

business smart

for childminders



in association with



A person is holding a white sign with the text 'business smart for childminders'. The word 'business' is in a dark grey sans-serif font, 'smart' is in a large, bold, pink sans-serif font, and 'for childminders' is in a smaller, dark grey sans-serif font below it. The person holding the sign is wearing a black and white striped shirt.

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A toolkit developed by childminders, for childminders

Just starting out? Business Smart helps you gain the business skills, knowledge and confidence you need to build your childcare and early years business.

Been childminding for a while? Business Smart is full of advice and support to help you review your business sustainability, consider growing or changing aspects of your business – and gain inspiration from others.

pacey.org.uk/business



Starting out



Developing the skills and using the right business language can feel daunting. But we need to see ourselves as entrepreneurs in our own right—embrace the fact that you are the boss!”

Vicky Walsh, Kent

Topics covered

- Setting up as a childminder
- What I wish I'd known—inspiration from others



Business planning



We found a SWOT (strengths, weaknesses, opportunities, threats) analysis really helped us get under the skin of our business. We use it year on year to review our offer and ensure it is the best it can be."

Sanjay Morzaria, London

Topics covered

- Complete a business health check
- Business planning how to guides



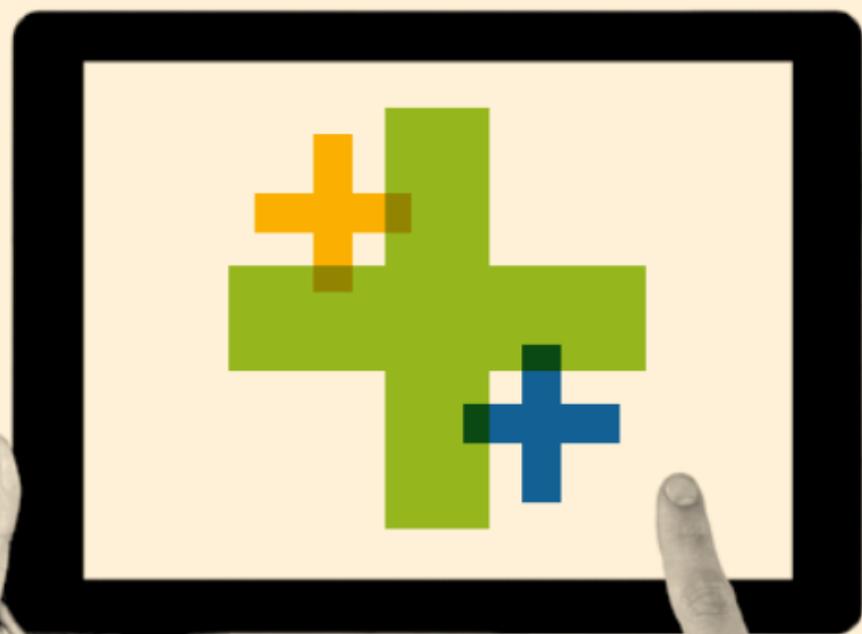
Marketing

 **When we started out, advertising locally and through the local authority were really important. We also listed on childcare search directories – and built a great website.”**

Tracey Baker, London

Topics covered

- Promoting your business
- Top tips to gain and retain clients



Finance

 Using an online system has really helped me manage my finances—it enables me to issue invoices and also record expenses. This helps me work efficiently, and saves me time.”

Amanda King, Cornwall

Topics covered

- Finance best practice
- Understanding your costs
- Complete our cost calculator



Growing your business



My setting has increased in size because of parental demand. Recruiting the right staff has been key and this has opened up opportunities for expansion into bigger premises."

Tracy Abnett, Barnsley

Topics covered

- Employing staff know-how
- Ideas for growth
- Working in partnership



Efficiency saver



Childminders are busy people—being really clear on the paperwork you need to do will help you work more efficiently. What you have to do may be less than you think.”

Jane Comeau, Kent

Topics covered

- Busting the childminder paperwork myths
- What you really need to do for Ofsted
- Top tips for saving time and money



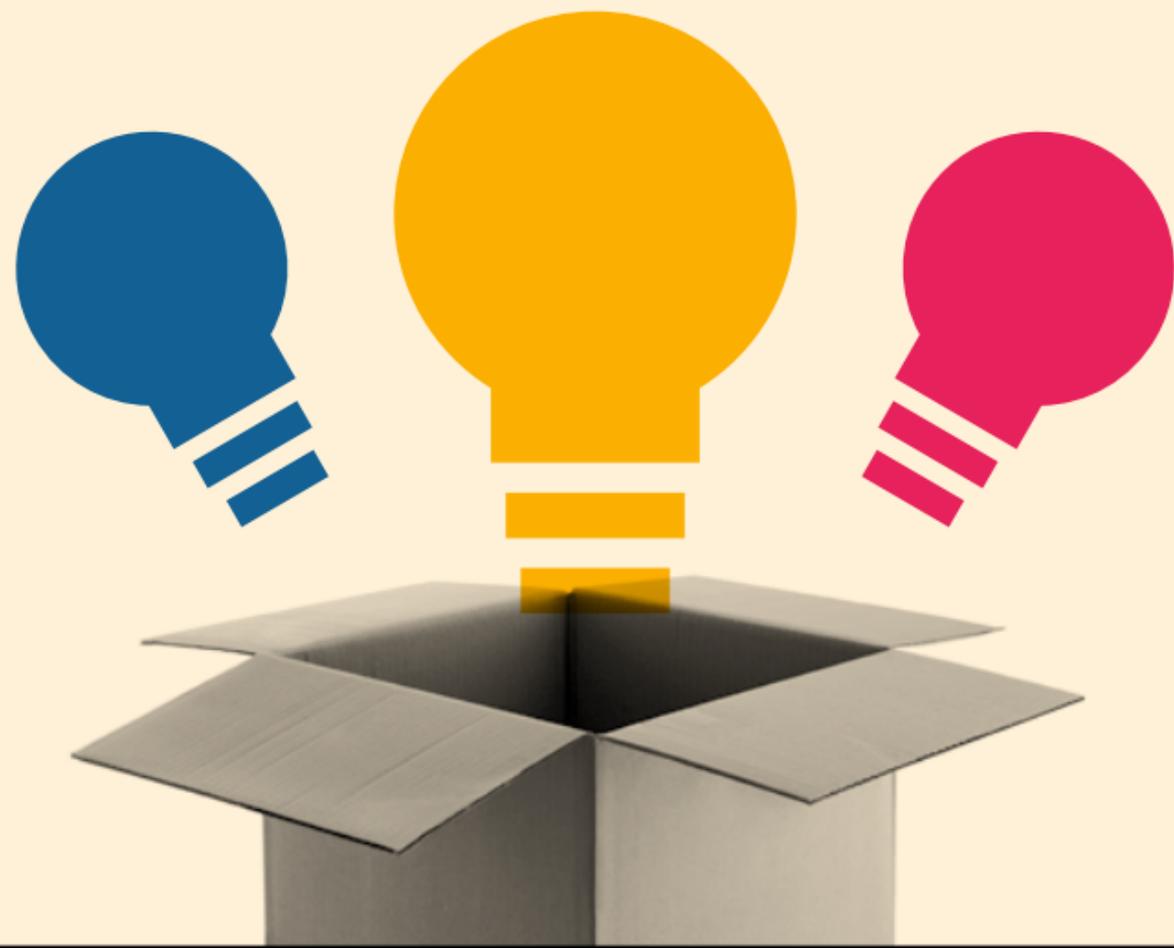
Childcare funding

“Funded hours can work as part of your childminding business model. Be honest with parents – be clear about what you can offer and explain why if you need to charge extra for meals and other services.**”**

Debbie Southern, Swindon

Topics covered

- All you need to know about early years entitlement (EYE)
- Ideas to help you deliver EYE sustainably



Ideas and inspiration

 **When I was starting out, learning from others was invaluable. Even now I get inspired by others I meet in person or online. Childminders are amazing, talented people, and every day I am proud of the job I do."**

Rebecca Lihou, Somerset

Topics covered

- Top tips to try for your business
- Success stories from other childminders

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Funded by a grant from the Department for Education