

What are your best selling points?

All businesses have their own benefits and selling points. Making a list of yours can help enormously when you are putting together promotional materials or talking to parents about what you can offer. You'll think of many others but, as a starting point, which of these apply to you?

Your home and its location

Safe and secure — demonstrated to an Ofsted inspector	
Homely environment	
Part of the local community	
No-smoking environment	
Been checked by local fire safety officers (if it has)	
Good transport links	
A large and/or child-friendly garden	
Near the park, playground, beach, leisure centre	
Close to local schools. Which ones do you already do school runs to, and which other ones could you?	
A dedicated playroom	
Plenty of parking for parents	
Registered and checked for children to stay overnight	
Plenty of space for children's activities	

Your skills, qualifications and experience

Current paediatric first-aid certificate	
Initial training in childminding	
Member of your professional association — the National Childminding Association	
Further qualifications, for example, the Diploma in Home-based Childcare	
Further training, such as messy play, child protection, health and safety	
Quality assured	
Belong to a childminding group	
Belong to a childminding network (and quality assured)	
Speak more than one language	
Health checked	
Have had an enhanced Criminal Records Bureau disclosure — the most stringent available	
Able to offer early years education	
Many years of childminding/childcare experience	
Experience of particular forms of care, e.g. cared for triplets, a disabled child	
Parent/grandparent	
Previous childcare experience, e.g. nursery worker, nanny	
Previous jobs if relevant, for example, nurse, teacher	

Your service

Registered by Ofsted or the Care and Social Services Inspectorate Wales	
Regularly inspected	
Able to offer care in the early morning, late evenings, overnight care or at weekends	
Able to accommodate the childcare needs of parents who work shifts or irregular hours	

Your service (cont.)

Low ratio of children to carers
Have back up cover for sickness or holidays
Have references available
Work with an assistant
Offer regular outings to the park, local shops, library
Don't use physical punishment
Can care for siblings of different ages
Prepared to do drop-offs and pick-ups at after-school activities such as Brownies or swimming
Fees include meals, snacks, nappies
Can offer a special diet or freshly-cooked food
Have special skills, such as sign language
Regular visits to drop-ins for children to mix with larger groups
Care for a mix of different age children
One of only a handful of childminders in the area
Only form of childcare in the area
Links to your local Sure Start children's centre
Links to other local projects
Provide educational toys
Access to a toy library for large items
Provide a creative and enjoyable learning environment
Offer lots of activities — arts and crafts, reading, outdoor play, dressing up, imaginative play
Have a pet

Business issues

Eligible childcare for tax credit claims
Hold public liability insurance
Vehicle insured for business use
House insured for damages
All household members over 16, including assistants, have had Criminal Records Bureau disclosures
"Good" or "outstanding" Ofsted grading
Offer children activities meeting national frameworks — EYFS; Foundation Phase

What others can you think of?

Good words to use in your promotional materials

Homely ■ Friendly ■ Professional ■ Safe ■
Experienced ■ Trusted ■ First-aid trained ■
Ofsted registered ■ Care and Social Services
Inspectorate Wales registered ■ Local ■
Flexible ■ Caring ■ Fun ■ Loving ■ Quality
assured ■ Welcoming ■ Active ■ Secure ■

Parent ■ Committed ■ Experienced ■ Family-
friendly ■ Qualified ■ Peace of mind ■
Support ■ Established ■ Dependable ■
Reliable ■ Energetic ■ Supportive ■
Dedicated ■ Trained ■ Member of the National
Childminding Association