

BA Early Years Education & Care

ECGE6002P

Supporting Documents

Sara Llwyd (1908097)
1-20-2021

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Sara Louise Llwyd

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Ceredigion
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Final year Early Years Education and Care Student, due to graduate Summer 2021. Experienced childcare professional, who has combined a successful career with studying and raising a family.

Reliable, organised, punctual and able to prioritise tasks effectively within tight deadlines. Excellent working knowledge of various agencies in the field, such as CIW, Mudiad Meithrin and Flying Start, and the various forms of childcare and education available. Excellent track record of collaborative working with other professionals and parents, and communicating effectively with a wide and varied audience.

I am passionate about quality, sustainable early years provision and how it can benefit the residents of Ceredigion and beyond.

Education & Qualifications

August 2019 – Present

BA Early Years Education and Care University of Wales Trinity Saint David. (Level 5 passed December 2020).

January 2015 - January 2017

Level 3 Diploma for Children's Care, Learning and Development (Wales & Northern Ireland) Ceredigion County Council.

October 2012

Level 3 CYPOP5 module: Understand how to set up a home-based childcare service (Distinction). Ceredigion County Council.

August 2000 - August 2001

NVQ Level 3 Retail Operations Cambrian Training.

September 1995 – January 1998

A Level: English Literature (B); Economic and Social History (E); Psychology (D). Coleg Ceredigion.

September 1990 – June 1995

GCSE: Design and Technology (A); English (A); English Literature (A); German (A); History (A); Welsh (Second language) (A); Geography (B); Religious Studies (B); Science (Double award): (B/B); Mathematics (C). Penglais Comprehensive School.

Experience

October 2020- Present: Childcare and Training Coordinator (Maternity Cover). (Schools' Service Ceredigion County Council).

I organise sector specific training, support childcare settings in completing grant applications and in all aspects of operating a childcare business. I have created briefing sessions to explain the process of becoming a registered childcare provider, and support and mentor during the registration process by helping providers develop policies and procedures and completing the registration process. The entire process from interview through to working as an active member of the Childcare Unit Team has taken place online due to the Covid-19 pandemic.

April 2018 – September 2020: Nursery Assistant/ One to One Assistant (Cylch Meithrin Llanilar).

Provided one to one support for children with additional needs including speech and language delay and autism. Liaised with speech therapists, parents and the Cylch Leader to plan and deliver a programme of activities to aid their development, and offered additional support to allow them to partake in all activities within the setting. Kept detailed records of activities and progress. Planned and undertook activities with groups and individuals. Acted as Cylch Leader in her absence.

September 2018 – February 2019: Bank Assistant (Cylch Meithrin Llangwryfon).

General duties including setting up and carrying out activities within the setting one day a week and when staff attended training courses.

April 2010 – December 2018: Self-employed Childminder.

Launched and established a successful home-based childcare setting that delivered full-time and wraparound care to children from birth to 12 years. Built strong relationships with service users and other local childcare settings. Took sole responsibility for all aspects of the service from delivery to administration and financial aspects.

April 2010 – April 2011 & April 2012 – December 2012: Helping Hands Assistant (Cylch Meithrin Llangwryfon).

Provided one to one support for children with additional needs including speech and language delay and autism. Liaised with speech therapists and play therapists to deliver a programme of activities to aid their development, and offered additional support to allow them to partake in all activities within the setting. Kept detailed records of activities and progress.

1995-1998 – Sales Assistant (part time) (Wendy's Lingerie).

Sales, customer service and general shop duties including taking orders, dealing with customer enquiries and keeping the shop clean and tidy.

1998-2007 – Sales Manager (full time) 2007-2008 (part time) (Wendy's Lingerie).

I trained as a bra fitter and alongside sales and customer service, I was responsible for stock-taking and ordering, and would supervise part-time staff members. I also cashed up and had banking duties when the owner was not present.

Skills and abilities

- Practical childcare experience, developed in different roles within the sector.
- Up to date Paediatric Level 3 First Aid Training, Safeguarding Level 1 and Food Safety Level 2.
- Elklan Speech and Language Training, Relationship Based Play Training and Community Food and Nutrition course
- Experience running a business, including the financial aspects, such as keeping accounts and making grant applications.
- Knowledge and experience of legislation and regulatory bodies in the sector, and producing policies and procedures which reflect this.
- Full, clean driving license
- Welsh Language Alte Level 4 for speaking, reading and writing.

Interests

- Baking and cooking
- Walking in the Ceredigion countryside and on the beaches
- Reading, particularly novels
- Wildlife and animals, including caring for my pet rabbit
- Spending time with my family

Referees

Current Employer:

Mrs Carys Davies

Childcare Manager

Childcare Unit

Schools' Service

Ceredigion County Council

Carys.davies@ceredigion.gov.uk

01545 574106

Educational:

Natalie MacDonald

Programme Director BA early Years Education & Care (2 year)

Natalie.macdonald@uwtsd.ac.uk

01267 676602 (Internal Ext: 6602)

Personal Development Plan: Sara Llwyd

Area for further development	Reason	How this will be achieved	Who/Where?	When?
To achieve an upper classification in my BA in Early Years Education and Care.	To further develop my knowledge and understanding in this field. To embed the higher-level management and leadership skills needed to run a childcare business, and to inspire my staff to extend their qualifications.	Through continued research and study.	University of Wales Trinity Saint David, Carmarthen Campus & Online	July 2021
To further develop my ICT skills and confidence.	With the move to learning and working from home, the need for good ICT skills has become more necessary. It has become increasingly apparent that there are personal and financial benefits to working this way will be useful for planning and running a childcare business moving forwards.	ICT Skills session, to upskill and raise awareness of features in Microsoft programmes.	Ross Phillips, University of Wales Trinity Saint David, online delivery.	January 2021
		Attending training sessions which are regularly available through the intranet, and by asking the IT Department for assistance when needed.	Ceredigion County Council, online delivery. Service desk for any enquiries/problems	Present – August 2021

Date: 16/01/2021

Personal Development Plan: Sara Llwyd

Area for further development	Reason	How this will be achieved	Who/Where?	When?
Increase Knowledge and understanding of social media platforms.	Social media is an effective way of promoting/ marketing a business. Also, of communicating to service users and the wider public, and of recording events and activities.	By setting up accounts on the various platforms and getting advice from contacts, friends and mentors.	Colleagues, other settings with whom I have a good rapport and friends, over the telephone or online.	Present - ongoing
Update Safeguarding qualification.	Current certificate expires end of January. This qualification is mandatory for childcare practitioners.	Attending the next available course.	A new National online Level 2 Safeguarding Training is offered through Ceredigion County Council.	February 2021
Training on employment law and staff management.	To allow me to be a fair and effective employer, who works within the parameters of employment law in Wales.	By using the ACAS website/ phonenumber for advice.	https://www.acas.org.uk/	Present - ongoing
		By joining the FSB and taking advantage of their membership benefits, such as legal advice.	https://www.fsb.org.uk/join-us.html	

Date: 16/01/2021

Business Plan

Name: Sara Llwyd	Contact Details: sara.llwyd@yahoo.co.uk 07805708631
Business Name: Gofal Plant Ystwyth Childcare	Business Address: TBC
Mission Statement: Ystwyth Childcare aims to provide high quality, sustainable and ecologically ethical childcare to children between 6 Months and 12 Years of age. The bilingual Childcare facility will be based within Aberystwyth and will make full use of the unique geographical features that the area offers, including countryside, forestry and beach.	
Aims and Objectives (first six months): To have secured a building from which to offer care, and to have ensured that it is decorated and fitted out in line with the company vision. To be registered as Childcare Provider with CIW. To have an established day care provision for * preschool children, staffed by qualified and dedicated childcare professionals, under my management and guidance.	
Aims and Objectives (first year): To have established a secure customer base and good reputation. To have achieved a very good or excellent quality rating in initial inspection by CIW. To have retained staff and enabled them to access training and development courses to improve provision. To have extended provision to offer after school and holiday provision for school age children up to 12 years.	
Aims and Objectives (year 1-3): To have continued to build on the good reputation built in previous years. To have achieved a very good or excellent quality rating in any further inspections by CIW. To have retained staff and recruited additional staff, who share the company ethos and continue to offer high quality and sustainable childcare. To have offered placements to childcare students from the local colleges to benefit future practitioners and ourselves. To have evolved in line with the latest research on good practice in childcare.	

Market Research:

The Childcare Sufficiency Assessment for Ceredigion (Davies, 2017) highlights a shortage of childcare provision in the Aberystwyth area. This is particularly true for provision delivered through the medium of Welsh. It also noted a lack of after school and holiday provision for children who attend primary school.

Aberystwyth is the hub for a number of large employers, Bronglais Hospital, Aberystwyth University, National Library of Wales, Welsh Government and Ceredigion County Council alongside a number of supermarkets, small and medium sized businesses. None of these employers provide onsite childcare facilities, which means that employees are sourcing childcare from the * nurseries or * childminders in the area, many of whom are at capacity and are operating waiting lists.

Unique Selling Point (USP):

This will be the only Early Years Setting in Aberystwyth that can offer such an advanced ecological ethos and vision on sustainability. With the setting being fitted out for purpose, it will be possible to avoid plastics, use natural materials for fixtures and fittings, and for resources.

Most other settings are either Welsh Medium, and substantially over-subscribed, or English medium with significant use of Welsh. The aim is to provide bilingual care, tailored to the individual service users, with a Welsh Language Policy and the Active Offer.

Use of the unique geographical and environmental factors of the local area will mean that the setting becomes part of the community and will work in harmony with it. Service users will learn the historic, cultural and ecological elements of where they live and how their actions impact upon it.

Marketing:

As well as embracing the internet and social media to promote the business free of charge, I will work actively to connect with the population and to engage with local employers to increase awareness.

A small budget will be earmarked for other forms of advertising, such as flyers, banners and advertisements in local publications.

I have a wide circle of contacts within the sector in Ceredigion, who I can connect with to promote the business, word of mouth and recommendations are still common ways for people to find a childcare service.

SWOT Analysis

<u>Strengths:</u> There is an identified need for Childcare services in this locality. There is an identified need for bilingual provision in this area. Strong USP – Ecologically sound ethos, sustainable, using the outdoors. High local employment, particularly in public sector roles. I have extensive knowledge of the sector and of the local area. I have a wide range of valuable contacts in the field. There are a range of grants available to set up and sustain childcare businesses, with which I am familiar and have good working knowledge.	<u>Weaknesses:</u> High set-up costs. High operational costs, including rent, insurance and staffing. The registration process can be slow and time consuming. There will be ongoing maintenance costs.
<u>Opportunities:</u> This type of business can expand, either through increased opening times, increased staffing which offers more places, or by opening branches on other sites. Chance of partnership working with employers in the area, such as the hospital and university, who may subsidise places for children of their staff who attend the setting. Option to sign up for 30 hours funded Child Care Offer for Wales. Option to offer tax-free childcare to parents.	<u>Threats:</u> Falling birth rates in Ceredigion. The economy has seen a downturn due to Covid-19. There is competition in the field (though it is currently oversubscribed). Finding and retaining well trained and knowledgeable staff. Even well-run establishments are at risk of litigation should an accident or incident occur. Risk that funding will end, particularly with political changes and economic downturn.

Financial Forecast

Outgoing costs	Amount	Incoming	Amount
Rent	£15,000.00	LA Start-up Grant	£5,000.00
Utility bills	£ 2,700.00	LA Sustainability Grant	£5,000.00
Insurance	£2,954.00	Cash introduced (own savings/small loan)	£45,000.00
Staff costs (wages, NI contributions, pension etc.)	£131,040.00	Parent fees (18 children full time & additional fees for CCO funded children)	£237,600.00
Membership fees	£250.00	Childcare Offer Funding (5 children)	£21,600.00
Purchase of equipment and resources	£55,000.00	Flying Start Outreach Funding (2 children)	£17,280.00
Ongoing maintenance/ wear and tear	£7,000.00		
Bank charges, fees and interest payments	£5,000.00		
Total	£218,944.00	Total	£331,480.00

Total Profit: £112,536.00

Summary

Calculations are based on the following:

6 Full-time staff members and 1 supernumerary staff member to cover staff ratios as underlined in National Minimum Standards (Welsh Government, 2016).

Staff wages in excess of National Living Wage to aid staff retention.

25 full-time spaces occupied by 18 fee-paying children, 5 children partially funded by the Childcare Offer for Wales and 2 children funded by the Flying Start Outreach Scheme.

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