

SCOTTISH CHILDMINDING ASSOCIATION



ANNUAL REPORT 2011—2012

scma Scottish
Childminding
Association
committed to quality childcare®

CHIEF EXECUTIVE'S REPORT

This has been a better year for SCMA. Funding for our local services has stabilised and field staff have been able to concentrate on supporting local childminders.

Our training services continue to expand and Individual Learning Accounts are proving to be a real success to pay for our training. We now have a new agreement with Cardonald College to provide key training courses like First Aid. We intend to take on additional staff to assist the training services department.

We have expanded our communications staff and this is allowing us to develop new ways to maintain the vital two-way communications with our stakeholders. Possibilities are exciting as we develop our presence on Facebook and Twitter and roll out monthly e-newsletters.

SCSWIS has been established and while they find their feet, we continue to work closely with them as we do with other key bodies like the SSSC.

We have always known what an important part childminding plays in the lives of families and now we have been able to expand our Community Childminding Services to Fife and Stirling thanks to funding from Scottish Government via Inspiring Scotland. Vulnerable children and families have quickly been benefitting from these new services. This fits well with the government's priority of early years and early intervention.

The commitment shown by our volunteers and staff makes my job all the easier. We have loyal members carrying out challenging work with Scotland's children. It is those children who will always be our priority.

Our Convener Liz Stewart now moves into her final year of her term of office. She has brought a great deal of enthusiasm and skill to the job and I have found it a pleasure to work with her. There is no doubt of her love of children and of her commitment to SCMA.

CONVENER'S REPORT

I've now been a part of SCMA for six years, three as Convener, and I'm astonished at what has been achieved in this time. I'm proud to have been a part of key events like our 21st and 25th anniversary celebrations and the recruitment of a new Chief Executive.

Over the past year we've worked hard to develop services for our members. Childminders can now access Individual Learning Accounts to help pay for SCMA training; something I've personally found to be a great benefit. We also gained funding from the Scottish Government through Inspiring Scotland to expand our Community Childminding Service and help more vulnerable families.

I have been lucky enough to represent Scottish childminding at five or six national conferences and two International ones. In July I'll attend the IFDCO conference in Australia and am looking forward to learning about other countries childcare settings.

I'd like to thank all the Elected Members, past and present, who I have had the privilege to work with and who have supported me over the past six years. I'd also like to thank the SCMA staff for all their support and hard work through some difficult times.

I look forward to my final year as Convener and will be proud to hand over to Hazel Moffat at our AGM and Conference in October 2012.





Membership matters...

Throughout 2011-12 we monitored our statistics closely to identify local authorities to strengthen our membership in. In the difficult economic climate we researched ways we could make the cost of our membership and insurance less of a burden for our members. Introducing a monthly Direct Debit scheme proved to be a popular idea and research began on introducing this scheme. We hope the Direct Debit scheme will become available to all members in late 2012.

We recognised the need to promote SCMA membership in certain local authority areas. Through working with the Care Inspectorate and using the statistics on our own database, we identified six areas to concentrate our efforts on and developed special marketing materials to send to former members. This type of marketing campaign will continue throughout 2012 and membership rates in each area will be closely monitored.

As an added benefit of membership, all SCMA stock items are now available to members only. This means our contracts, cashbooks, record binder and other useful publications can no longer be purchased by non-members.

SCMA on the airwaves...

We believe in promoting childminding as the best childcare choice so piloted an advert on Real Radio in early January. The advert was a success with hits on our online Childminder Search Service increasing by 30%. More cost-efficient ways of promoting childminding as a childcare choice will be researched in 2012.

During this period, SCMA also developed a strong presence on Twitter and Facebook. We now have over 1000 followers on Facebook and more than 300 on Twitter. A formal social media strategy will be developed in the next few months as part of a bigger communications plan for the Association.

Web works...

In this period work also began on redeveloping the SCMA website – childminding.org. We want to ensure all website users can find the information they need quickly and easily. Therefore, our new website, due to be launched in October 2012, will have a brand-new look and place focus on features like the Childminder Search Service, Training Calendar and Members' Zone.

Influencing early years policy...

We worked with the Care Inspectorate to reach an agreement on care plans. It was noted that the new SCMA Record Binder covered all records childminders must keep to create a comprehensive care plan for each minded child. The Care Inspectorate also uploaded information on record keeping to their website for reference.

Registering as a food business...

Initial information has shown that the food business registration process is very straight-forward. However, this is still very early days with only a few local authorities contacting childminders.

SCMA won a small amount of funding from the Food Standards Agency which provided for six network meetings in autumn 2011.

FUTURE PLANS

- ⇒ A new monthly e-newsletter will be rolled out to SCMA members in 2012. This will keep members up-to-date with the latest news from the childcare sector and provide an insight into the 'background' work carried out by SCMA on their behalf.
- ⇒ Our annual Childminding Day event will take place at M&D's Theme Park for the second year running. We are hopeful this will become a long-term agreement between M&D's and SCMA.
- ⇒ The new-look website, with interactive training calendar, will be launched at the AGM and Conference on Saturday 27 October.

Learn with SCMA: improving our CPD workshops...

SCMA's Continuing Professional Development (CPD) workshop; 'Keeping Children Safe and Healthy' was updated in line with new Government guidance on infection prevention and control. The new workshop "Infection Prevention and Control in Childcare Settings" will be made available to SCMA members from summer 2012.

We also worked closely with the Scottish Government on the review of our 'Getting it Right for Every Child' CPD workshop which was initially piloted in March 2011. Childminders also had the chance to attend this workshop as part of SCMA's AGM and Conference in October 2011.

Our training is in demand...

The first demand-led Induction training course took place in May 2011. This course was held in Edinburgh with 15 potential childminders in attendance. To help cover the costs of the Induction training, potential childminders are advised to apply for an ILA200 account when they call the Helpline with initial enquiries.

Demand-led Induction training courses have since been rolled out in Moray, Glasgow, Stornoway and Edinburgh. Our research shows 53% of new childminders who have attended SCMA Induction training are awarded grades 5 or 6 at first inspection, making this a very worthwhile learning experience for all attendees.

The first demand-led CPD took place in April 2011 in Glasgow. The 'Safe and Secure: Child Protection' workshop was attended by 13 childminders.

There have now been a further 11 workshops run in Edinburgh, Inverness, Stirling, North Lanarkshire, East Ayrshire and Perth & Kinross.

Forming promising partnerships...

SCMA has negotiated a Training Partner Provider contract with Cardonald College to deliver Pediatric First Aid and Elementary Food Hygiene training to our members. The first training opportunities through this partnership ran in September 2011.

There have now been a further eight training opportunities in Glasgow, Edinburgh, Ayr, Perth, South Lanarkshire and Stirling with more being planned for 2012-13.

FUTURE PLANS

- ⇒ A Training Co-ordinator post will be created to assist the Head of Childminding Services and the National Training Plan team improve upon our training courses and ensure procedures are efficient and effective.
- ⇒ A REHIS Food Hygiene Refresher course will be piloted in conjunction with Cardonald College in 2012.
- ⇒ Thanks to funding from the Food Standards Agency, the 'Your Fridge is your Friend' network meetings will be rolled out to SCMA members from September.





Community Childminding: providing early intervention for Scotland's families...

SCMA won funding from the Early Years Early Action Fund, which is run by Inspiring Scotland in partnership with Scottish Government, to run new Community Childminding Services in Fife and Stirling. The services became operational in October 2011.

The Community Childminding Services provide short-term respite care for children in vulnerable situations. Our Community Childminding Co-ordinators handle referrals from Social Work, Health Visitors and other organisations efficiently but sensitively. Once referred, the Co-ordinator will match the child/ren with a trained Community Childminder in their area giving the family much needed time to deal with any issues they face.

An external evaluation was undertaken of the Community Childminding Services with the results produced in April. It is hoped that the Scottish Government will fund further research into the financial savings these services can achieve in relation to early preventative interventions.

Always improving: SCMA's Training Quality Assurance Programme...

A Writers' Group has been established to devise and pilot additional Continuing Professional Development workshops. Workshop topics being considered include the business side of childminding and policies and procedures.

A Trainer's Toolkit was created and distributed to all who deliver SCMA training to ensure SCMA is well promoted at all learning opportunities and to establish consistency for all attendees.

An in-service Getting it Right for Every Child 'Training for Trainers' session facilitated by the Scottish Government was undertaken on 8 February with a selection of staff who deliver training. A further In-service day is planned for May 2012.

FUTURE PLANS

- ⇒ A plan is in place to review all Continuing Professional Development workshops. This will ensure all materials are accurate and up-to-date.
- ⇒ The 'Positive Behaviour Management' workshop will be completely revised and rolled out across Scotland in 2012.
- ⇒ ILA Scotland will re-brand in July 2012. The eligibility criteria for the ILA200 account is also due to change so we will ensure our members are fully aware of these changes.

FINANCE**INCOME AND EXPENDITURE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2012**

	2012	2011
Incoming Resources		
Incoming Resources from generated funds		
Voluntary Income		
Membership Subscriptions and Gift Aid	217,270	208,656
Scottish Executive Funding	163,017	163,017
Activities for generating funds		
Project and service agreement administration	137,165	215,915
Income from insurance sales	153,201	155,586
Sales of Publications	88,298	77,288
Revenue from Scheme of Excellence	-	3,479
Conference Receipts	8,260	13,633
Advertising	7,608	8,425
Other income (delivering training to members)	46,973	2,170
Investment income		
Deposit account interest	2,665	2,591
Incoming resources from charitable activities		
Project and service funding, excluding fees	481,724	954,437
Total incoming resources	1,306,181	1,805,197
Resources Expended		
Costs of generating funds		
Generating funds and serving members	530,104	515,579
Charitable activities		
Project delivery	480,703	896,203
Governance costs	83,195	94,214
Support costs	110,487	83,950
Total resources expended	1,204,489	1,589,946
Net incoming / (outgoing) resources	101,692	215,251
Total funds carried forward	522,488	420,796





**SCOTTISH CHILDMINDING ASSOCIATION
7 MELVILLE TERRACE
STIRLING
FK8 2ND**

INFORMATION@CHILDMINDING.ORG • 01786 449063 • WWW.CHILDMINDING.ORG

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