

Management

- Type of management
 - Voluntary;
 - Company limited by guarantee;
 - Privately owned.
 - Governor Run
 - Charitable Incorporated Organisation
 - Community Interest Company
- Management training
 - Go to Training Section of website.

Staffing

- Clarification of staff roles and responsibilities
- Training and development policy
- (Management Matters)
 - Induction Policy
 - Regular pay reviews
 - Meaningful and objective SDI's
 - Training opportunities

Legal requirement

- Who are you accountable to?
 - OFSTED
 - Charity Commission
 - Companies House
 - HM Customs and Revenue
 - Health & Safety Executive
 - Employment legislation
 - Adequate insurance

Financial information

- Current financial situation
- Cash flow forecast for year ahead and for up to three years ahead
- Last independently examined accounts required
- Sources of funding

Appendices

- Cash flow projections (usually three years)
- Capital budget (what have you got)
- Revenue budget (what are you getting)
- Last independently examined accounts

Any other documents relevant to, or supporting claims made, within the business plan e.g. policies and procedures.