

Changing the Narrative:

Strengthening Childminding, Supporting Families and
Increasing Choice

SCMA Strategy 2021-2024

Impact Report, May 2024

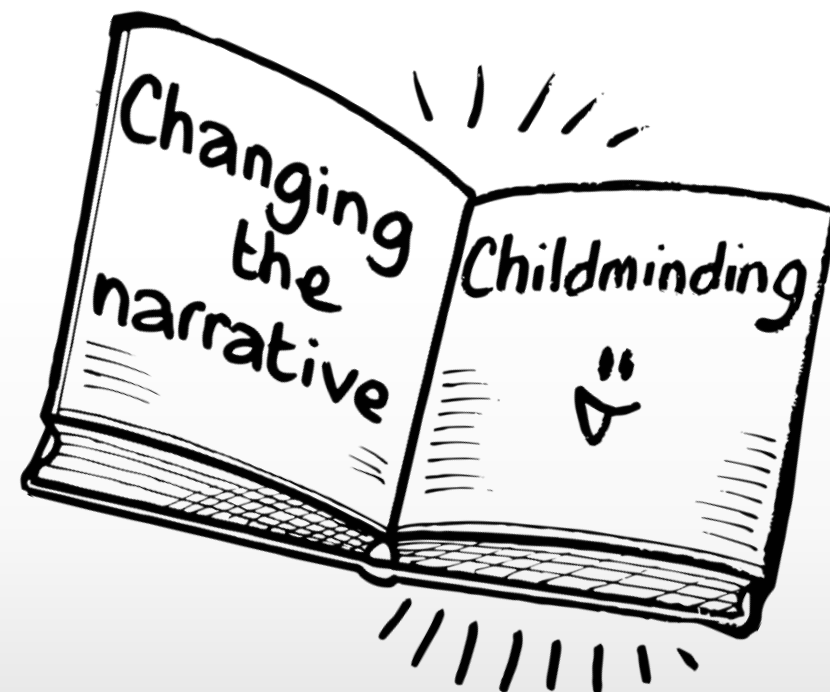


What we said we'd do...

Changing the Narrative

For stage one of SCMA's 10-year journey aimed at 'Changing the Narrative' on childminding, SCMA committed to:

- ✓ providing a **stronger voice** for members and the wider childminding workforce
- ✓ starting to **address the decline** in and to create a more sustainable childminding workforce
- ✓ strengthening **membership engagement and support**
- ✓ increasing **support for families and communities** (particularly where there are inequalities)
- ✓ increasing the **value attached to childminding** (and work to change outdated misperceptions)



What we have done...

Representation, Policy and Influencing

- ✓ **kept childminding open** more than any other form of childcare during COVID-19, supported childminders, contributed to the operating guidance, and secured financial support for childminders (£3.6 million +)
- ✓ ensured that the impact of **paperwork/bureaucracy** were high on the national agenda and secured commitments for **quality assurance and inspection** to become **more proportionate** and **specific to childminding**, with a **major reduction** in paperwork
- ✓ continued to **influence implementation of funded ELC** and inform other policy agendas (0–2-year-olds, school-age childcare etc)
- ✓ **engaged nationally** with different stakeholders on issues of concern to childminders (i.e. inspection, health visitors and planning)
- ✓ **gathered evidence** through conducting surveys, audits, data analysis, reports and recommendations, leading to the Scottish Government's vital Programme for Government commitments on childminder retention and recruitment (Sept 2023)

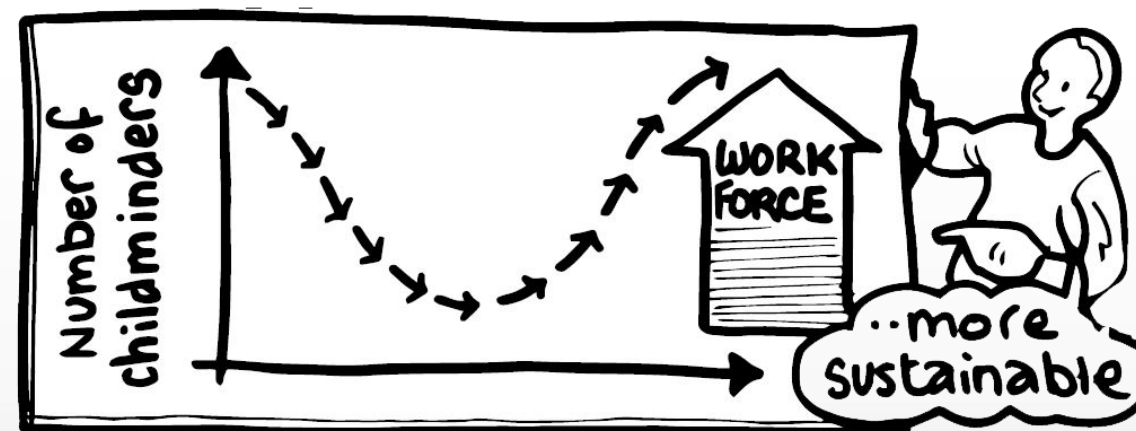


What we have done...

Workforce, Learning and Quality

- ✓ captured and published important new data on **childminders' business sustainability** to support recovery post-COVID-19 (including evidence on childminders' ability to pay themselves/ their assistants the Real Living Wage)
- ✓ developed new 'Quality in Practice' learning courses and a self-evaluation toolkit to **support** childminders with their **self-evaluation** requirements
- ✓ begun a programme of work to address the shortage of childminders in many parts of Scotland: we developed a **demographically-targeted childminder recruitment campaign**, created partnerships and secured funding to enable us to pilot this in remote and rural communities, then expanded into urban areas.

With our enhanced package of training and support, 70+ new childminding businesses have been established so far (with another 40-50 in progress).



What we have done...

Membership

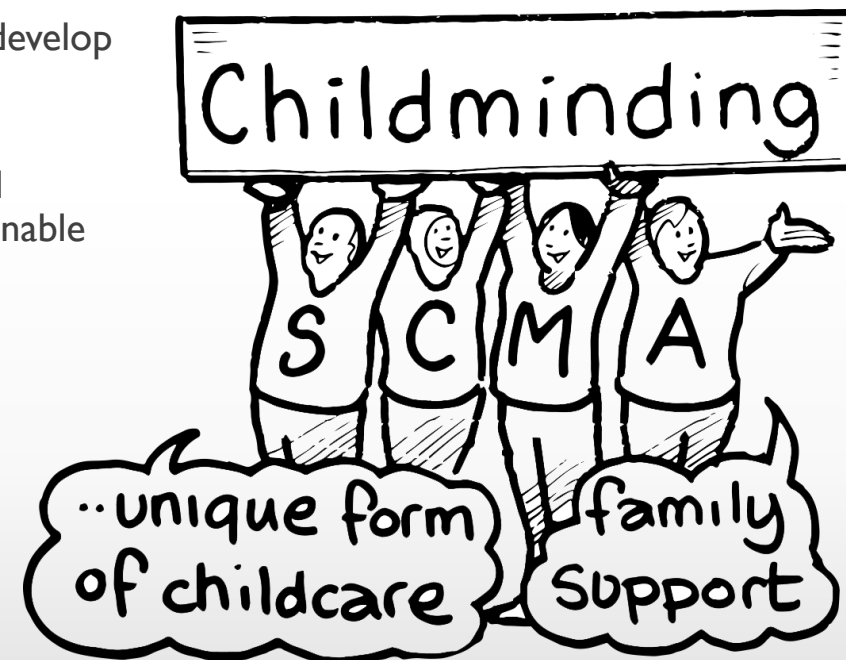
- ✓ listened to our members and significantly increased **membership engagement** (achieving 38-45% survey response levels)
- ✓ **represented members' concerns** and ensured they were high on the national agenda
- ✓ provided **practical support** (and tools) for members during the cost-of-living crisis
- ✓ **invested in our members**: developed a new and enhanced learning platform with regular fresh content, webinars and new online booking facility
- ✓ developed a successful and popular FREE virtual half-day **annual conference** for all members
- ✓ increased the **impact and standing** of SCMA (and of being a member of SCMA)



What we have done...

Families and Communities

- ✓ secured grant funding to provide **enhanced family support** and nurturing childminding placements for 0–2-year-olds and care-experienced families, through our ‘Family Childminding Partnership’
- ✓ strengthened our **outcomes reporting** for children and families accessing our ‘Community Childminding Services’ to further demonstrate the impact and value of these services delivered by our specially-trained childminders to encourage more local authorities to commission them from us
- ✓ secured grant funding to test a **new childminding delivery model** and further develop parents’ awareness of childminding for school-age childcare
- ✓ prioritised childminder recruitment in areas where **inequalities** were pronounced (remote and rural, and low-income communities) to support communities and to enable parents to work or study



What we have done...

Value of Childminding

- ✓ made childminding more relevant to **different policy agendas** (including economic and community development, employment, child poverty and remote and rural communities)
- ✓ secured unprecedented **Scottish Government recognition** of and support for childminding
- ✓ **increased the number of local authorities** we have worked with from 9 to 21, in 18 months
- ✓ significantly increased the **profile of childminding** with the Scottish Parliament (through increased requests to provide evidence to committees)
- ✓ significantly increased the profile and **value of childminding** with the media, parents and wider public (through regular interviews for TV, radio, newspapers and sector publications)



In Summary...

SCMA's strategy has

- ✓ provided a **catalyst** for change
- ✓ increased the **profile and value** of childminding
- ✓ increased SCMA's influence (on behalf of childminders), repositioning SCMA as a **leader and innovator** within our sector
- ✓ strengthened **support** for members
- ✓ secured significant **additional funding commitments** for childminding



What Happens Next?

SCMA Strategy: Changing the Narrative

Stage 2: Childminding – providing solutions for Scotland (2024 – 2027)



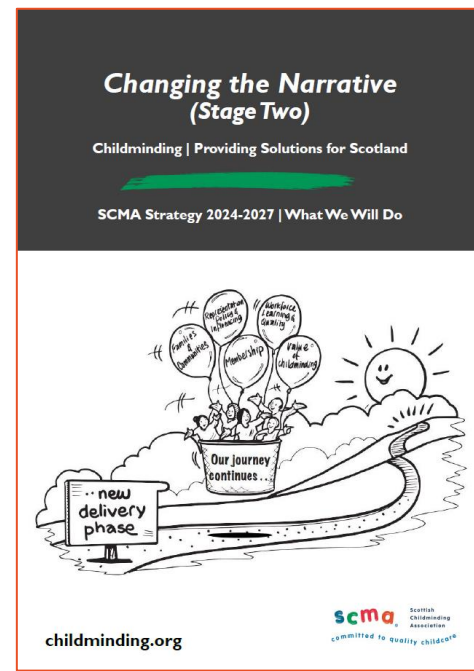
WATCH our new animation for a quick overview of our aims and aspirations for the next three years.



READ our full Strategy Document by clicking the image below for further details.



[Click here to view.](#)



We would like to thank all our members and funders for their continued support. **#TeamSCMA**