

Contents

		Page
Section 1.	Mission Statement	2
Section 2.	Details of the Business	2
Section 3.	Strategic Objectives	3
Section 4	Analysis of Needs	4-5
	<i>Customer Profile</i>	
	<i>Feasibility Study Results</i>	
Section 5	Internal Analysis	6-8
	<i>SWOT</i>	
	<i>Childcare Details</i>	
	<i>Staffing Details</i>	
	<i>Fee Structure</i>	
Section 6	External Analysis	9
	<i>Competitor Analysis</i>	
Section 7	Financial Plan	9
	<i>3 Year Cash flow</i>	
Section 8	Marketing Plan	10
Section 9	Performance, Monitoring & Evaluation	10

Section 1

Mission Statement:

Section 2

Details of Business

Legal Structure:

Trustee's/Owners details:

Main Contact for Organisation:

Incorporation Reference Number:

Charities Commission Reference Number:

Section 3

Strategic Objectives of the Project

Please highlight the key issues that need to be addressed in order to achieve the aims of the provision

Short term objectives

Medium Term Objectives

Long Term Objectives

Section 4

Analysis of Needs

Customer Profile

It is extremely vital that you understand the requirements of your customers in order to ascertain the services, and quality levels required for your provision. There are a number of ways to identify your customer requirements, some suggestions are:

- Talk to your customers
- Customer feedback surveys
- Suggestion boxes
- Information from your Extended Services Development Officer
- Business patterns, occupancy
- Complaints

Feasibility Study

If a feasibility study has been undertaken, the results of the survey should be identified here. This will help to build a picture of the customer profile.

Results

Number Issued:		Number returned:	
Date Survey Carried out:		% Returned:	

Detail the responses of key questions from the feasibility study

Question	Options	Response	% of number surveyed

If on School Site: -

Number of Children at school:	<input type="text"/>
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If not on a School Site which schools will the provision service

Name of School	Number on School Role	Distance from the provision	How will the children be transported to club

Section 5

Internal Analysis

SWOT Analysis

A SWOT analysis is a management tool used to identify the Strengths and Weaknesses of an organisation, compared to the Opportunities and Threats facing the organisation.

Strengths	Weakness
Opportunities	Threats

Childcare Details

Type of Provision	No of Places	Start Date (anticipated/actual)

Ofsted Registration Number:	
Latest Ofsted Inspection Judgement:	

Staffing Details

Staff Position	Name	Childcare Qualifications Held

Please describe how staff will be managed, hours worked, development plans and a brief description of their roles and responsibilities.

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Quality Assurance

Details of any Quality Assurance Scheme award which you are working towards or have achieved

Quality Assurance Scheme	Date achieved/anticipated achievement

Fee Structure

Please describe your fee structure, how this fits with your customer requirements, sustainability and your competitors.

Section 6

External Analysis

Competitor Analysis

Please list other Childcare Providers within a 3 and 5 mile radius

Name of the Provision	Type of Provision	Places offered	Current vacancies	Within 3 miles	Within 5 miles

Section 7

Financial Plans

See Appendix A for cash flow

Please explain how your setting will ensure sustainability making reference to the cash flow.

Section 8

Marketing Plan

The marketing plan for the business should reflect the mission statement, and should reflect the aims of the business. The elements of a marketing plan should be:

- Situation Analysis
- Marketing Audit
- External Environment Analysis
- Internal Environment Analysis
- Customer Analysis
- Marketing Objectives
- Marketing Strategy
- Marketing Action Plan
- Calendar of Events

The marketing plan should be a separate document, **but linked reference here**

Section 9

Performance Monitoring and Evaluation

Please include how you will monitor your cash flow, and progress made against the business plan.