



Building the business case

Sustainability is a key issue for children’s services – effective business strategies, funding streams, charging policies and affordability as well as investment strategies are essential for sustainable, high quality services.

Designing the business case for children’s centres, extended schools and childcare requires a strategic analysis of policy outcomes and evidence for each service alongside a mapping of current funding streams and recommendations on how budgets can be pooled.



For some services, such as childcare, charging will be a key aspect of sustainability with a need to ensure affordability at point of use. Childcare costs in the UK are among the highest in Europe – and parents pay a higher proportion of childcare fees in England than any other European country.

Fundraising strategy

Consultancy 4Children can support service delivery agents to secure funding for services and sustainability by developing a sustainability strategy.

Research will include:

- Identifying focuses for funding streams at ‘outcome’ level
- Producing a SWOT analysis in relation to the organisational and funding environment

- Identifying key bodies for further research
- Setting priorities for funding relating to planned activities
- Identifying statutory and charitable funders
- Identifying the personnel and resources available for researching further funding opportunities and writing bids
- Identifying research tools for ongoing identification of funders.

Advice for fundraising will be written into a strategic fundraising plan that will outline:

- Situation analysis
- Identification of funding options and possible funders including public funding; local, regional and national funders; Service Level Agreements; European funding; charitable funding; private sector funding; independent income – sale of services, expertise, donations, etc.
- Funding requirements
- Staffing, support and resources
- action plan: 4Children will include a detailed action plan for first 12 months of the strategy including identification of resources required to implement the plan

Business plans

Consultancy 4Children can develop a sustainable business plan for your service. We can assist with updating existing plans and production of new ones including:

- Consultation – involving key staff, committee/ management members, volunteers and service users, where appropriate
- Ensuring plans are feasible and realistic
- Assessing strengths and weaknesses
- Helping to identify future opportunities and threats
- Helping to identify risks and how you can deal with them
- Setting guidelines to monitor success and manage setbacks

Consultancy 4Children has developed business plans for services and childcare providers across the country.