

# **Business Training for the Childcare & Early Years Sector**

## **Courses Directory**

**September 08**

## Consultancy Services

*Playcare Services* is the specialist childcare, playwork and early years arm of Melyn Consulting Ltd.

We are experienced independent organisation providing a wide range of services to childcare providers, local authorities, early years development and childcare partnerships and other agencies across England and Wales at a reasonable cost.

The organisation is founded upon the pooled resources of childcare, play, health and development specialists drawn from the public, charitable and voluntary sectors.

In recent years, we have been involved in a wide range of activities supporting the delivery of national Government strategies including The National Childcare Strategy, Sure Start programmes, Children's Centres, Extended Schools, Childcare Sufficiency Assessments, Workforce Development projects as well as undertaking specific research and development projects relating to childcare and early years.

## Training:

The training courses included in this booklet are a selection of courses that we have developed in response to demand from local authorities. The list is by no means comprehensive and we are able to tailor our existing courses to your particular requirements, or develop new courses that meet training needs, or needs identified through Childcare Sufficiency Assessments.

Costs are exclusive of VAT and travel costs.

To book a course or for any further information, please contact us on 01492 642462 / [info@melynconsulting.co.uk](mailto:info@melynconsulting.co.uk) or visit our website:

[www.melynconsulting.co.uk](http://www.melynconsulting.co.uk)

## ● What's been said about our training courses ....

*"I found the content of the course both interesting and informative and feel I gained a lot of good ideas and ways to market our setting effectively."*

- Marketing Your Childcare Setting: Cheshire

*"Fantastic training and insight into an invaluable toolkit. Many thanks!"*

- It's the Business Training for Development Officers

*"Very useful with lots of good ideas. Excellent pace of delivery."*

- Childcare Recruitment & Employment Workshop Delegate

*"Excellent course - well worth giving up a days holiday for!"*

- Business Sustainability Workshop Delegate - Doncaster

*"The course has given me a huge amount of background information that will be invaluable in my new job. I feel much more confident in starting work on Monday!"*

- Business & Finance Officer Training Course - Humberside

*"The best training course I have ever been on! Thought provoking and raised lots of really interesting issues."*

- Two Day Childcare Management Course: Blackpool

*"Excellent Training Programme. The best I have attended in 18 months. Expertly 'honed' to Development Workers and childcare businesses..."*

- It's the Business Training for Development Officers

*"It feels like I have been given a new lease of life in my role of D.O. - given fresh ideas, new perspective."*

- It's the Business Training for Development Officers

*"This has been an excellent three days. What a pleasure to come away from a course knowing far more than when you started and feeling enthusiastic about what you are doing"*

- Childcare Management Business Training Course – East Yorkshire

*"I was dreading coming on the course, but I feel that I can now really start to take charge of the finances."*

- Basic Accounting Course – Herefordshire

# Childcare Business Management Course

**Target Audience:** Managers of childcare settings (day nurseries, out of school clubs, pre-schools, children's centres, extended schools)

**Course Length:** 2 days (14 hours)

**Aims of the course:**

- To enable the managers of childcare businesses to review their management practices and identify areas for development.
- To set good business planning at the heart of their development
- To encourage managers to plan development, review results and further plan improvements.
- To exchange ideas and develop models of good practice
- By the end of the course, participants should be able to identify the skills and tools that they need to effectively manage their businesses.

## Course Content:

### 1. Understanding the needs

An overview of the childcare and early years sector including elements of current policy and strategic direction.

### 2. Management & Organisation

Presentation of options for organisational structures available and the practical resources needed to initiate each option.

### 3. Planning

Guidance and practical advice on developing workplans for managers developing childcare provision including SWOT analyses, assigning roles and responsibilities and developing timetables of work.

### 4. Researching the needs

Techniques and resources to undertake in-depth market research and planning for the development or review of childcare services. The session will include practical examples of research methodology and how to interpret and use research results.

### 5. Financial Planning

A step-by-step guide to developing the financial figures needed to develop or expand childcare provision. This will include steps to; identify variable and fixed costs; estimate revenue; develop profit and loss forecasts; develop cash-flow forecasts; pricing strategies; identify break points; break-even points and strategies to identify cashflow or funding gaps.

### 6. Funding and Fund-raising

Following from the previous session, information and advice on developing funding strategies to meet funding gaps. This will include an overview of current national funding streams, guidance on accessing local funding, information regarding tax credits and other sources of fee-support.

## **7. Legal Issues Affecting Early Years & Childcare Providers**

An overview of current legislation affecting childcare and early years organisations including: National Daycare Standards; Health & Safety; Employment law; Taxation; Insurance; Data Protection.

## **8. Business Planning**

A set-by-step guide to developing practical and relevant Business Plans that serve the purpose of providing an ongoing blueprint for development, but can also be used to underpin the legal requirements of, for example; the National Daycare Standards; the requirements of quality assurance schemes; and funding bodies.

## **9. Recruitment & Retention Good Practice**

Information on recruitment and employment procedures for staff working in childcare settings to enable the development of good recruitment practices, procedures and materials suitable to childcare settings. The session will also look at strategies to retain staff through good employment practices and pro-active ideas such as performance-related bonuses or profit-share.

## **10. Employment Good Practice**

Following logically from the previous session, this will provide a guide for childcare organisations as to their responsibilities as employers under current legislation.

## **11. Marketing & PR**

Information and advice designed to assist individuals and groups providing or planning childcare services in developing activities and techniques to effectively promote their services and develop both short-term and long-term marketing and business plans that reflect their needs and means.

## **12. Business Health Check**

Using a Business Health Check pro-forma, the final session will focus on enabling childcare groups to identify strengths and weaknesses of operations. The Health Check covers all aspects of the business to produce a Business Health Rating and will enable childcare providers to develop action plans to improve their prospects.

**Delivery:** The training will be practically based and wherever possible, will be flexible to meet the specific needs of delegates.

**Cost:** £1,200

# Childminding Small Business Course

**Target Audience:** New and existing self-employed childminders

**Course Length:** 1 day (7 hours)

**Aims of the course:**

- To help childminders recognise the importance of good business practice
- To identify the core elements of good business practice within a childminding setting
- To encourage childminders to plan development, review results and further plan improvements to their services.
- To exchange ideas and develop models of good practice
- By the end of the course, childminders should be able to identify the skills and tools that they need to effectively manage their business and put these into practice.

## Course Content:

### 1. Aims and Objectives

What do you want to achieve in running your business?

Short-term and long-term business objectives

Identifying strengths, weaknesses, opportunities and threats

### 2. Marketing a Childminding Business

Identifying your market

Competition

Meeting your customers needs

Unique Selling Points

Advertising and publicity

### 3. Basic Accounting Principles

Handling money coming in and going out of the business

Recording transactions

Banking arrangements

### 4. Financial Planning

Break-Even Points

Cashflow

Profits and Drawings

Pricing your service

### 5. Action Planning

**Delivery:** The training will be practically based and wherever possible, will be flexible to meet the specific needs of delegates.

**Cost:** £600

# Effective Marketing of Childcare Services

**Target Audience:** Existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups.

**Course Length:** 1 day (7 hours)

**Aims:**

- To enable childcare businesses to identify the fundamental direction and principles of their organisation.
- To relate the above to good business practice that places marketing at its heart.
- To examine pricing and its importance in marketing.
- To enable delegates to develop comprehensive marketing strategies for the short, medium and longer term.

**Objectives:**

- Discuss business aims and the need for a clear 'Vision' for childcare businesses.
- Development of '*Mission Statements*' that can be communicated to stakeholders, users and staff that encapsulates the *Vision* and makes it clear what each business is all about.
- Identification of 'products'
- Setting fee structures that relate to wider business objectives and the local childcare market.
- Identification of the *Unique Selling Points* for childcare businesses.
- Discussion of *Corporate Identity* including names; design elements; strap-lines etc.
- Identification of the most effective marketing methods for childcare businesses.
- Identification of resources (human and financial) available to implement marketing strategies.
- Development of short-term marketing action plans with clear objectives, resources required, responsibility and timescales.
- Identification of the elements of medium-term marketing plans with clear targets for occupancy and income generation.

**Delivery:** The workshop is practically based and wherever possible, is flexible to meet the specific needs of delegates (maximum 20 delegates).

**Cost:** £600

# Organising a Social Enterprise Childcare Business

**Target Audience:** Volunteers, managers or other staff from existing, newly formed or potential not-for-profit childcare businesses including Extended Schools

**Course Length:** 1 day (6 hours)

**Aims of the course:**

- To provide information and advice on the organisational structures needed to set up and run childcare provision
- To provide information and advice on the management structure options available
- To provide in-depth advice in setting up a Company Limited by Guarantee
- To enable the Directors of not-for-profit companies to understand their roles and responsibilities
- To develop models of good practice
- To assist individual delegates in the development of their businesses

**Main Programme Elements:**

**Choosing the Right Direction**

- What are your aims?
- Who is going to be in control?
- Will you need to raise funds to sustain your business?

**Corporate Governance Options**

- An over-view of the organisational models available for childcare businesses
  - For-profit structures
  - Not-for-profit structures
  - Public-sector led and partnership structures

**Setting up a Company Limited by Guarantee**

- Step-by-step guidance
- Costs
- On-going bureaucracy

**Do we need to be a Charity?**

- Advantages and disadvantages
- Registering as a Charity

**Roles and Responsibilities**

- Directors legal responsibilities
- Management responsibilities

**Where to go from here – 10 point action planning**

**Delivery:** The workshop will be practically based and wherever possible, will be flexible to meet the specific needs of delegates (maximum 20 delegates).

**Cost:** £550

# Good Practice Basic Accounting for Childcare Businesses

**Target Audience:** Childcare Managers, Treasurers or other voluntary management committee members who would like to find out more about good-practice in accounting for childcare organisations.

**Course Length:** 1 x 6 hour or 2 x 3 hour sessions

**Aims of the course:**

- To help those involved in accounting within childcare organisations to adopt good book-keeping practice.
- To explain the basic requirements of book-keeping and accounting.
- To assist in adopting a step-by-step approach to the implementation of sound accounting practices.
- To enable those involve in accounting to examine their organisation's accounts and plan effectively for the future.

**Main Programme Elements:**

**Introduction**

- Profit or Not-for Profit
- What financial information do you need?
- Basic books
- Recording and filing information

**Money coming in**

- Pricing structures
- Admissions policies
- Receiving and recording income
- Bank accounts and cash accounts

**Money going out**

- Managing expenditure
- Recording expenditure
- Cost Centres

**Other Issues**

- Payroll, National Insurance and PAYE
- Capital purchases and depreciation
- Reconciling accounts

**Forward Planning**

- Forecasting income
- Establishing the break-even point
- Forecasting cash flow

**Delivery:** The workshop is practically based and wherever possible, is flexible to meet the specific needs of delegates. Much of the work will be based on case studies with practical exercises accompanying each stage. Delegates should bring a calculator, a pencil and an eraser (maximum 20 delegates).

**Cost:** £600

# Making It Pay:

## A workshop on sustaining and developing childcare provision

**Target Audience:** Managers and owners of existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups – extended schools, children’s centres..

**Course Length:** 1 day (7 hours)

**Aims of the course:**

- To assist existing or potential providers in developing strategies for sustaining and developing their childcare business.
- To present models of planning for the sustainability of childcare.
- To allow providers to fully understand the true cost of provision and the impact that this has on planning and development.
- To help those who find accounting and / or finance ‘challenging’ and simplify the planning process
- To inform potential providers of the range of funding sources available to them.
- To develop models of good practice in planning.

**Main Programme Elements:**

**The Importance of Childcare**

- Presentation

**Factors in Sustainability**

- Bottom-up development
- Community consultation
- Management Structures
- Premises
- Business Planning
- Establishing an optimum funding base
- Developing an accessible fee structure

**Sources of funding and case studies of success in accessing funds**

- Do you need external funding?
- Developing a funding strategy
- Potential sources of external funding

**Development of local long-term sustainability action plans**

- Key Performance Indicators and how to use them
- Discussion and action planning

**Delivery:** Delivery will be flexible to meet the specific needs of delegates. (maximum 40 delegates).

**Cost:** £600

# Managing Your Income: Good Practice for Childcare Businesses

**Target Audience:** Managers and owners of existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups – extended schools, children's centres.

**Course Length:** 4 hours

**Aims of the course - To assist childcare businesses to:**

- Establish good practice in developing admissions and charging structures to support the sustainability of childcare businesses
- Discuss parental contracts, their importance, and content
- Examine strategies to manage bad debts
- Develop policies and strategies to handle people who owe money
- Set the above within an equal opportunities framework

**Main Programme Elements:**

**Introduction**

- Issues and experiences

**Financial management**

- Pricing strategy
- Fee structures
- Discounting
- Sources of funding support

**Admissions Policies**

- Good business practice
- Equal opportunities and accessibility

**Getting Paid on Time**

- Contract law
- Examination of sample contracts
- Good practice in contracts
- Enforcing a contract
- Reducing late payment risks
- Late payment law

**Managing Bad Debt**

- Debt recovery options
- Handling people who owe money
- Taking Court action
- Writing-off bad debts

**Delivery:** The workshop will be practically based and wherever possible, will be flexible to meet the specific needs of delegates. Much of the work will be based on case studies with practical exercises accompanying each stage.

**Cost:** £400

# Recruitment & Retention of Childcare & Playwork Practitioners

**Target Audience:** Managers and owners of existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups – extended schools, children’s centres.

**Course Length:** 1 day (7 hours)

**Aims of the course:**

- To provide information on recruitment and employment procedures for staff working in childcare settings
- To enable delegates to develop safe recruitment practices, procedures and materials suitable to their settings

**Main Programme Elements:**

## **Discussion of the background issues:**

- The UK and local childcare workforce
- Recruitment issues facing the sector
- Planning for recruitment

## **Planning for Recruitment**

- Deciding the shape & structure of staff teams
- Formulating wage structures

## **The essential requirements of childcare staff**

- Practical exercise

## **Job Descriptions and Person Specifications**

- Practical exercises
- Developing application forms

## **Recruitment advertising**

- Good practice and value for money!
- Fielding enquiries

## **Shortlisting**

- The short-listing process

## **Interviews**

- Preparing for Interviews
- Practical exercise

## **Contracts and Employment Law**

- A brief overview of the importance of this area of business

## **Checking Suitability**

- Responsibilities of providers
- Suitable vetting processes to safeguard children
- What Ofsted will look for
- Eligibility to work in the UK

### **Retention Issues**

- Induction and supervision
- Financial motivation
- Delayed benefits
- Staff motivation
- Training
- Work-life balance

### **Review and Action Planning**

***Delivery:*** The workshop is practically based and wherever possible, is flexible to meet the specific needs of delegates (maximum 25 delegates).

***Cost:*** £600

# Legal Issues for Childcare Providers

**Target Audience:** Managers and owners of existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups – extended schools, children’s centres.

**Course Length:** 1 day (6 hours)

**Aims of the course:**

- To raise the awareness of groups providing childcare to their legal responsibilities in business.
- To provide an overview of areas of employment law including the rights and responsibilities of both employers and employees.
- Provide advice on developing policies and procedures to ensure legal compliance.

**Main Programme Elements:**

**Employment Issues**

- Contracts of Employment
- Equal Opportunities and Discrimination
- Rates of Pay
- Working Time
- Family Friendly Practices
- Pensions
- Sick pay
- Health & Safety Issues
- Disciplinary Matters
- Grievance
- Retirement
- Trade Unions

**Taxation**

- VAT
- Income & Corporation Tax
- National Insurance
- Business Rates

**Insurance**

**Data Protection**

**National Daycare Standards**

**Corporate Governance**

**Delivery:** The workshop is practically based and wherever possible, is flexible to meet the specific needs of delegates (maximum 25 delegates).

**Cost:** £600

# Management and Leadership

**Target Audience:** Senior staff, managers and owners of existing or potential group-care providers (day nurseries, out of school clubs, pre-schools) – voluntary or private groups – extended schools, children’s centres.

**Course Length:** 1 day (7 hours)

**Aims of the course:**

- To enable delegates to become more effective managers
- To support delegates in recognising their existing leadership and management skills
- To provide advice and action plans that will enable delegates to develop their leadership skills and potential

**Programme:**

**Introductions.**

- Outline of the day and agreement of aims and programme

**Concepts of Leadership**

- Warm-up exercises
- Leadership Styles and Behaviour
- Self-assessment

**Creating Visions**

- Organisational vision
- Personal vision

**Motivation**

- What Do People Want From Their Jobs?
- Positive Reinforcement
- Mistakes and Blame
- Identifying Performance Problems
- Performance Appraisals
- Herzberg’s Motivators and Hygiene Factors

**Success through Teamwork**

- From Groups to Teams
- Team Elements
- Team Player Styles
- Team Leadership

**Delegation and Time Management**

- In-Tray Exercise
- Review & Evaluation
- Management Skill Set Assessment

**Where to go from here – self-assessment and action planning**

**Close**

*Delegates will receive handouts of presentations covering all of the main areas dealt with during the day.*

Cost: £600

# Voluntary Childcare Organisations: Roles & Responsibilities

## **Workshop Aims:**

- To enable the members of voluntary management committees to understand their roles and responsibilities
- To highlight the legal responsibilities of volunteer managers and develop simple strategies to meet them.
- To develop models of good practice

## **Programme:**

### **Introductions**

Outline of the day and agreement of aims and programme

### **Organising your business**

- Types of voluntary organisations
- The legal status of volunteer managers
- Skills analysis
- Deciding who does what?

### **Managing premises**

- Responsibility for premises
- Legal requirements

### **Managing staff & volunteers**

- Responsibility for staff
- Legal requirements
- Developing good practice
- Policies & procedures

### **Managing the money**

- Responsibility for finances
- Legal requirements
- Protecting volunteer managers
- Good financial practice

### **Managing quality**

- Responsibility for quality
- National Standards and Ofsted
- Quality Assurance
- Marketing and promotion

### **Where to go from here – action planning**

*Delegates will receive handouts of presentations covering all of the main areas dealt with during the day.*

Cost: £600

# Employing and Keeping Staff: Contracts of Employment, Supervision & Appraisal

## **Workshop Aims:**

- To help childcare businesses improve recruitment and retention practices
- To understand the broad legal framework covering contracts of employment
- To understand the concept of supervision and appraisal and the importance of this opportunity for staff to receive feedback and assistance to enable them to carry out their job role and in managing, motivating, supporting and training staff
- To develop models of good practice

## **Programme:**

### **Introductions**

Outline of the day and agreement of aims and programme

### **Contracts of Employment**

- What is an employment contract?
- Does an employment contract have to be in writing?
- What are express and implied terms?
- What are employees' statutory rights?
- How can a contract be altered?
- How can a contract be ended?

#### **Exercise:**

- Contract Case Studies

### **Supervision & Appraisal**

- Discussion

### **Supervision**

- The role of the Supervisor
- Training Supervisors
- Effective Communication

#### **Exercise:**

- Supervision techniques

### **Appraisal**

- Improving job performance
- Identifying strengths and weaknesses
- Opportunities for development

### **Review and Action Planning**

#### **Delivery:**

The workshop will be practically based and wherever possible, will be flexible to meet the specific needs of delegates. Handouts will be provided covering the main elements of the programme.

#### **Cost:**

£600

# Conditions

## 1) Prices

All prices will be as stated in this document or otherwise communicated in writing. All prices exclude VAT and travel expenses. Mileage will be charged at 0.61p per mile. Where overnight accommodation is required, we will notify you of this clearly on the booking confirmation form.

Prices are exclusive of venue, catering or administrative costs which are usually borne by the client.

Unless otherwise stated, maximum group size for all courses is 24 persons and the minimum is 8 persons. It is the responsibility of the client to ensure that the course is appropriate to those recruited to attend.

## 2) Invoicing

An invoice will be sent to you seven days after delivery or delivery in part if the work is to be carried out in more than one stage. An invoice for the balance will be sent on completion of the work or stage.

## 3) Cancellation Charges

More than 21 days prior to delivery: No charge

More than 14 days prior to delivery: 10% cancellation charge

Less more than 14 days prior to delivery: 25% cancellation charge

Less than 7 days prior to delivery: 50% charge

Customers may reschedule delivery without penalty.