

The logo features the words "business" and "map" in a bold, sans-serif font. "business" is positioned above "map". The word "map" is contained within a dark purple arrow that points to the right. The entire logo is set against a white background that is tilted slightly clockwise.

**business
map**

**Identifying risks
and possible
ideas/options**

Using the Business Map in Wirral

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...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.

Identify the risks

a) Complete the 'risk register'.

What is the risk ?	Impact on the business
Parents are buying fewer after school hours.	<ul style="list-style-type: none">• We have lower occupancy.• We need less staff/we are overstaffed.• Income is smaller.• Finances are not breaking even.

Identify the risks

What is the risk ?	Impact on the business
Holiday club numbers for summer 2022 are low.	<ul style="list-style-type: none">• We have lower occupancy.• We need less staff/we are overstaffed.• Income is smaller.• Finances are not breaking even.

Identify the risks

What is the risk	Impact on the business
There is a decreasing pool of staff to recruit from.	<ul style="list-style-type: none">• We cannot recruit to vacant posts.• Negative impact on staff who are already covering additional hours.• Additional costs - bank/agency staff.• We cannot take in any additional children until September 2022• Income is reduced.• Parents go elsewhere

Consider ideas

- Establish if demand has changed.
- Consider the opportunities identified – can you/should change things and/or do something different?
- Review model of delivery to ensure it works for the setting and families.
- Review staffing – do you have a succession plan in place?



Consider ideas

- Review finances.
- Ensure all funding is being accessed (EYPP, DAF, supplements).
- Consider if cost savings are needed or possible.

Consider ideas

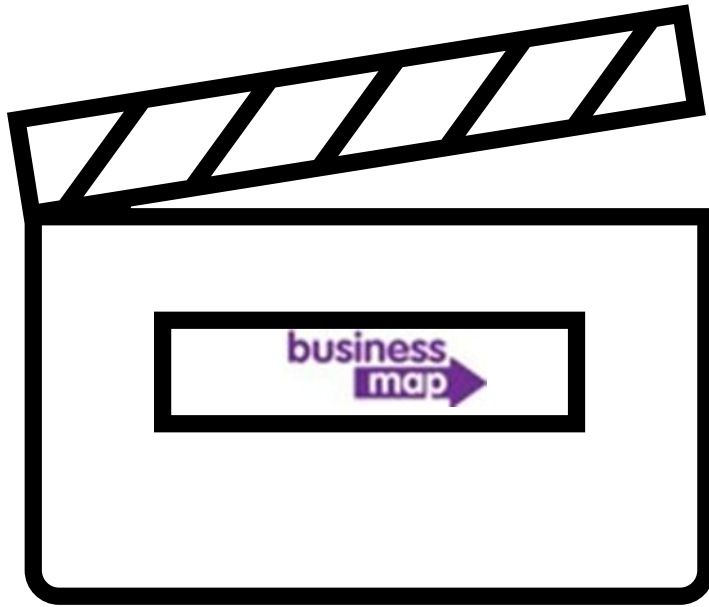
- Develop a marketing plan to maximise occupancy.
- Use social media as an effective marketing tool to develop positive messages to reach new audiences.

Consider ideas

- Ensure families know what they can access to reduce the cost of childcare.
 - Affordability – returners and new business
 - Increasing the ability to buy more



Action



- Use information gathered in parts two to four to create a risk register.
- Consider the ideas and options available to you.
- View section six of the Business Map toolkit and complete the final part of your risk register and the action plan.



**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/>