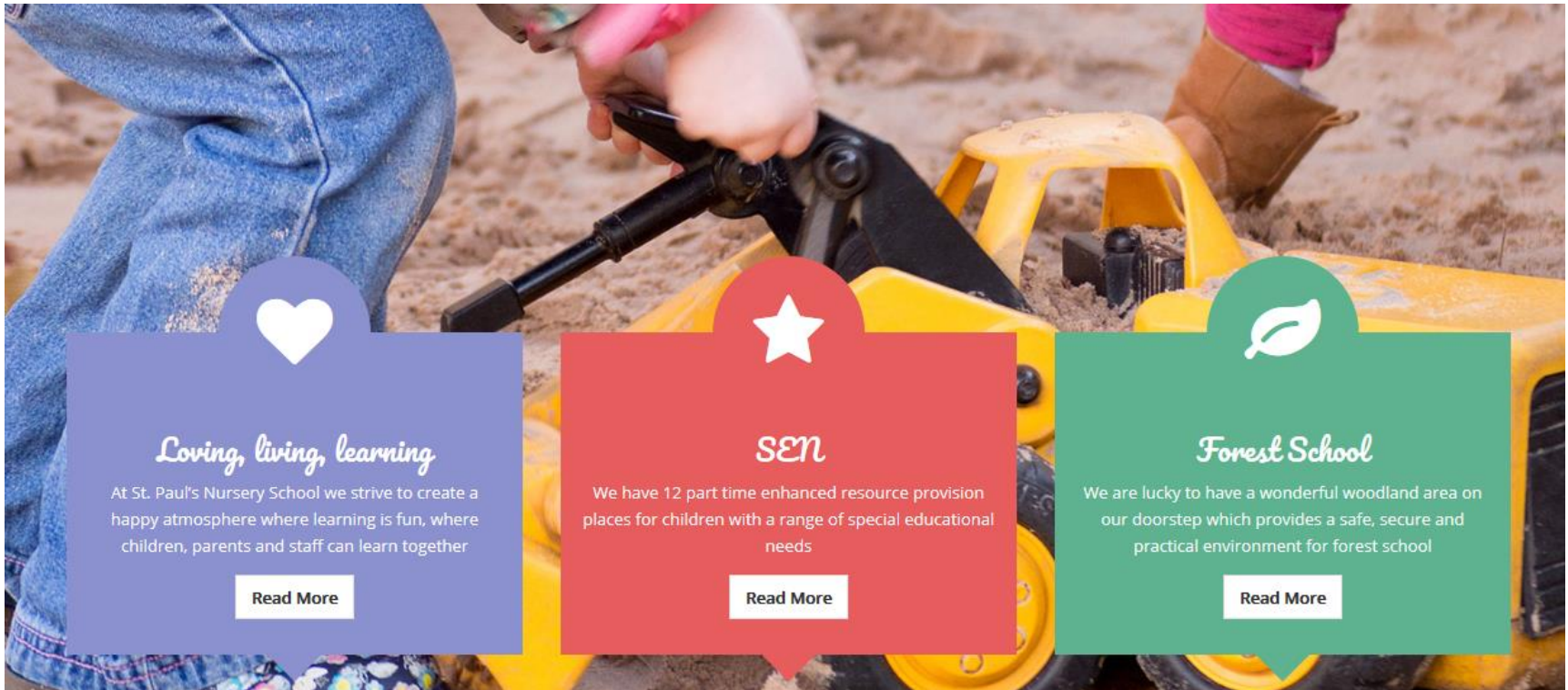


# St Paul's Nursery School



## *Loving, living, learning*

At St. Paul's Nursery School we strive to create a happy atmosphere where learning is fun, where children, parents and staff can learn together

[Read More](#)

## *SEN*

We have 12 part time enhanced resource provision places for children with a range of special educational needs

[Read More](#)

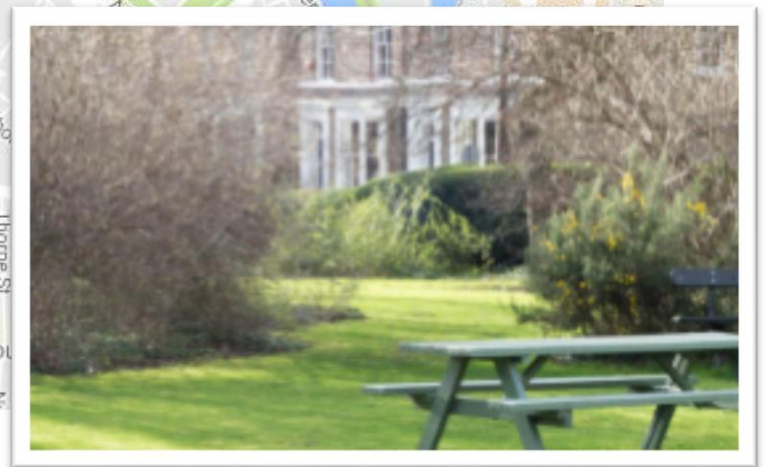
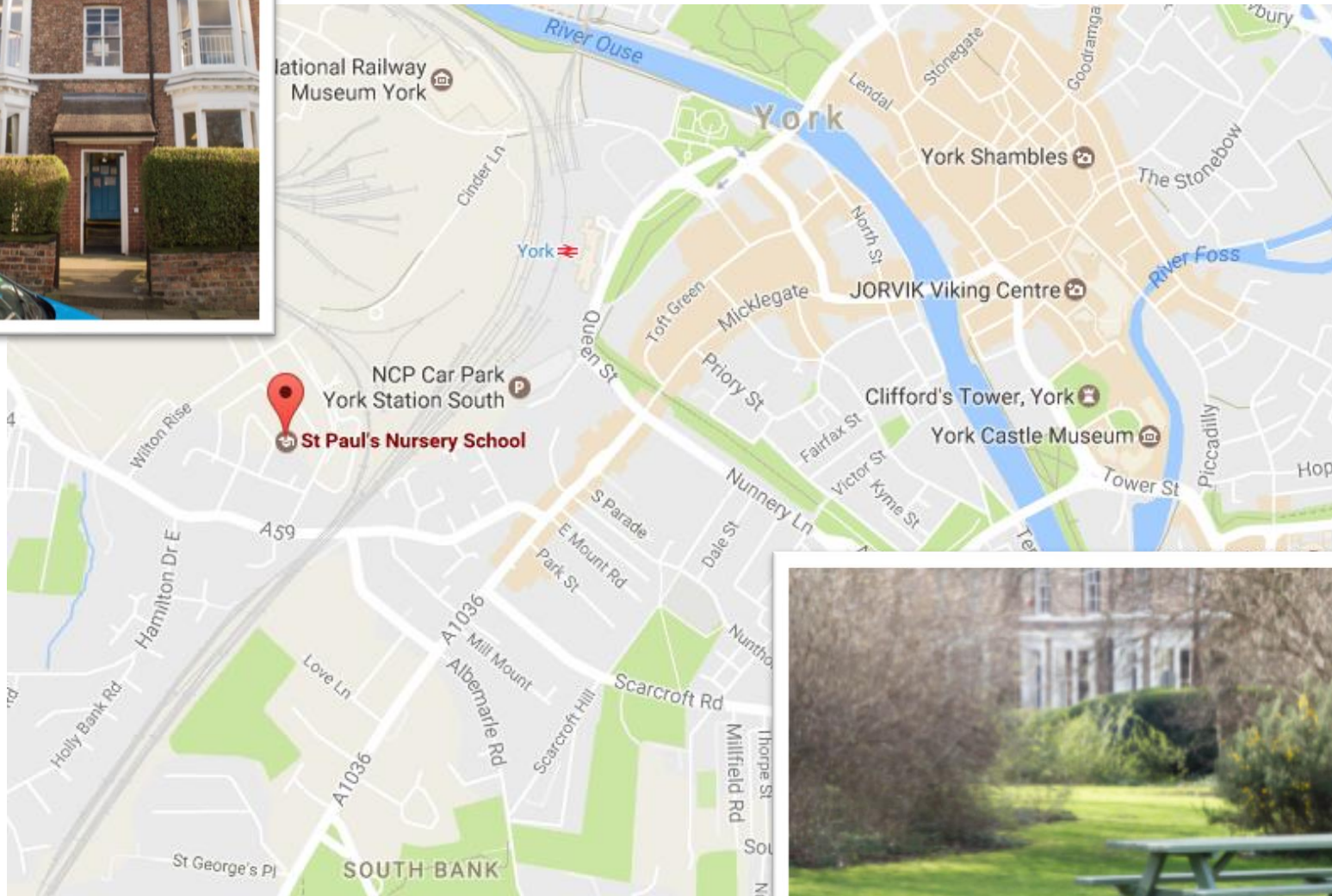
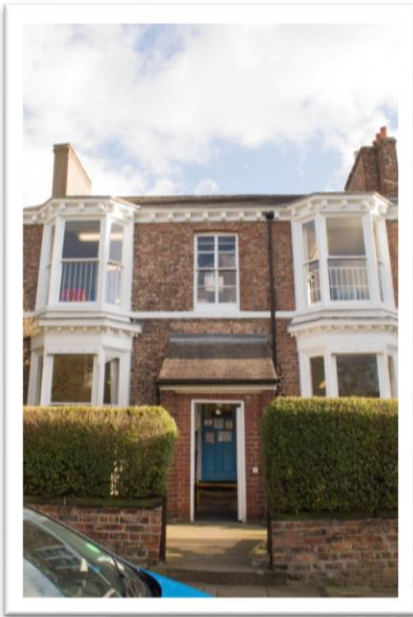
## *Forest School*

We are lucky to have a wonderful woodland area on our doorstep which provides a safe, secure and practical environment for forest school

[Read More](#)

**Nicola Fox - Headteacher**  
**John Alexander - CYC SBS**

# York's only MNS



# What we do

- Offering care and education to 3 / 4 year old children
- EYFS centre of excellence
- SEN Enhanced Resource Provision
- Capacity of 52+6 children (x2)
- Sessions run 0830-1130 and 1230-1530 hrs
- Breakfast club / lunchtime care / flexible wraparound provision offered on site
- After school club and holiday clubs offered in partnership with third party provider off site





# Offering 30 Hours

- Already operating over 30 hrs per week so no direct impact on staffing structure to deliver
- Just over half of our children are now funded through the York pilot scheme
- Traditional model for 15 hrs was 5 x am / 5 x pm / Split 1 (first half) / Split 2 (second half) which is still the baseline model
- Additional hours are then offered as **flexibly** as possible as long as complete sessions are taken



# Key Enabling Activities



- Early GB and staff engagement in the process
- Create capacity - SBM focus and some additional admin
- Parent survey to gauge initial demand
- Clearly communicate the offer
  - Update / refresh website
  - Letters to existing and potential parents
  - Prominent advertising locally (banners)

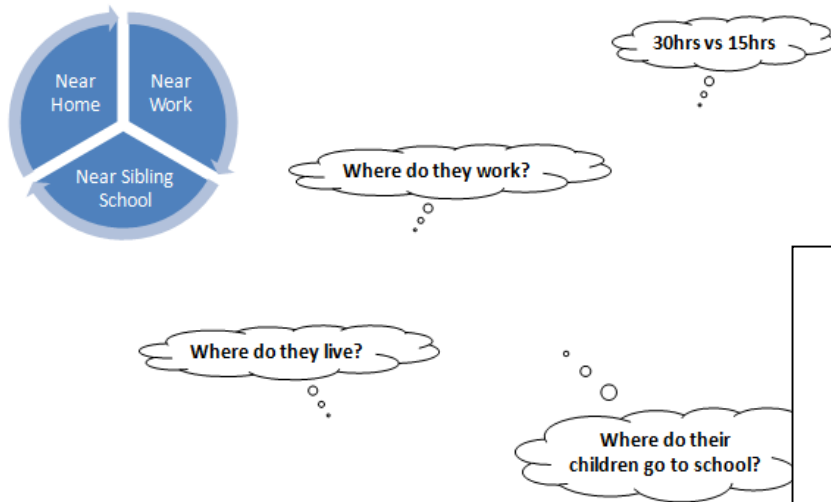
# Be Clear on the Offer

- Our core strengths / USPs
  - The high quality and experience of staff
  - Specialist expertise in SEN provision
  - Capacity to be flexible in the offer
  - Appropriate EY provision and outdoor space
  - Existing local partnership arrangements
- Also be honest about the limitations (capacity / staffing ratios / bottlenecks / restricted parking)



# Understand the Local Market

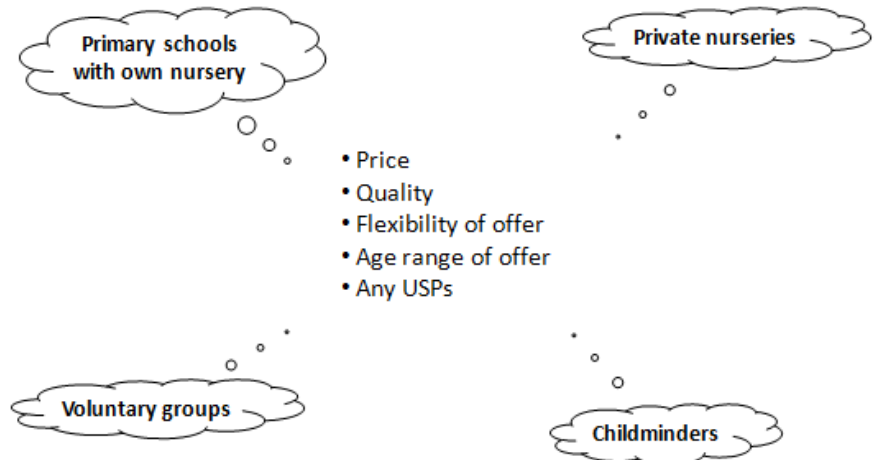
## Who are our customers?



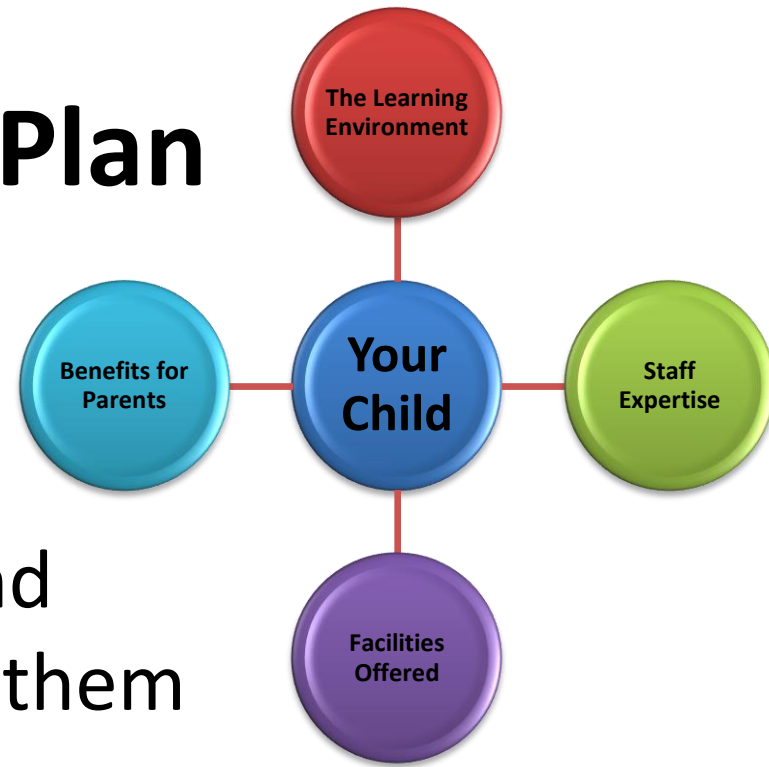
- Is there a demand growth need in the local area?

- Are there any gaps in the local provision?
- Is there enough flexibility on offer for parents?

## Where else can they go?



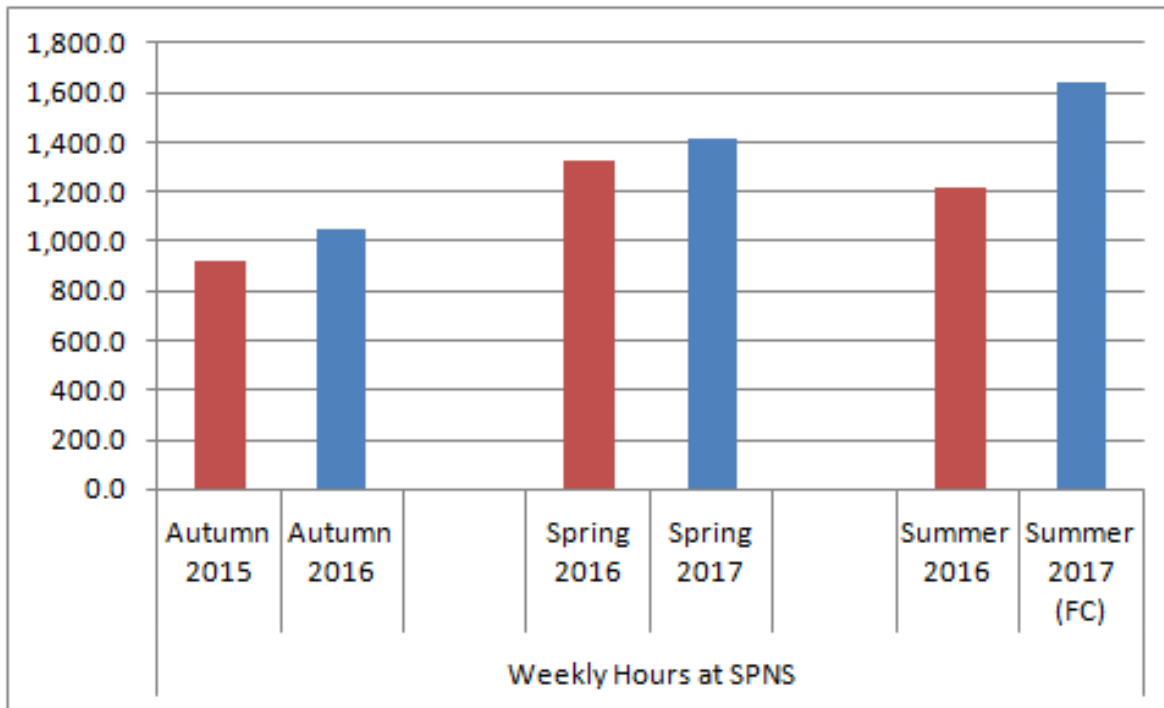
# Strategic Marketing Plan



- Develop key messages
- Identify target audience and how to communicate with them
- Action Plan to further promote the Nursery School
  - Social media
  - Liaise with local press to communicate good news stories
  - Forge more community links and partnerships



# Impact of 30hr York Pilot Scheme



- **18%** growth in weekly funded hours
- **67%** of these hours are through the York pilot scheme
- Funded hourly rate increased from £3.38 to **£4.00 ph**
- Average pilot scheme take up of **21 hours at setting**

**£52.6k** of additional funding due to demand growth and increase to hourly rate, however, this is offset by a resultant loss of wraparound fees charged previously **£20.7k**

**Net income gain of c.£10k per term**

# Key Challenges

- **Forecasting** pupil numbers and the weekly hours taken - termly adjustments
- Managing the **capacity** - trying to remain flexible whilst being able to fill the gaps
- **SEN Enhanced Resource Provision** - being able to offer 30 hrs and staff this appropriately



# Taking a more Commercial Approach



- Must at least cover costs and risks - schools cannot afford to subsidise their nurseries!
- Forecast and drive pupil numbers
- Review fees and charges / benchmark against local market rate
- Ensure suitable advance notice from parents of any changes in uptake (notice periods?)



**Q&A**