



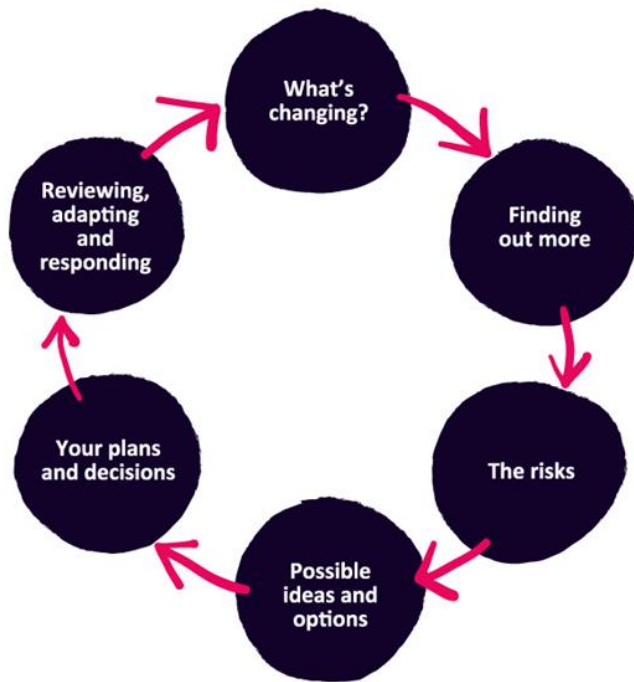
**business
map**

**Finding out more
– your business
and local market**

Using the Business Map in Wirral

**Jo Pringle MBE
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Our focus today



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.



Finding out more

- a) Understanding the local market.
- b) Complete a PEST analysis.
- c) Complete a SWOT analysis.

Finding out more

Understanding the local market:

Using data to inform decisions

- Local authority childcare sufficiency assessments.
- Population data and forecasts.
- New housing developments.
- Local employment.
- Other provision.

Finding out more

Some key questions to understand the local market:

- What childcare is available in the area?
- What age groups do they take?
- When are they open from and to?
- What do they charge?

PEST analysis

Political	<p>Ideas: Change of government, new childcare policy, changes in legislation (including human resources, pensions or national minimum wage), Tax-Free Childcare.</p>	<p>Ideas: Local employment patterns, recession, reduced household income, cost of living increases. Industry growth, business opening and closures, Tax Free Childcare, Universal Credit etc</p>	Economical
Social	<p>Ideas: Flexible, blended or home working, birth rate, reduced household income, cost of living increases.</p>	<p>Ideas: Need for online services, social media marketing, electronic payments.</p>	Technological

SWOT analysis

Strengths and Weaknesses

- **Strengths** - Things that are good about the business that may be improved or built upon.
- **Weaknesses** - Things that could let the business down if they are not identified, dealt with, or resolved.

Opportunities and threats

- **Opportunities** – Are areas that have potential. Things that could improve sustainability or income etc.
- **Threats** - The risks that could affect the success of the business. Things that need to be prepared for, controlled or minimised.

Strengths

Staff
Reputation
Finances
Occupancy
Quality, Price & Value
Systems & procedures
Location & access
Services
Waiting lists
Resources & assets
Environment
Unique Selling point

Weaknesses

Specific disadvantages
Management & staff
Occupancy
Fees
Finances
Marketing
Opening hours
Services
Quality
Systems & procedures
Environment, resources & assets
Reputation

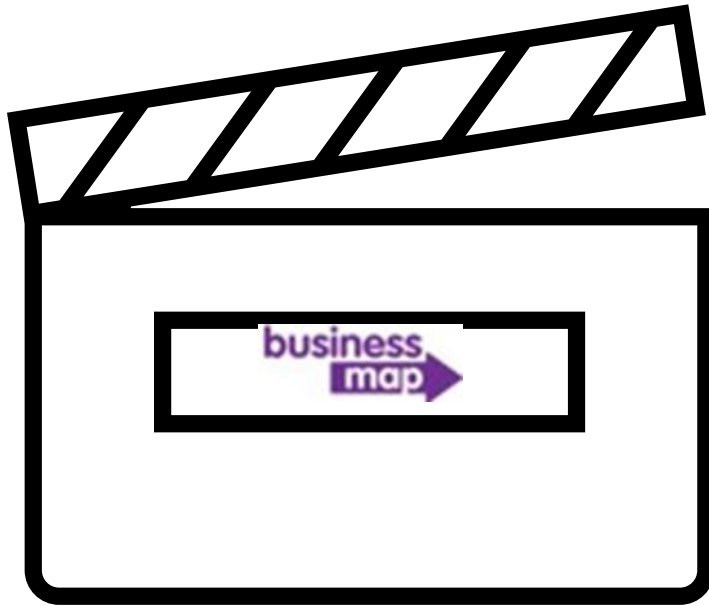
Opportunities

New business opening in the area
New housing development
New services identified
Partnerships
Training & development
Research & policy development
Grants

Threats

Political
Environmental
Legislation
Economy
Competitors
Local business closures
School closures
Market demand
Loss of key staff

Action



- Read Childcare Sufficiency Assessment at <https://www.wirral.gov.uk/early-years-and-childcare/childcare-sufficiency>
- Contact LA team - Call 0151 666 3980 or email fis@wirral.gov.uk
- Complete the PEST and SWOT analysis.



**business
map**

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/>