

Telford Playschool

Kelvin Road, Leamington Spa, Warwickshire, CV32 7TE
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Business Plan

2017-2018

Background

Telford Playschool is a Charitable Incorporated Organisation (CIO) and has been in operation for over 20 years. We promote a relaxed and happy atmosphere focusing on learning through play within a safe, stimulating and nurturing environment.

We are open to all children aged 2yrs 9months - 5yrs and predominantly serve the Lillington and Cubbington areas. Run by a voluntary Board of Trustees we follow statutory guidance, policies and procedures including our Constitution to ensure we continue to operate legally and ethically and these are reviewed annually. The Board of Trustees oversee and are accountable for financial, operational and fundraising aspects of playschool. Day to day operational responsibility is delegated to Joint Supervisors, Jane Brooke and Sandra Allen who support and supervise wider playschool staff. We employ 7 members of staff for 39 weeks per year and pay holiday entitlement as per EU working time directive. For full staff details and qualifications please see staff list and qualifications. Sickness/holiday cover is provided by other staff members.

The building and grounds are leased from WCC .Playschool is responsible for the upkeep and maintenance of the exterior buildings, grounds and interior facilities including but not limited to items such as painting and decorating, plumbing and heating. We are a registered early year's provider and are eligible for Nursery Education Grant funding for 3 to 4 year olds, which starts from the term after a child turns 3. We also can claim 2 year funding (term after 2nd birthday) if you are claiming certain benefits. A maximum of 20 children may attend the Playschool at any one time. The Playschool is open 5 days a week from 8.40 - 11.40 and 12.40 until 3.40 during term time (39 weeks per year). Children may be placed on the waiting list any. Places will be allocated on a first come, first served basis with existing children being offered first refusal.

Aims

- To provide a safe, secure, stimulating and caring environment in which children can learn and develop a sense of achievement through play.
- To promote an atmosphere where every child feels that they belong and has a contribution to make, developing their own self-esteem and independence which will help them to make a natural transition to fulltime schooling.
- To ensure each child is supported in developing their potential at their own pace by means of developmentally appropriate play activities and a high level of individual adult input.
- To provide activities and experiences that are planned to meet their individual stages of development within the EYFS.
- To always look at ways to improve and update the environment, layout, equipment and resources available within the Playschool

Ethos Statement

Telford Playschool believes every child can develop and flourish in a happy, supportive and secure environment which enables them to be confident, challenged and successful with strong self-esteem. We promote a relaxed and happy atmosphere focusing on learning through play and child led activity. Activity and learning is underpinned by the EYFS using an activity based activity planner, thematic learning and individual learning plans. We recognise that parents are a child's first educators and endeavour to work in partnership with parents to support and share children's learning and development.

Review of Telford Playschool

The SWOT analysis below indicates the strengths and weaknesses within Telford Playschool and an assessment of the opportunities and threat facing the setting.

Strengths <ol style="list-style-type: none">1. Good Ofsted report2. Long serving staff team3. Links with Telford Infant School to support with transition4. Waiting list5. High parental satisfaction with service	Weaknesses <ol style="list-style-type: none">1. Provision is limited by space both indoor and outdoor2. Building Lease (medium/long term)3. All 7 staff are part time4. Recruiting committed Trustees
Opportunities <ol style="list-style-type: none">1. Accept 2Help funded children2. Increase services including lunchtime to generate income3. Additional, relevant grants may be available4. A high proportion of dual income families in the area ensure fundraising events are supported well	Threats <ol style="list-style-type: none">1. Presence of established competitors in the vicinity2. Other settings able to offer wider care provision than Playschool3. Board of Trustees struggling to meet requirements in the Constitution4. Can we financially meet the 30 hour requirement?5. Funding doesn't cover hourly costs?

Financial Information

Finances are discussed at all Board meetings and an annual statement is produced and presented at the AGM. An annual independent audit is carried out and payroll is processed externally through BACS. Childcare vouchers and tax credits are accepted.

In September 2017 we received a business health check and audit from Warwickshire Country Council, Business Support Officer to ensure financial viability.

Market

We mainly attract children from our local catchment area through word of mouth recommendations. Our information is available at local Libraries. We have a Prospectus and an open door policy for anyone wishing to visit us. We encourage prospective parents to feel free to pop in and sit in on a session. We have a website and Facebook group which provides an online platform for us to communicate both with existing and potential parents.

Objectives

Please note that our childcare specific objectives are contained within the Telford Playschool Development Plan and the Self Evaluation Framework.

Setting

- To work towards a model that allows children to access the 30 hour entitlement.
- To recruit a Manager and a Deputy to be in post by January 2018.

Marketing

- To ensure Playschool is marketed effectively to potential and existing parents/carers. This includes rebranding, updating the website and increasing awareness about the Facebook page.

Staff retention

- To retain the staff currently employed and to ensure their continual training and welfare. Staff will be supported by the Board of Trustees with the changes in management and will be liaised with closely in working towards a 30 hour model.

Administration and finance

- To review pricing, alongside the cash flow, finances and staff training needs.