

## Overview

This standard outlines the promotion and management of provision of a new childminding and childcare settings for which you have management responsibilities. It is designed to support and promote the care, learning, development and safety of children.

## Performance criteria

### *You must be able to:*

1. explore the steps required to set up a new childcare business, including assessing local demand and identifying the type of childcare service families need
2. investigate marketing strategies for the childcare business, including sourcing promotional recommendations and setting fees
3. promote and market the childcare business to attract and retain families
4. ensure the business complies with childcare business requirements, including risk assessments and insurance
5. respond to placement enquiries and work collaboratively with families to discuss services offered and assess their needs
6. share information and resources with families to demonstrate quality of care and support of the business
7. establish and maintain required policies and systems for personal and professional development to ensure ongoing compliance and quality
8. develop and manage contractual arrangements, and collection of fees
9. set up financial systems that ensure accurate record keeping
10. ensure a supply of play resources and review their quality and suitability
11. evaluate the success of the business in terms of supply and demand
12. gather feedback from families on the childcare received
13. evaluate feedback and identify ways in which the business could be improved
14. review and update policies, fees, and payment arrangements in line with market conditions and feedback
15. provide required information to others
16. complete records and reports required for promoting and managing a new childcare business
17. reflect on how you carried out your roles and responsibilities when promoting and managing a new childcare business

## Knowledge and understanding

### *You need to know and understand:*

1. how to research the steps for setting up a childcare business, including legal structure, registration requirements, and business planning
2. how to assess local childcare demand and identify gaps in existing provision
3. the different types of childcare services available and how to decide which best suits community needs
4. marketing strategies suitable for new childcare settings, including digital and community-based approaches
5. marketing techniques for processing and communicating information effectively to families and the wider community
6. how to develop a pricing structure based on local market conditions and service costs
7. how to benchmark policies and practices against other providers in your area
8. how to ensure information about the new childcare business is accessible
9. the importance of clear communication and branding to attract and retain families
10. how to carry out risk assessments and implement measures to prevent and reduce hazards in the childcare environment
11. how to lead on the application of trauma informed principles in a new childcare business
12. how to build positive working relationships with families
13. the importance of dignity, kindness, and compassion in managing a new childcare business
14. the influence of culture and background and how this should be present in childcare environments
15. how to support emotional regulation through positive childcare environments
16. the range of policies required for new childcare businesses
17. how to engage in learning and development of current and best practice
18. the purpose and content of childcare contracts
19. principles of financial record keeping and employment-related financial responsibilities
20. how to keep income and expenditure records accurately and legally
21. the types of information required from families, and how to ensure it is accurate, complete, and accessible

22. how to develop clear procedures for the secure storage, sharing and retrieval of confidential records and personal data
23. how to ensure resources and materials are developmentally appropriate, inclusive, sustainable and regularly reviewed for quality and safety
24. ways to evaluate using performance measures
25. how to gather, review and respond to feedback from families
26. theories relevant to promoting and managing a new childcare business
27. the relevant legal requirements, standards of practice, frameworks and guidance for promoting and managing a new childcare business
28. how your personal experiences and unconscious bias may impact when promoting and managing a new childcare business, and how to address this
29. the importance of supervision, reflective practice and learning and development in promoting and managing a new childcare business

## Glossary

The glossary for this National Occupational Standard is available on the Skills for Care and Development website

HSCCLD373



Promote and manage a new childcare business

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