**Business Support**

**Connecting with your business**

**Introduction**

This booklet has been developed to help you review your business plans. There are many benefits to business planning, it is important to review and update you plan regularly. When change happens your business needs to change and adapt with the current climate. This booklet has been put together to think about your current business and how it needs to develop and grow in a changing environment.

**Section1** - Connecting with your business

**Section 2** - Understanding your business

**Section 3** - Practical Considerations

**Section 4** - Useful links

**Connecting with your business**

**SWOT analysis provides an all-round view of your business, it can be used as a tool when looking at developing specific aspects or projects. Using a SWOT will assist you when reviewing your business planning for the future.**

**Threats** – A risk that could affect the success of your business

**Opportunities** - Areas that have potential development

**Weakness** – what could you improve? What should you avoid?

**Strengths** – things that are good about your business

**Understanding the market**

**Think about the services you currently offer and the childcare providers around you. Can you meet the needs of your families with the services you and other local childcare providers offer.**

**Who are your competitors, what type of provision are they, what do they offer?**

**What is your offer?**

**Does your childcare offer meet the needs of working parents and does it reflect demand of your area demographics?**

**Practical considerations**

**How many places can you accommodate in each age group?**

**Maximum number of places you can accommodate?**

**How will you manage social distancing?**

**Will social distancing impact on your capacity?**

**Will you need to review or reorganise your staffing structure? How will this impact on your numbers?**

**Do you have any unused space that could increase capacity? Would there be any alterations needed to the space?**

**Admissions Policy – revisit your policy and see if it is still applicable**

**Partnership working – in order to maximise your flexibility, could you work in partnership with other childcare in your area?**

**Take a look at the links below where you can access various supporting information and tools**

* [National Day Nurseries Association (NDNA)](https://www.ndna.org.uk/NDNA/News/Early_Years_Business_Zone.aspx)
* [Professional Association Childcare & Early Years PACEY](http://www.pacey.org.uk/business/)
* [Early Years Alliance](https://www.eyalliance.org.uk/)
* [Early Years Business Zone](https://www.earlyyearsbusinesszone.org.uk/business-toolkits/)
* [Gov.UK](https://www.gov.uk/government/collections/early-years-business-sustainability)

**Use this page to identify tools, equipment,**

**Resources that may be needed to support your business.**