



**business
map**

**Introductory
guide**

**Using the
Business Map
in Wirral**

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How the business map can help

- Reflect on how COVID-19 has affected a childcare business.
- Consider ideas and options to support business direction.
- Develop plans to balance service delivery and sustainability.
- Use planning tools to support now, next and later.
- Embed a process of regular review.
- Shows how to access other support.

Business map and resources can be accessed using this link:
<https://foundationyears.org.uk/2021/01/hempsalls-business-map-for-early-years-providers/>

...and six things to do



1. 'What's changing' section.
2. Use tools to 'find out more'.
3. Identify the risks.
4. Consider ideas and options.
5. Return to risks and think about actions to reduce/remove them.
6. Complete the action plan and monitoring tool.



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Using the Business Map in Wirral

Toolkit contents

- Six video presentations
- Four 'how to' guides
- Downloadable tools
- Additional resources from the original DfE funded Business Map programme can be accessed here:
<https://foundationyears.org.uk/2021/01/hempsalls-business-map-for-early-years-providers/>

Using the Business Map in Wirral

Six video presentations

1. An introduction to the programme.
2. What's changing?
 - a) Parental preferences and behavioural changes.
 - b) Analyse demand and occupancy.
3. Finding out more – your business and the local market.
4. Finding out more – good financial management.
5. Identify the risks and consider possible ideas/options.
6. Mitigating risks and action planning.

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Four 'how to' guides:

1. Breakeven analysis.
2. Cashflow forecasting and good financial management.
3. Modelling considerations.
4. Marketing.



Action Plan