

## CHALKE VALLEY PLAYSCHOOL : MINUTES OF AGM

**DATE:** 19th Feb 2018

**MINUTES TAKEN BY:** Laura Hobson - Secretary

**PRESENT:** Laura Hobson - Secretary, Juliet Pearce - Treasurer, Marion Foster - Chair, Natasha Richardson - Committee, Dawn Tetlow - Assist Manager, Kelly Newman - Staff  
Cassie Penwarden - Parent, Michelle Fellows - Parent, Sarah Hicks - Parent

<b>No:</b>	<b>Minutes</b>	<b>By</b>	<b>Action Required</b>
<b>1</b>	<b>Apologies - Carol Thorn Manager - Unwell Nicola Heal - Parent</b>		
<b>2</b>	<b>AGM commenced at 7.10pm</b>		
<b>2.1</b>	<b>Welcome and Introductions by Marion Foster</b>		
<b>3.0</b>	<b>Chair's Report (see appendix for detail)</b>		
<b>3.1</b>	<p>Marion handed out Agenda and welcomed any questions at any time. Marion explained that she is the new Chair and her experience as Trustee of previous Charities, Magistrate, Chair of local Bish Bash, Parish Council and Ops Manager at Salisbury hospital. Marion has lived in the valley for 12 years.</p> <p>Marion explained that she was brought into replace Jo Thomson and thanked Jo and Naomi Oostthuzien (who also left the committee recently) for their hard work over the past few years.</p>		
<b>3.2</b>	Marion explained that as a rural playschool there were challenges on how to maintain and build child base and that no strategic plan was in place when she joined. With the		Staff Appraisals  Bulletin

	<p>assistance of the committee and manager we now have a 2 year strategic plan and a set of actions to attain our objectives:</p> <p>Add Value</p> <p>Provide a Safe and Stimulating environment</p> <p>A Robust Financial Platform - to help us invest in equipment, toys and refreshed learning for the Children and our dedicated staff</p> <p>Complete a feasibility study with a view to extending the working day / introducing holiday club based on viability and financial considerations</p> <p>Website is being addressed</p> <p>Better use of social media - Facebook</p> <p>Project to update and refresh the Garden; contacted Man Shed Salisbury and targeting a number of organisations for capital funding.</p>		
<p><b>3.3</b></p>	<p>Marion thanked Rachel who is leaving for all her hard work. Coming year more structured CPD program and 1:1 sessions staff committee.</p> <p>Marion further thanked the committee: Juliet, Natasha and Laura for positive team work and making so welcome</p> <p>Lastly thanked Carol &amp; Dawn for all their hard work on day to day running of playschool.</p> <p>Please do contact Marion directly with anything you wish to discuss.</p>		
<p><b>3</b></p>	<p><b>Treasurer's Report</b></p>		
	<p><b>See Appendix</b></p> <p>Finances are looking positive and some money has been returned to reserves. Treasurer has reduced overheads &amp; consumables. Grant from Broad Chalke fund will replace damaged sunshade. Stressed that fundraising was important for all those extras and equipment for the children.</p>		

	Implementation of Tapestry thanks to funding from Wiltshire Fund		
3.1	Plans; fees possibly to go up in Sept. tbc		
4.	<b>2 Year Strategic Plan - presented by Marion</b>		
5	<b>See Appendix - Strategic Plan 2018-19</b>		
6	<b>Fundraising (part of Strategic Plan)</b>		
6.1	<p>Laura Hobson set out our fundraising plans.</p> <p><b>Events</b></p> <p>Kept to a manageable level. Sarah Duff - head of fundraising; but meetings to be outside of committee meeting. LH to liase. It is important that parents who are not on the committee assist with events in any way they can. Selling tickets etc.</p> <p><b>Bingo</b> - a success repeat in autumn</p> <p><b>Duck Race - set at 4th May</b> - parents to be invited to a kick off meeting and to build on the event with a few tables (tbc) run by parents. Ice Cream - Juliet. LH - Plant Stall?</p> <p><b>Spring Fair - 10th May</b> - Bottle Stall possibly not suitable, several people liked the hook a duck idea. Plus display to promote playschool.</p> <p><b>Raffle</b> - Christmas.</p> <p><b>Fundraising Other</b></p> <p>Marion explained that there were around 10 possible companies that could provide capital funding. Strategic Plan should be that 5 organisations a year are targeted.</p>		
6.2	<p><b>Promotion of Playschool was discussed - great ideas from the floor.</b></p> <p>Ideas to be explored</p> <p>Wilton Parish Mag / Ads in general - Laura &amp; Juliet onto that</p> <p>Leaflets - at Bishopstone Plagroup etc etc</p> <p>Sign on the Road - great idea...</p>		

	Google - enter into Ad-words to buy keywords - Project for Joseph? Needs funds Wiltshire Childminder Database		
<b>7.0</b>	<b>Meeting Concluded: 8.45pm Thank you to all who attended.</b>		
<b>8.0</b>	Next Meeting <b>Brought forward to 12th March</b>		

Extra to Minutes:



Treasurers report 2016/2017

	<b>Income</b>	<b>expenditure</b>
2016/17		
FUNDING	30647.85	
FEES	22485.06	
FUNDRAISING	2715.95	
RENT		3466.56
UTILITIES		565.5
PHONE/INTERNET		1079.89
OFFICE		555.08
INSURANCE		687.95
PROFESSIONAL FEES		220
TRAINING		253
SUNDRIES/CONSUMABLES		2894.67
FINES		265.5
WAGES		49306.29
RATES		1108.59
TRANSFERS	4700	
<b>TOTALS</b>	<b>60548.86</b>	<b>60403.03</b>

The Playschools financial year runs from 1<sup>st</sup> August to 31<sup>st</sup> July each year. The above figures are our latest published accounts.

Our income is from three main sources, the fees charged to parents, local authority funding and fundraising. The total income during this financial period was £4554.17 less than our expenditure and therefore £4700 was transferred from our reserves to cover this shortfall.

For the current financial year our projections are more positive and we hope to break even, and have to date been able to start replenishing the reserve account. We have increased our fees slightly from September 2017 and have managed to negotiate a better deal for our utilities and suppliers.

We have been fortunate to receive grants from Wiltshire Council which has enabled us to purchase the Tapestry system which will reduce staff hours spent on administration in the longer term. We have also received a grant from the Broadchalke fund which is being used to replace the sun shelter which was damaged last year. Bishbash have also very generously made a donation which is being used for replacement of equipment for the children. I would like to thank parents and staff for their continued support of fundraising efforts it really does make a huge difference to the playschool.

As at 19<sup>th</sup> February 2018 our Current account contains £4797.87 and our reserve contains £4876.95.

Juliet Pearce – playschool treasurer 19/02/18

# **Chalke Valley Playschool**

**Strategic Plan  
Year 2018 - 19**

**Date: February 2018**

**Prepared by: M. Foster**

**Contact: 07817091115**

**[chair@chalkevalleyplayschool.co.uk](mailto:chair@chalkevalleyplayschool.co.uk)**

## **Contents List**

- 1) **Executive summary**
- 2) **Background**
- 3) **Aim**
- 4) **Objectives**
- 5) **Action plan**
- 6) **Current Market situation/ marketing**
- 7) **Monitoring**

## 1) Executive summary

We are a charity run playschool in the village of Broad Chalke. We offer playschool facilities for children aged between 20 months and school age

We are managed by a committee of dedicated parents and non-parents

We aim for every child to

- Be a skilful communicator and competent learner
- Keep safe by discovering boundaries and making choices
- Be emotionally and physically healthy
- Respect each other by understanding feelings and friendship
- Develop their independence in a secure environment

## 2) Background

By writing a Strategic Plan we are looking to renew and refresh our vision as a quality playschool operating in the beautiful Chalke Valley setting.

The committee feels it is now the right time to invigorate and update our plans for the future.

## 3) Aim

**Our mission statement is to “Provide high quality, affordable and accessible play school to children aged 20 months to school age, in a safe and supportive environment and to work in partnership with parents in the provision of this childcare”.**

Our aim is to create a two year plan that sustains our quality childcare provision, is financially stable, managed by strong governance and a forward thinking committee, run by quality staff and provides a stimulating, safe environment for our children

## 4) Objectives

We will achieve this by creating specific action plans for each of the following

- a) Finance:
- b) Strong Governance/ OFSTED:
- c) External recruitment/ Marketing:
- d) Fundraising:
- e) Communication/Web site
- f) Staff and training

## **5) Action Plan**

### **Finance**

Introduce a flexible payment plan option for parents  
Communicate regular monthly cash and income forecasts  
Review and agree the pricing structure for 2017/18

### **Governance/OFSTED**

To look at OFSTED and refresh our knowledge  
Suggest OFSTED improvements  
Reinvigorate the staff planning meeting  
Move all communication onto a shared drive  
Agree joining criteria for new committee members

### **External recruitment/ Marketing**

To target and increase our numbers to 20 children per session,  
Extend nursery hours at beginning and end of day  
Introduce flexi sessions, advertise on board  
Increase and target networking, create a list

### **Fundraising**

Create a fundraising 'Friends of CVP' team  
Organise a maximum of three fundraising events per year, Bingo, Duck Race, ANO  
Look to secure local funding support, especially for IT and marketing  
Tender for capital funding from 10 organisations  
Build a closer relationship with the community- especially with the Duck Race

### **Communication/Web site**

Upgrade our website.  
Launch a Facebook page  
Spread advertising to more local locations  
Improve the board outside the playschool  
Arrange an open day  
Create a new Display Board to advertise events

### **Staff and training**

Review all staff contracts  
Introduce termly 1-1 meetings between committee and staff  
Identify specific CPD training for staff  
Produce an annual training plan for staff  
Standardise the working day for sessions and staff

## 5) Current Market situation/ marketing strategy

### Market trends/ target customers

We will forge stronger relationships with other junior schools and playgroups in the area and become more visible in the community. We will increase our capacity to network effectively.

We will review and widen our geographical recruitment area target these groups.

**Competition** – As there are a number of established child-care alternatives in the area, we will create a new USB to evidence what makes us be different and unique from our competitors

### Summary Review

By using a SWOT analysis, we can see the strengths and weaknesses and the opportunities and threats presented by our current environment. Ideally by identifying our weaknesses and threats we should overcome with our strengths and opportunities. This is dependent on us working as a cohesive team

<b>STRENGTHS</b> Experienced/qualified/dedicated staff. Strong, refreshed committee and governance. Beautiful countryside setting, next to a flourishing junior school	<b>WEAKNESSES</b> Some staff resistance Lack of strategic direction Historic financial instability Not enough visibility in the community
<b>OPPORTUNITIES</b> Joint planning across the playschool Targeted recruitment of children Widen scope to raise funds	<b>THREATS</b> Lack of government funded places secured and therefore financial instability continues Staff and committee do not work together We do not align ourselves to offer hours that compete with other nurseries in the area

## 6) Monitoring and evaluation

Action plans will be reviewed and monitored at the committee meetings and regular communication with staff and parents.