



# **The Sombornes' Preschool Business Plan November 2017**

The Village Hall  
Romsey Road  
Kings Somborne  
SO20 6PP

07530 893773

Email: [manager@thesombornespreschool.co.uk](mailto:manager@thesombornespreschool.co.uk)  
[www.thesombornespreschool.co.uk](http://www.thesombornespreschool.co.uk)

Charity No: 1143413  
OFSTED No: EY552195  
Reg Company number: 7727851

## **CONTENTS PAGE**

Summary and History	2
Aims and Objectives	3
Ethos, Strategy and Policies	3
Governance and Management	4
Description of the Pre-School and Premises	4
Market Analysis and Demand	5
Occupancy	5
Marketing and Promotion	6
Sustainability and Fee Structure	6
Staffing	6
Management and Qualifications	7
Qualifications and On-going Training	7
Financial Results and Forecasts	7

### **Summary and History**

The Sombornes' Preschool was established in 2011, located within Kings Somborne Village Hall, due to demand from the community for early years education in the local area. It offers an excellent location for parents in the village, and is also only a short drive for families from Little Somborne, Up Somborne, Ashley and Horsebridge, all of which have no Preschool setting. It is also extremely close to the village primary school with whom we have created an excellent relationship with.

It is operated by a permanent staff of four, with strategic assistance from a board of unpaid directors and parent committee.

We offer sessional early years education during term time and children can stay all day by combining sessions if they wish to do so.

Children aged 2 to school age are accommodated in our excellent setting with free access to a safe outdoor courtyard.

Fees are £4.50 per hour for three and four year olds, and £5 an hour for 2 year olds.

We are a company limited by guarantee, a registered charity and are also registered with OFSTED.

We are a not for profit company and as a result all monies are reinvested into equipment and staff for the preschool.

The wider community:

Neighbourhood Plans are a new development for local planning purposes. They have been introduced through the Localism Act 2011 and are the responsibility of town or parish councils. A working group of councillors

and residents have been working on the neighbourhood development plan (NDP) in Kings Somborne and one of the main visions of the wider community was the need for a separate preschool facility. Although the Neighbourhood Plan is still at draft stage, public consultation clearly supported the provision of preschool facilities in the village. Neighbourhood Plans will be taken into account for planning purposes by the appropriate planning authority. The working group for the plan is currently working towards 2018 as the likely date for the referendum on the adoption of the Plan. Such a timetable would complement the potential opening of a new preschool at that time.

## **Aims and Objectives**

The Sombornes' Preschool aims to provide high quality, affordable, sessional care for children in non-domestic premises, in and around the community of Kings Somborne.

Its objectives are to provide children between the ages of 2 and 5 with the ability to interact with other children and adults, to develop social skills that aid transition to school life and provide a stimulating environment within which children can learn, in line with the Early Years Foundation Stage ("EYFS"). Children are able to develop at their own pace, both physically and creatively in a warm, friendly atmosphere.

We aim, through our links to the village primary school, to provide a seamless transition for the children from the preschool to when they start mainstream education.

We also aim to provide ongoing training for the staff, in accordance with the EYFS.

The pre-school accepts children with special needs and ensures that staff training is in place to support them.

## **Ethos, Strategy and Policies**

Our ethos: a caring School serving our local community and society. The Sombornes Preschool is a charitable organisation which seeks to benefit the public through the pursuit of its stated aims. Our fees are set at a level to ensure the financial viability of the school and at a level that is consistent with our aim of providing a first class setting.

The Preschool welcomes children from all backgrounds. An individual's economic status, gender, ethnicity, race, religion or disability do not form part of our acceptance process. We are an equal opportunity organisation and are committed to a working environment that is free from any form of discrimination on the grounds of colour, race, ethnicity, religion, sex, sexual orientation or disability. We will make reasonable adjustments to

meet the needs of staff or pupils who are or become disabled. Our Preschool is committed to safeguarding and promoting the welfare of our children and expects all staff and volunteers to share this commitment. Parents are given regular information about their children's social and academic progress through individual parent consultations, in addition to regular contact with parents throughout the year through informal contacts and through our newsletters.

## **Governance and Management**

The Committee, who are also the charity trustees, are responsible for the overall management and control of the The Sombrnes Preschool Charity and meet six times a year. All trustees give of their time freely and no remuneration or expenses were paid in the year. No committee member or person connected with a committee member received any benefit from pre-school funds.

## **Description of the Pre-School and Premises**

The Sombrnes Preschool provides affordable, sessional day care in Kings Somborne Village Hall. The preschool is open for 38 weeks per year.

We are open for sessions of three hours between 9am and 12pm Tuesday to Friday, as well as 12pm and 3pm Tuesday Wednesday and Thursday. In addition, there is the option of the lunch club for all children.

The hall is a large open area with a connected courtyard laid to concrete which offers free flow space. Daily supervised trips to the 'Multi Use Games Area' (MUGA) if the weather permits, and on a Wednesday morning we visit the village primary school for visits to the classrooms, stories in the library, and to tend to our section of their eco-garden.

There are toilets and a kitchen just off the main hall. Both indoor and outdoor areas are fully secure.

We are an approved setting for 2 year old funding as well as the government 3-4 year old funding of up to 30 hours per week.

The proposal is to create a new purpose built preschool for up to 30 children, for 38 weeks a year. The accommodation will include:

- Play spaces that offer separate areas for the different age groups and different types of activity, but with the opportunity for free-flow activities between most of these, including access to an outdoor play area
- A secure outdoor play area, ideally with a covered area to enable use in all weathers
- Kitchen
- Toilets and nappy change area
- Staff room and toilet/cloakroom
- Office
- Reception/lobby area

## **Market Analysis and Demand**

We are the only preschool in the local area, with the nearest alternative settings being in Stockbridge and Broughton. Most parents prefer to choose a nursery close to home – or failing that their workplace.

### ***Future Trends***

There is a need for longer daily care around the village area as parents and carers need to retain their jobs and are therefore returning to work.

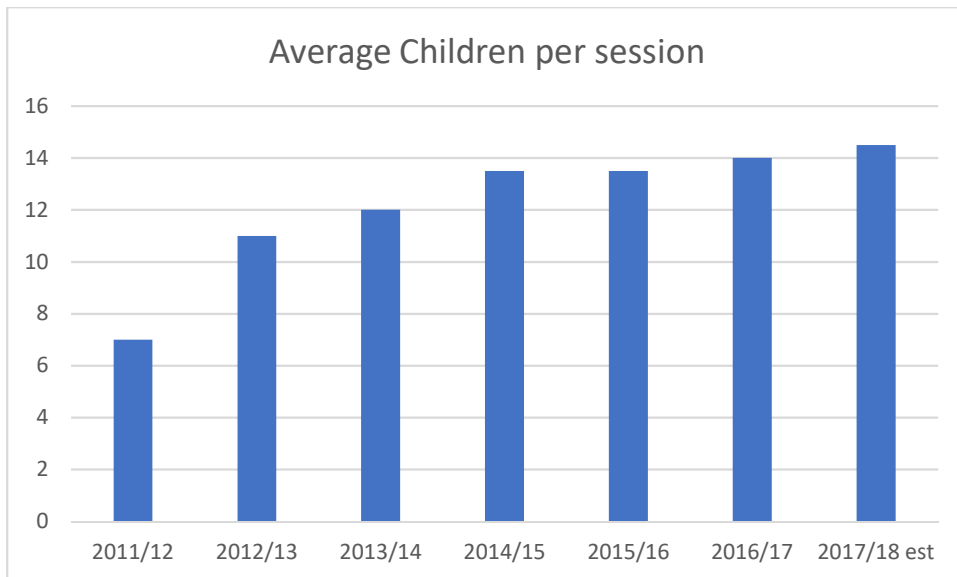
### ***Evidence of Demand***

The birth rate in the village has fluctuated up and down over the last couple of years, in line with national statistics and not to a significant varying degree. However the government has deemed the need for many more childcare places over the foreseeable future.

Basic market research has shown several working parents were choosing to have their children taken care of at nurseries outside the village due to their longer operating hours. This also has an effect on their choice of primary school. It is therefore a long term aim to secure a purpose built premises which can be open five days a week and offer the full 30 hours a week the government is offering.

## **Occupancy**

The chart below shows the average children across all sessions available, across the entire year. The number of 3 hour sessions we open has increased from 5 in 2011/12 to 7 in 2017/18.



## Marketing and Promotion

We have recently increased our online profile by investing in a new website which we are pushing as much traffic as possible through. However there is more to be done to increase our online presence via social media etc.

We attend most events in the village to keep our brand and profile as widely known as possible.

New parents are asked how they heard of us, to help us in the future learn what method of advertising has been the most efficient.

## Sustainability and Fee Structure

The fees payable by non-funded children are reviewed every year, where the management committee review our rates and how they compare with similar local settings, as well as affordability by the parents and what the possible impact on child numbers a raise would result in. Government funding is received for eligible two, three and four year old children, with rates varying from £4.34 to £5.05 per hour depending on the child.

## Staffing

We have one manager, one deputy manager and two assistants.

### Staff Ratios

One member of staff is required for every four two year old children in any session. One member of staff is required for every eight three and four year old children.

## Management & Qualifications

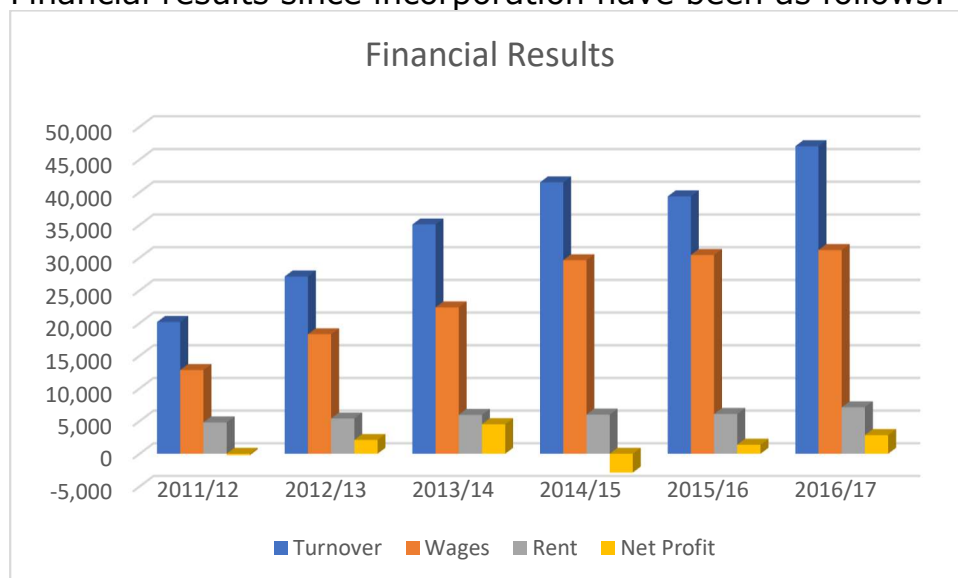
All of our staff have NVQ level 3 or higher. Our Preschool manager also has a Foundation Stage degree. All staff are qualified in first aid, Health and safety, safeguarding, child protection and food safety. Some staff also have 2 year old training, Critical incident and bereavement, Language and Communication.

## Qualifications and On-going Training

We have the requisite number of qualified first aiders. Staff are due to renew their first aid certificates and child protection training every two years. The committee actively encourage the professional development of all staff, and attendance at regular training courses is encouraged.

## Financial Results and Forecasts

Financial results since incorporation have been as follows:



Whilst forecasting future child numbers is hard, using the Hampshire County Council tool it seems that for the next five years child numbers are expected to stay consistent:

Child Numbers:

Kings Somborne & Michelmersh

Total Children

	2yo	3yo	4yo
2017	18	22	22
2018	21	20	21
2019	20	23	18
2020	22	23	23
2021	22	23	23

It is also an ambition of the preschool to pay all staff at or above the National Living Wage, and that has been taken into account in the following forecasted figures:

Year	2017/18	2018/19	2019/20	2020/21	2021/22
Avg Child No.'s per session	14.5	13	13.5	14	14.5
Sessions Per Week	7	10	10	10	10
Turnover	£49,063	£65,208	£67,716	£70,224	£72,732
Wages	£36,316	£49,248	£50,890	£52,531	£54,173
Rent	£8,018	£8,000	£8,160	£8,323	£8,490
Overheads	£4,839	£7,000	£8,000	£8,000	£8,000
Net Profit	-£110	£960	£666	£1,370	£2,070

As a precaution to ensure the long term viability of the preschool, should there be a 30% drop in child numbers we see the forecast looking as follows:

Year	2017/18	2018/19	2019/20	2020/21	2021/22
Avg Child No.'s per session	14.5	11	11.5	12	12.5
Sessions Per Week	7	8	8	8	8
Turnover	£49,063	£44,141	£46,147	£48,154	£50,160
Wages	£36,316	£29,549	£30,534	£31,519	£32,504
Rent	£8,018	£8,000	£8,160	£8,323	£8,490
Overheads	£4,839	£6,500	£7,500	£7,500	£7,500
Net Profit	-£110	£92	-£47	£812	£1,667