



Applied Leadership and Management in the Workplace

Module Assignment Submission

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Statement of Confirmation of Authenticity

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Name of Company – Unity Playground

Owner – Jodie Loosmore

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Executive Summary

Unity Playground is an inclusive play area, unlike many play areas, it offers a sense of belonging for children to enjoy. Unity Playground is a place for socialising with other children to have fun outside of their usual toys and play at home. Various play areas can be pricey, not suitable for all ages or suitable for children with additional needs. From personal experience with my niece, who has additional needs, taking her to play areas is often challenging as they don't have facilities to accommodate her when she needs somewhere quiet to regulate sensory overload. This got me thinking of not just mentally but physically disabled children who don't have a play area to attend where their needs are fulfilled. Being a sole trader of this business gives me the ability to make an inclusive area at an affordable price happen, by having a small team with a big impact, less employees to pay means more money for the business. Unity Playground is optimistic to cater for better facilities for all children when they venture out to play. Having access to a play area is essential for children to develop social skills which help children to form positive relationships, have conversations, develop body language, co-operate, share and even play together. Having well-developed social skills also leads to improved mental capacity and cognitive abilities, and good mental health Goyette (2000). Disabilities/Special Needs in children is on the rise with 434,354 pupils in schools in England with an Education, Health and Care (EHC) plan, which is an increase of 11.6% from the previous year. Sessions such as messy play can take the stress off parents trying it at home as we clean all the mess afterwards. A play area for all children is ideal for parents wanting to have their child included by socialising amongst others, having their other children have somewhere to enjoy with their siblings and raising much needed awareness of all disabilities. This is a play area for all kids to enjoy at an affordable price. In some play areas they have facilities such as a sensory room, but parents are expected to pay extra for these facilities, driving Unity Playground to conquer equality and children to have a good experience in a place where they feel comfortable with their needs met.

Introduction

Unity Playground is an accessible play area ideal for ages 0-12. The play area includes a multi-level play structure, an infant area with a ball pit, a role play area, a reading area, a sensory room, an accessible playroom, accessible outdoor area and a cafe with seating. By gaining feedback on what the customers want to see next, Unity Playground can come up with ways to improve the play area, making them feel involved and a part of the process to make the play area the best it can be.

Legal Status - RoSPA is the leading provider of safety reports on indoor play areas: Post Installation Inspection when completed and an independent Annual Inspection (Taylor 1916). The Equality Act requires reasonable provision to be made for equal opportunities for disabled people except where it affects the safety of others. The Act also applies to places where children play (play areas, games area etc.) It is illegal to treat disabled persons any less favourably than non-disabled persons (Harman 2010). The Equality Act has a full summary of the legal requirements needed when accommodating disabilities to ensure health and safety.

Ownership/Management Team – 1 owner, 1 manager in kitchen

Operations

Income Streams - Organising entertainment such as parties/discos mascots/cosplay characters etc. will draw people in. Entry and food deals are a good way to bring in customers on a budget. A donation scheme has been set up to help with new equipment.

The main income streams will be entry, refreshments, parties, entertainment, events and fundraisers. Unity Playground has government funding, which helped with the play area equipment costs. This was essential for Unity Playground due to the cost being very high to start up.

Locations, Premises and Equipment - Large Warehouse rented for £6,196.08 a year. The location is a warehouse in Swansea close to the city center. The location is an ideal setup with a big car park, the downside is being close to the city center which may encounter competition from others located in the city center. Unity Playground channels competition with great deals on entry and food prices for competitive affordability, also always looking for ways to improve accessibility for children.

Equipment cost with good quality funded by government:

£15,000 multi-level play structure

£8,000 infant play structure with ball pit

£11,000 sensory room

£20,000 accessible playroom/accessible outdoor area

Equipment funded with income from business:

£800 seating area

£400 role-play area, sectioned off an area with MDF boards to create little rooms, decorated and stocked with appropriate toys for example, kitchen role play area decorated to look like a kitchen, toy kitchen/sink/washing machine/food/drink etc.

£300 reading area, includes 2 children's chairs, large bookshelf and children's books (some books have been donated by customers).

Advertising Processes – Set up a social media page and website to keep costs down for advertising. This page will be updated regularly with information on opening times, new events and deals. Online booking system available.

Staff and Suppliers –

Kitchen Department: 7 people, 2 cashiers take orders, take money give table numbers, 2 cooks cook meat, sides, plate up, 3 waitress's/servers, serve food and clear tables.

Reception: 2 people with computers checking in customers storing all bookings on computer and taking bookings on the phone. Responsible for not going over max capacity.

Turnover rate 9.3% 90% Retention Rate – 90%

Salary – Managers £9 an hour Employees £8.20 an hour

Supplies for the kitchen are from a wholesaler. Food cost weighs heavily on operating expenses which amount to 28% of food and drink sales and price of food. 25% profit margin.

Employing more people in the future depends on success and demand. Unity Playground offers diversity and inclusion for any person seeking a job. The UK's job data for those with exceptional needs is very telling. The employment rate for those with disabilities as of the third quarter of 2022 was 52.6%, a drop from the prior year. In comparison, the employment rate for individuals without disabilities is 82.5%. Furthermore, the unemployment rate for those with disabilities was 7.2%, while it was 3.2% for those without disabilities. Unity Playground's staff morale will be increased by offering discounts for their families to enjoy the facilities at a lower price. Maintaining morale by supporting employee-led initiatives, such as an idea for a foam party, to make them feel a part of the team and important to the business, helping to make it a success.

Licenses Required – Premises license from local authority applicable to your locality. This outlines health and safety, age restrictions, operational hours and noise control. Fire safety regulations in place.

Health and Safety Measures & Legal Compliance - Registered with HMRC and obtained a food hygiene certificate. The Equality Act needs to be legally complied with. Maintaining the play area by focusing on feedback from maintenance inspection. Insurance £750 for the year.

- **Health and Safety at Work etc. Act (1974):** This act requires operators to ensure the health and safety of users as far as is reasonably practicable
- **Management of Health and Safety at Work Regulations (1999):** You must conduct a risk assessment of the facilities, have a safety policy, and provide appropriate training¹.
- **Occupier's Liability Act (1957, Revised 1984):** This act requires that the playground be reasonably safe for use, especially where children are concerned.
- **Consumer Protection Act (1987):** Commercial manufacturers are liable for injuries resulting from defective products¹.
- **Children Act (1989):** Playgrounds in facilities registered under this act's requirements need to be safe and suitable for their purpose¹.
- **Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (1995):** This regulation requires reporting certain incidents that happen within the playground¹
- **Internet and IT** – Free WiFi for all customers as they are more likely to use services and return, 47% of people use public Wi-Fi to cut down on cellular data usage while they're away from home, 18% use public Wi-Fi to work remotely. A website and social media platform are set up to engage customers with an online booking system which can be accessed to book beforehand, max capacity applies. On the computers at reception bookings get logged into the system with a maximum capacity to avoid going over it. A timeslot of 2 hours is given to give everyone a chance to attend and to avoid turning people away.

Marketing and Market Segment

Marketing Strategy and Objectives

- Have a competitive price than other play areas
- Use marketing objectives like increasing visibility through social media marketing.
- Enhance online presence using a professional website to gain leverage on customer feedback using customer reviews.

- Attract new customers by offering discounts
- Retain existing customers by giving exceptional customer service.
- Plan finances to make Unity Playground as affordable and accessible as possible.

Unique Selling Point (USP)

- Creating a space that's inclusive to all children
- Meeting the needs and standards expected to remain inclusive
- A safe space for parents to include their children with appropriate facilities just for them

Target Market

- 0–12-year-old children, Parents/Grandparents/Carers/Guardians/Friendship Groups, Babies/Children, Babies/Children with disabilities/additional needs
- Targeting parents seeking a way to socialise in a comfortable environment with a special needs child also, parents wanting their siblings to have a place they can play together with no restrictions.
- Targeting children having a safe space to enjoy themselves, socialise and no judgement.

PESTLE Analysis

The PESTLE Analysis was created by Aguilar, F.J (1967) This analysis is significantly important in business as it is crucial to recognise potential changes in politics, the economy, current social aspects, the technology of today, the legal side of things and being environmentally sustainable. As suggested by Choo (2023), carrying out a PESTLE analysis keeps the business prepared against any kind of setback coming during the execution of a business plan. When applied properly it should also prepare you for how best to overcome any obstacles faced.

Political

Regulations and Safety Standards: Adherence to local and national regulations regarding child safety, sanitation, and operational permits.

Government Initiatives: Support or subsidies for businesses promoting physical activity and wellness for children.

Local Government Policies: Zoning laws and municipal support or restrictions related to business operations in certain areas.

Economic

Economic Climate: The overall economic situation affects disposable income levels, influencing parents' ability to spend on recreational activities.

Pricing Strategies: Competitive pricing to attract customers while ensuring profitability.

Employment Rates: Availability of part-time staff and their wage expectations.

Social

Demographic Trends: Understanding local demographics, including the number of families with young children.

Health and Wellness Trends: Increasing awareness and emphasis on physical activity and play for child development.

Community Engagement: Building a sense of community and creating a loyal customer base through events and memberships.

Technological

Safety and Security Technology: Locking safety gates located at reception can only be opened by a button behind the desk and CCTV to ensure safety.

Interactive Play Equipment: Investment in modern, interactive and educational play equipment that attracts tech-savvy parents and children.

Digital Marketing: Use of social media and digital marketing strategies to reach and engage with parents.

Legal

Compliance with Health and Safety Laws: Ensuring all equipment and facilities meet health and safety standards.

Liability Insurance: Securing comprehensive insurance to protect against potential lawsuits related to injuries or accidents.

Employment Laws: Adherence to labor laws, especially concerning part-time and young employees.

Environmental

Sustainable Practices: Use of eco-friendly materials and sustainable practices to appeal to environmentally conscious parents.

Waste Management: Effective waste management systems to ensure cleanliness and sustainability.

Energy Efficiency: Implementation of energy-efficient lighting and heating to reduce operational costs and environmental impact.

Unity Playground has concluded that a children's play area business may create a strong plan that handles external influences, takes advantage of opportunities and alleviates potential risks by considering these PESTLE components. According to Bush (2019) long-term performance and improved strategic decision-making are ensured by this study, which offers a thorough grasp of the business's operating environment.

SWOT Analysis

Unity Playground uses a SWOT analysis to assess internal and external factors of the business. According to Humphrey (1960) a SWOT Analysis helps to identify the business's strengths, weaknesses, opportunities, and threats. This guides Unity Playground to build on what we do well, address what could be lacking, seizing new openings of opportunity and minimising risks. This analysis shows the business's position before deciding on any new strategies.

Strengths – Providing a place for all children to relax and enjoy. Affordable with great benefits for children such as socialising.

Weaknesses - Busy days can get too much for some children, leaving them feeling overwhelmed. It is costly to keep running, in quieter periods there is less income and profit.

Opportunities - Having a risk analysis in place and updated regularly to ensure Unity Playground will run smoothly and consistently. Unity Playground has a backup supplier for the kitchen and a flexible team ready to cover any sicknesses on any given day.

Threats – Competitive market and the cost-of-living crisis lowers the numbers of people wanting to spend money for their children to have a day out.

Competitor Analysis

Direct Competitors

- **Local Indoor Playgrounds:** Other indoor facilities offering similar play structures, activities, and events.
- **Play Cafes:** Cafes that provide a dedicated play area for children, combining leisure for parents and play for kids.
- **Trampoline Parks:** Facilities focused on trampolines but often include other play elements.

Indirect Competitors

- **Schools and Childcare Centers:** These centers may offer play activities as part of their daily programs.
- **After-School Programs:** Facilities that provide playtime and extracurricular activities for school-aged children.
- **Community Centers:** Local government or community-run centers offering various recreational programs and activities.
- **Parks and Playgrounds:** Public outdoor spaces with play structures and open areas for free play.
- **Home Play Equipment:** Parents investing in home-based play equipment like trampolines, swings, and playhouses.
- **Shopping Centers with Play Areas:** Shopping centers that include play zones for children.

Understanding both direct and indirect competitors allows a children's play area business to identify its unique selling propositions (USPs) and develop strategies to differentiate itself in the market. By evaluating the strengths and weaknesses of these competitors, the business can tailor its offerings, marketing strategies and customer engagement efforts to attract and retain its target audience (Walton 2024).

Financial Information

The money required by a business to operate is known as business finance. It is the capital needed for entrepreneurs to launch, manage, and grow their companies. Any business's cornerstone is its finances. Success is almost impossible without solid financial backing Berry-Johnson (2023). Finance is used to buy raw materials, goods, and properties to advance the company. Without sufficient funds available to you and your company, it is impossible for a business to run efficiently. Financially Unity Playground is making a stable and comfortable profit with the help of government funding to get us up and running. Unity Playground is in a good position to expand and improve by retaining customers. Building a reputation that makes us stand out from any other play area by accommodating all needs

will make this business flourish, with the ideal customers behind us. Customers are the making of Unity Playground and if the right market is targeted, we will consistently move forward following projections. Keeping on track of the target finances is essential to have a smooth flow of income.

Events every half-term/weekend on days and times suitable for when children aren't in school to draw people in.

Licenses and Insurance will be fully covered and up to date to ensure the safety and well-being of everyone. All staff will be expected to clean as they go along to minimise cleaning costs throughout the week.

Finance Projection

	Pre-startup	Mont h 1	Mont h 2	Mont h 3	Mont h 4	Mont h 5	Mont h 6	Mont h 7	Mont h 8	Mont h 9	Mont h 10	Mont h 11	Mont h 12	TOTAL
1. CASH IN THE BANK (Beginning of month)	10,000	10,000	7,188	8,106	9,024	9,892	10,860	11,728	12,696	13,684	14,622	15,590	16,558	12 Months
2. COMPANY INCOME														
(a) Cash sales	0	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	38,400
(b) Collections from credit accounts	0													-
(c) Loan or other cash injection														-
3. TOTAL INCOME	-	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	38,400
4. TOTAL AVAILABLE	10,000	13,200	10,388	11,306	12,224	13,092	14,060	14,928	15,896	16,884	17,822	18,790	19,758	
5. COMPANY OUTGOINGS														
(a) Purchases (equipment)														-
Seating Area		800	-	-	-	-	-	-	-	-	-	-	-	800
Role - Play Area		400	-	-	-	-	50	-	-	-	-	-	-	450
Reading Area		300	-	-	-	-	50	-	-	-	-	-	-	350

Premises Licence		800	-	-	-	-	-	-	-	-	-	-	-	800
Rent		516	516	516	516	516	516	516	516	516	516	516	516	6,192
Kitchen Supplies		320	250	250	250	200	200	200	180	180	200	200	200	2,630
Maintenance of Equipment		-	-	-	50	-	-	-	-	50	-	-	-	100
Insurance		750	-	-	-	-	-	-	-	-	-	-	-	750
Installation and Annual Inspection		610	-	-	-	-	-	-	-	-	-	-	-	610
Employee's Salary		516	516	516	516	516	516	516	516	516	516	516	516	6,192
(r) Subtotal	-	5,012	1,282	1,282	1,332	1,232	1,332	1,232	1,212	1,262	1,232	1,232	1,232	18,874
(s) Loan principal payment														-
(t) Capital purchases (specify)														-
(u) Other start-up costs														-
(v) Reserve / Savings														
(w) Owner's withdrawal / salary		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
6. TOTAL PAID OUT	-	6,012	2,282	2,282	2,332	2,232	2,332	2,232	2,212	2,262	2,232	2,232	2,232	30,874
7. FINAL BALANCE (End of month) [4 minus 6]	10,000	7,188	8,106	9,024	9,892	0	8	6	4	2	0	8	6	

Cost £200,000 to start up.

40-50% of revenue comes from refreshments.

25-30% comes from each pay, play and parties.

£2 for under 1's, £4 for 1-5 years, £5 for 5-12 years, discount for siblings - £3.50 per sibling

Entry and Food deal available every Saturday and Half-Term £7 for all ages

Buy an adult meal and get kids meal half price available every Sunday

Food Costs: kids' meals £6 includes side and drink, adult meals range from £6-£9, drinks £1.50 for cans £2 for bottled, £1.20 kids' drinks, £2.50 slush, snacks £1 chocolate bars, £1 crisps and £1 sweets. Bulk buy from supplier to maximise profit.

Ideal Number of Customers

45 customers a day 315 a week on average to make a comfortable profit. Working out what days are most quiet to put on sessions for children who want a quiet day with us. This will provide a steady income stream on all days we are open, rather than a quiet day with no customers.

Maximum Capacity

55 customers maximum, 2-hour slots available to book for everyone to have a chance to come on their desired day.

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Appendices

CV

Jodie Loosmore

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Address: 16 Woodford Road Blaenymaes Swansea

PROFILE

A dedicated and committed business owner wanting to gain qualifications to advance future prospects. Have experience working in child friendly environments. Completed a course about employability skills to maximise my knowledge of employment. Experienced the manager job role gaining aspects of managing skills leading on to becoming a business owner. Optimistic with great communication skills and a desire to strive for equality, with a business that is all for being inclusive and accessible for all.

KEY SKILLS

- Great communication
- Work well in a team
- IT Skills including Microsoft Word, PowerPoint and Excel
- Good at problem solving
- Exceptional understanding of literacy skills

WORK EXPERIENCE

Unity Playground – August 2023 – Current

- Created a business plan
- Currently own and manage my own company

Brodies Playhouse – August 2021 – June 2023

- Worked in all aspects of the play area and worked way up to manager
- Successfully managed my own team
- Learnt about the play area trade, leading to starting a play area business

McDonalds – November 2019 – August 2021

- Learnt how to work on all stations independently including drinks, food, till etc.
- Became a crew trainer to train new colleagues on all stations
- Enrolled on the managers course and completed tasks such as making a floorplan, delegating jobs to the correctly experienced colleagues, doing stock takes etc.
- Trained colleagues to become crew trainers and get all new colleagues trained on all stations effectively
- Left after going on maternity leave to further my management skills in a different work setting

Home Bargains – September 2018 – September 2019

- Worked on the shop floor organising the shelves in a suitable 'easy to find' order

- Ensured cleanliness by wiping down surfaces, sweeping and mopping the floor etc.
- Worked on the tills and served customers helping them pack their shopping
- Delivered outstanding customer service helping with any needs such as showing them where their desired item was

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EDUCATION

Daniel James Comprehensive School – 2008 – 2011

Pentrehafod Comprehensive School – June 2011 – June 2013

QUALIFICATIONS

GCSE'S:

English – B

Maths- D

Science – C

Others:

Level 3 Business Studies

Level 3 Diploma in Play Work (NVQ)

INTERESTS & HOBBIES

- Enjoy taking my dog out for long walks and exploring new dog-friendly areas
- Love listening to music when cleaning and driving
- Finding new recipes for myself and daughter to enjoy, really love cooking
- Taking my daughter to various activities such as swimming and soft play to interact and meet new people

REFERENCES

Paul Elford 1st Assistant Manager, Mcdonalds, TEL: 07757202733

Suzanne Evans Manager, Brodies Funhouse, TEL: 01792389521

PESTLE Analysis Model



SWOT Analysis Model

