

Name: Enterprise and Entrepreneurship

Module: LCLM4006

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**Assignment Title: Individual Written
Business Plan**

- **BUSINESS PLAN**
- **Bright Steps Autism Support (BSAS)**

Overview

- Business Introduction
- Pestle Analysis
- Swot Analysis
- Financial Analysis
- Conclusion

Business Introduction

- BSAS provides **low-sensory swimming sessions** for autistic children aged 7–16.
- We are a **Community Interest Company (CIC)** focused on social impact.
- Sessions take place in **quiet, controlled pool spaces** designed for autism needs.
- Activities build **water confidence, physical strength, sensory regulation and safety skills**.
- All instructors are **qualified, DBS-checked**, and trained in autism awareness.
- Families and schools receive **progress reports** for EHCP and SEND support.
- BSAS fills a **local gap** — no other autism-specific aquatic service in Kingston.

Short PESTEL Analysis

Political

- Strong SEND support from government and local councils.
- Kingston Autism Strategy encourages new autism-specific services.

Economic

- EHCP funding and private payments available.
- Pool hire and energy costs increasing.

Social

- More families seeking autism-friendly activities.
- Growing awareness of neurodiversity and sensory needs.

Short PESTEL Analysis

Technological

- Online booking and digital progress reports improve efficiency.
- GDPR rules protect sensitive client data.

Environmental

- Partner pools follow sustainability standards.
- Low-travel, low-waste service model.

Legal

- CIC registration ensures social value.
- Must follow safeguarding, health & safety and SEND regulations.

SWOT Analysis

Strengths

- Specialist autism-focused swimming sessions.
- Founder has strong lived and professional autism experience.
- Qualified, DBS-checked instructors.
- Low-risk model using hired pools.

Weaknesses

- New brand with no established reputation yet.
- Limited early marketing budget.
- Pool availability can be seasonal.

Opportunities

- Local authority SEND contracts.
- Partnerships with schools, SENCOs and charities.
- Expansion to more sessions and age groups.

Threats

- Rising pool hire and operational costs.
- Changes in SEND funding rules.
- Competition from mainstream swim schools offering occasional SEND sessions.

START UP COSTS

ITEM	COST
Furniture+ Equipment	£5,000
Sensory Resources	£4,000
IT Equipment	£3,000
Renovation	£4,000
Safety & Security	£2,000
Insurance & Registration	£2,000
Marketing	£1,500
Supplies & Toiletries	£1,000
Staff Training & DBS Check	£1,500
Contingency/Emergency Fund	£1,000
Total	£25,000

FIXED COSTS

ITEM	MONTHLY COSTS
Rent	£1,500
Staff Salaries	£4,000
Utilities	£300
Insurance	£150
Internet & Phone	£100
Cleaning & Supplies	£150
Accountant	£100
Marketing	£100
Total	£6,400

VARIABLE COSTS

Variable costs	January	February	March	April	May	June
Sensory and Activity Materials	£250	£300	£350	£400	£450	£500
Snacks and Refreshments	£150	£150	£175	£175	£200	£200
Cleaning Supplies	£100	£100	£100	£125	£125	£125
Printing and Stationary	£100	£100	£125	£125	£150	£150
Craft and educational Resources	£200	£250	£250	£275	£275	£325
Total Variable Cost	£800	£900	£1,000	£1,100	£1,200	£1300
Total Variable Cost for Jan-Jun	£6,300					

	January	February	March	April	May	June
Fixed	£6,400	£6,400	£6,400	£6,400	£6,400	£6,400
Variable Cost	£800	£900	£1,000	£1,100	£1,200	£1,300
Total Cost	£7,200	£7,300	£7,400	£7,500	£7,600	£7,700
Revenue	£8,000	£9,000	£10,000	£11,000	£12,000	£13,000
Profit/Loss	£800	£1,700	£2,600	£3,500	£4,400	£5,300
Investment Capital Needed	£25,000					

Investment Needed = **Total Startup Cost** + (**Operational Cost** – **Revenue** up to the breakeven point)

Conclusion

- BSAS fills a major gap in Kingston by offering autism-specific, low-sensory swimming sessions.
- The service model is safe, affordable and designed around the needs of autistic children aged 7–16.
- PESTEL analysis shows strong political, social and legal support for specialist SEND services.
- SWOT analysis highlights strong strengths and opportunities for growth, with manageable risks.
- Financial planning demonstrates early profitability, low overheads and long-term sustainability.
- BSAS is well-positioned to grow, secure partnerships and deliver lasting social impact for families and the community.

British Swimming (2024) Inclusive Swimming Framework : Supporting Neurodivergent Young People. London: Swim England. (Accessed: 26 July 2026).

Kingston Council (2025) Autism Strategy 2025-2030: Improving Outcomes for Neurodivergent Resident Kingston upon Thames: RBK, (Accessed: 26 July 2026).

National Autistic Society (2023) Understanding Autism: A Guide for Education and Community Providers. London : NAS. (Accessed: 26 July 2026).

O'Connor, J. and Daly, P.(2020) 'Benefits of aquatic therapy for children with autism; International (Accessed: 26 July 2026).