

Applied Leadership and Management in the Workplace
Module Assignment Submission

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THE KIDDIE CONCIERGE
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Section 1: Executive summary

The Kiddie Concierge is a mobile creche service aimed towards people holding events mainly focusing on weddings in South Wales. They offer high quality childcare provided by trained, DBS checked and fully qualified staff. It gives the couples, and their guests the flexibility to enjoy the events without worrying about childcare and the children becoming bored and restless during the event. The children will always be onsite in a secure, safe and fun environment.

The business will be highly advertised using social media specifically targeting wedding forums and pages. We have built many good relationships with local Wedding Venues already who will inform couples of our services in wedding meetings, and our website gives a clear idea of pricing and guidelines so the couples are well informed before making any enquiries this will save us and them precious time and resources. As people generally only get married once we plan to build our relationships with the parents of the children who will leave reviews and recommend The Kiddie Concierge to family and friends who are planning events, We will build a parents database which will allow us to send information on our private babysitting services and private hire of our equipment to cover the off season periods.

The events will be run by Linda and her team of 11 qualified staff.

We have startup costs of £15,695 which includes all the toys, necessary safety equipment, Technology and website setup costs, storage unit for equipment to be stored in a safe and clean environment which shall all be purchased prior to the first Event, therefor keeping running costs to a minimum. The startup costs will be covered by Lindas personal savings.

The forecasted annual turnover for the first year is £95,900 with a running cost of £57,822 (£73,517 with the initial outlay)

Section 2: Introduction

The Kiddie Concierge was brought about by Lindas work in the childcare sector and work in hospitality managing events. Personal experience of small and young children becoming bored and restless during these events highlighted the need for onsite childcare arrangements.

2.1 Business Idea

A mobile creche for children up to 12 years old who come to your event to provide a fun experience for the children. Offering high quality, qualified caregivers allowing parents the opportunity to enjoy the event childfree for a few hours. The creche only runs until 9pm allowing parents to take their children back to the party or take advantage of our additional babysitting services when staying onsite.

2.2 Legal status

The Kiddie Concierge will be registered as a sole trader giving Linda full control over business decisions, operations, pricing, marketing, and how the childcare service is delivered, which builds trust with our parents using a hands-on approach. It allows the privacy around finances and decisions made within the business.

2.3 Ownership/ Management

Owned and managed by Linda who has a love of Children and Planning events and many years of experience in both fields. Linda is also a parent herself so understands the anxiety and levels of care parents feel and expect when leaving their children with strangers. There will be an additional 11 members of staff available to work the events on an ad hoc basis.

2.4 Product/service

Each event is tailored to the couples wants and needs with packages available to suit every budget and compliment the luxury of the venue and event. All clients' details are treated with the highest level of confidentiality adhering to GDPR guidelines.

Section 3: Operations

3.1 Income stream?

The additional income stream services Linda will offer are as follows.

Income Stream	Cost per item/Event	Market Price
Activity Pack	£2.50	£10
Goodie Bag	£3.80	£10
Pop up Cinema with popcorn	£10- (after <u>set</u> up cost)	£100
Bouncy Castle	£0 (after <u>set</u> up cost)	£80
Character Appearance	£70	£100
<u>Playstation Area</u>	£0 (after <u>set</u> up cost)	£120
Magician	£150	£200
Balloon Artist	£30	£125
Private Babysitting	£15 per hour	£20 per hour

These services will be advertised on our website and social media and will be available for any event not just our Mobile creche. And will be offered to cover shortfalls outside of the peak season. They will be run by Linda and will therefore incur no additional staff costs.

3.2 Location and Premises

Linda will have a storage unit in Swansea to keep all equipment safe and secure. The service is Mobile and therefore does not need a premises.

3.3 Equipment

All equipment will be purchased prior to the company launching with some small top up purchased throughout the year as predicted in the 12-month cashflow chart. Please see Appendix E for a full equipment list.

3.4 Production and distribution processes

Clients will be able to book appointments online and over the phone. We will keep a paper diary as well as an online diary in the case that there are technical issues there will be a paper copy of requirements for each event.

3.5 People, staff

Linda will employ 11 staff on a part time basis because our events will be mainly based on the weekend. Admin will be done by Linda.

3.6 Suppliers

Linda has designed an activity pack and will keep a high stock of ink and paper as each pack is personalised for each child.

PPE equipment used for nappy changes shall be purchased by wholesale and in high quantities, Nappy disposal sacks will be obtained from the local council.

If Linda was to run out of these there are local stockists for aprons and gloves in places such as the range, Screwfix and Hobbycraft equally ink and paper can also be purchased in these places.

3.7 Systems and processes

The Kiddie Concierge operates a simple booking system, each event is staffed according to legal ratios and managed by qualified, DBS-checked staff. We will follow clear procedures for setup and takedown at the venue. All equipment is cleaned, tracked, and securely transported. Children's records are stored securely with GDPR, and policies cover safeguarding, inclusion, behaviour, and emergency response. Staff performance and client feedback are reviewed regularly to maintain the high standards of care.

3.8 Health & safety, legal compliance

All toys to be cleaned and sterilised by the staff after each event, when changing nappies staff shall wear the appropriate PPE such as gloves and aprons to be changed after each child. Ratios shall be strictly adhered to and the company will be registered with the CIW.

3.9 Licences and Registration

Registration with the Care Inspectorate Wales (CIW).

All staff to have enhanced DBS check and certificate.

The National Minimum Standards as set by the CIW will be met.

The NMS is a document that explains the basic rules that childminders and day care providers must follow when looking after children up to 12 years old in Wales.

(National Minimum Standards for Regulated Childcare (NMS) XXX 2022, n.d.).

3.10 INTERNET

It is important to Linda that The kiddie concierge has an easy-to-use simple website which clearly lists Ratios and costs. Linda shall keep up to date on all social media platforms and display up to date and real reviews from previous clients.

Section 4: Marketing

4.1 How will you market your business?

To advertise the business, Linda will set up pages on all social media platforms regularly updating with images and prices specifically targeting local wedding pages, Linda will form relationships with venues and attend wedding fayres.

4.2 What is your USP (Unique Selling Point)

Providing a safe and fun space for children allowing adults the freedom to enjoy the events without worrying knowing the children are well cared by fully qualified staff whilst still in the same location.

4.3 PESTLE Analysis

Nibusinessinfo.co.uk (2025) tells us that a PESTLE analysis is a helpful tool that helps businesses plan, it looks at external factors that might affect how well a company can perform. I have performed a PESTLE analysis to identify these factors and ways in which we can overcome them.

	Factors to consider	Ways we can overcome these factors
POLITICAL	• Must be registered with Care Inspectorate Wales if you plan to run regularly for longer than 2 hours at a time. • Keeping up to date with Welsh safeguarding expectations • There will be some Bilingual expectations in areas.	• Register with the CIW. • Ensure all staff have up to date training and qualifications. • Use Bilingual forms and employ some staff who are Welsh speaking.
ECOMONIC	• Seasonal income. • Rising fuel, staff and insurance costs. • Eligibility for start-up funding.	• Plan for quieter months such as party hire for equipment. • Regularly review prices based on location and demand. • Apply for grants from Business Wales and startup support
SOCIAL	• Will need to build trust and reputation quickly. • High expectations from parents and clients. • Inclusive Childcare must support all cultures and diverse needs.	• All staff with be DBS checked and qualified. Offer discounts for the first few booking to establish reviews and recommendations from venues. • Include reviews and safety policies on website and include staff photos and qualifications so parents can check ahead and feel confident leaving their children. • Offer packages that include quiet areas and sensory play equipment.
TECHNOLOGICAL	• Clients expect secure and safe booking and payment options • Safeguarding needs a digital and secure signing in and out procedure.	• Use a secure and safe GDPR Compliant booking platform. • Use a tried and tested secure platform such a bright wheel. • (<u>Brightwheel</u> 2025) is a childcare management software programme which manages

		admissions and handles digital check-ins and reports. Specifically designed for preschools and daycares.
LEGAL	• All staff must hold Enhanced DBS checks. • At least one team member must be paediatric first aid trained. • Must have public liability and childcare-specific insurance. • Require parental consent forms, allergy info, and emergency contact details for each child.	• All staff will Hold valid up to date Enhanced DBS. • All staff will have paediatric first aid training. • All insurances will be up to date and will use a childcare specific insurance such as Morton Michael. founded in 1964, Morton Michel has been a trusted provider of insurance, risk management, and support services for 60 years, specially designed for those working in childcare and education (Morton Michel - the UK's Leading Childcare Insurance Specialist, 2025). • Clients will be sent a link to forward to parents that can be completed before the events to ensure that all requirements are met before the event.
ENVIRONMENTAL	• Venues being eco-friendly and having waste disposal policies. • Fuel Consumption from travelling.	• Use biodegradable nappies and have proper disposable bags that be transported from the venue and disposed of properly. • Using a Hybrid vehicle for transportation.

The business will meet these challenges by following rules, building trust, using technology, and being eco-friendly whilst providing great childcare.

4.4 SWOT Analysis

Linda has performed a SWOT analysis to identify any Strengths, weaknesses, opportunities and Threats we may face by addressing these the business can develop and move forward. A SWOT analysis helps you understand your current situation and plan for the future. It highlights your strengths, weaknesses, opportunities, and threats. This helps generate new ideas, take advantage of opportunities, and handle the challenges you may face (NHS Wales, 2025).

Strengths and weakness are Internal factors whilst Opportunities and Threats are External factors.

Strengths • High-end brand image which attracts premium clients. • Personalized, luxury service tailored to special events and VIP families. • Strong focus on safety and professionalism, giving parents peace of mind and flexibility. • Flexible, on-demand service for unique occasions.	Weaknesses • Being a luxury service may limit your customer base. • Niche market could mean slower growth. • Dependence on skilled, trusted staff can make recruitment more difficult. • Limited brand awareness whilst still new or growing the company.
Opportunities • Partnerships with luxury event planners, hotels, and venues to reach ideal clients. • Expand services to include travel nannying, overnight care, premium children's experiences • Use social media to build reputation and trust. • Offer packages for events or special occasions such a holidays or birthdays.	Threats • Competition from established mobile services offering cheaper options. • The Economic financial situation may reduce demand. • Legal or insurance issues could impact operations. • Negative reviews or safety concerns can damage reputation.

From doing this Linda has learnt that the business has lots of potential earning power, but we must keep a good reputation, build trust and keep our costs fair and competitive.

4.5 7 Ps

By using the 7 Ps marketing mix, you can create a comprehensive marketing plan that is tailored to your target audience. (Fashion Marketing Mix, 2023)

4.5.1 Product

A Mobile creche that will come to your event venue to provide safe and trusted childcare with fully qualified childcare professionals for the children attending, Knowing the children are having fun doing fun age-appropriate activities will allow the parents to relax and enjoy the event without worrying about where the children are and what they are doing. We also offer out of hours babysitting services allowing parents to carry on their evening whilst we get the little ones to sleep. Prices are competitive and payable in advance with payment plans in place.

4.5.2 People

Fully qualified staff in childcare, Paediatric first aid and food safety, all staff will also have Full enhanced DBS checks. They will have branded uniform and name tags making them easily identifiable. They will interact and introduce themselves to the parents, and we will have staff photos and relevant information about them on our website for parents to look at before the event, so they feel confident leaving their children in our care.

4.5.3 Physical Evidence

We will have a folder available for parents to look through with each staff member having a section dedicated to them it will include a photo and copies of all relevant training certificates.

Branded uniform and name tags for all staff.

4.5.4 Process

Clients will be able to find us through our social media platforms, website, wedding planning events and through venue and wedding planner recommendations. Our prices will be actively displayed and include some additional extras they can read through these allowing them to know the true cost before committing once they have booked, we will confirm how many children will be attending and ages and check that the staff number they have selected falls within the legal ratios. They will be sent a link to forward on to the parents which will contain a pre-registration this will have the child's name, age, toileting needs (still in nappies, toilet trained) and comforters they require to bring them and allergy information. Please see appendix B for copy of this form.

4.5.5 Promotion

Social media platforms, local advertising in wedding planning online forums, attending wedding fayres which will show our set ups and equipment having activities and staff available for children attending to join in. Recommendations from wedding planners and venues we have worked with and collaboration with local Social Media Influencers.

4.5.6 Place

Booking online through our website, I have a strong social media presence showcasing our event setups and reviews.

4.5.7 Price

Competitive pricing but at a cost that reflects the high quality of childcare they will receive, there will be packages available to suit all budgets and event sizes, these prices will cover costs of staff, equipment maintenance, transport to the venue and cleaning of the equipment after each event.

4.6 Competitor Analysis

Tasner (2023) tells us that is important to undergo a competitor analysis to gain the upper hand and offer unique packages that gain the clients interest.

Who are our competitors?

There are 7 main companies that offer this service in South Wales, although as none are based in Swansea these companies charge a large fee to travel into the city.

Direct Competitors

- Tinies
- Nova Event Childcare
- Celebration creches
- Harmony at home

Indirect Competitors

- The couples daily Childminder
- Private Nannies
- Private Babysitters

What threats do they pose?

They are well established and have a strong online presence. They can offer more competitive rates and already have a relationship with some local venues.

What is the profile of our competitors?

Whilst many are small independent companies there is 1called Tinies that is a well-known agency within the childcare community these have more access to staff and can offer a heavily discounted rate. All have relevant qualified staff and offer the same level of care.

What are the objectives of our competitors?

They are targeted towards people planning an event and parents looking for childcare.

What strategies are our competitors pursuing and how successful are these strategies?

They have social media pages and appear at the top of google searches, some offer a discount when booking additional hours and packages.

4.7 What are the strengths and weaknesses of our competitors?

Strengths

- Relationships with venues
- Already Established
- Staff are experienced with running childcare at events.

Weaknesses

- Websites do not give a clear pricing structure.
- Far away from my local area so have a travel fee
- Many only cater for small groups of children.

4.8 What is your specific market segment?

Linda is specifically targeting couples who are getting married and planning on spending more than 20k on their weddings. Linda is focusing on couples who are planning on having children at their weddings and who are looking for options for the adults to have an enjoyable time without the stress and worry of finding reliable childcare. These will tend to be higher end weddings with people who have large families and do not want the children excluded or understand that childcare may present an issue when the whole family is attending the same wedding. She is not targeting Couples who have a very tight and small budget.

4.9 Target Market

This is the specific group of people that Linda is planning on attracting to The Kiddie Concierge.

4.9.1 Who,

Couples getting married in any of Swansea's beautiful wedding venues or surrounding area.

4.9.2 what,

High quality childcare which is personalized to the client's needs and wants at an affordable and competitive price.

4.9.3 where are you targeting?

Local venues within a 50 miles radius such as Morgans Hotel, The King Arthur hotel, Oldwalls and the orangery at Margam.

4.10 What is the size of your market?

As Freeman, (2023) tells us there were 1,123 Marriages in Swansea in 2019 Which is the 2nd highest in Wales. There are more than 50 wedding venues within a 50 mile radius of Swansea with many people from surrounding villages and towns choosing the city as their venue of choice due to the close proximity to the motorway, abundance of affordable overnight accommodation and the beauty of the available venues. In a 2019 article for Hitched magazine Magill (2019) listed the top 16 venues in South Wales with 2 of the top 4 being in Swansea and many others being a short drive away well within a 50 mile radius.

4.11 Market Positioning

The Kiddie Concierge will adopt a differentiation business strategy this will position us as a unique and different company and clients will expect to pay a little more Market differentiation is about standing out by offering unique products, features, or value that set your business apart from competitors and attract customers (Buijs, 2023).

4.12 Marketing objective and tactic

Marketing Objectives are clear actionable targets designed to provide not just overall direction, but clear and specific actions. They are specific, measurable, attainable, relevant, and time-based (Smith, 2025).

We will use a mix of online and offline marketing to reach people planning events, event planners and venues. This will include social media, paid ads and working with influencers. Our goal is to help more people learn about The Kiddie Concierge and turn them into loyal clients by implementing the following,

Increase brand awareness by 40% in 6 months through social media, local marketing and attending wedding Fayres alongside personal recommendations.

Gain 1,000 new social media followers in 3 months via consistent posting, advertising on wedding forums and pages and the use of paid ads.

Form 10 new partnerships with luxury hotels, venues, or event planners every 6 months.

Build an easy-to-use website with prices and terms and conditions clearly displayed.

Collaborate with 2 local events influencers or luxury lifestyle bloggers for sponsored content or reviews within 6 months.

4.13 Sales forecast

Here is a brief outline of projected sales for the first 12 months of trading.

Month	Forecast Revenue
1	£3050
2	£3,607
3	£3,720
4	£4,840
5	£5,400
6	£8,370
7	£13.140
8	£12,850
9	£12,450
10	£12,300
11	£5,160
12	£10,950
Total	95,900

This revenue comes from a mix of Events and varying income stream such as private hire, babysitting and activity packs please see the full breakdown in Appendix C.

4.14 Timeline and Budget

This timeline outlines the key milestones planned across the first 12 months of operation. to support business growth, increase brand visibility, and ensure consistent service delivery as demand increases.

Month	Timeline and Milestones
1	Launch Business, attend first events.
2	Client feedback and grow social media presence.
3	Begin building a regular client base, start sending first emails with private hire options.
4	Start building relationships with social media influencers and Venue co-ordinators.
5	Midyear review of what has worked so far, evaluate and analyse client feedback.
6	Upgrade Electrical Appliances as we reach Peak season.
7	Upgrade Toys, <u>books</u> and games alongside uniform for staff.
8	Reflection of client feedback, use this to research options for Year 2.
9	Analyse and reflect on Finance so far, look at new pricing strategies for year 2.
10	Holiday promotions, client retention efforts.
11	Prepare for Christmas & New Year service Alongside brainstorming ideas for year 2.
12	Annual review, evaluate what worked and did not work update business plan ready for year 2.

Following this plan will help the business grow steadily and offer high-quality services throughout the year.

Please find below a projected budget for the first 12 months.

Expense Category	Yearly Estimate
Toys/Games/Books	£1,650
Electrical	£1,400
Vehicle/Petrol/Insurance	£2,370
Soft play/Bounce	£120
Pop up Cinema	200
Craft/Playdough	£1,120
Uniforms	£500
Activity packs and Goodie Bags	£3,875
Fayre Stall Hire and advertising	£2,300
Storage unit Hire	£1,920
Wages	£40,567
Cleaning/Insurance/Bills	£1,800

From this budget our largest outgoings will be on staff wages.

Section 5: Revenue and Pricing Strategy

5.1 How did you arrive at your pricing strategy?

Linda has based the pricing based on 2 factors the first being the package that the clients want there are packages to suit each budget and ensure that all costs are covered, the second being how many they staff they need. The staff is a legal requirement and depending on the number of children is non-negotiable. The staff costs allow for extra time to set up and clean and pack away at the end of each event.

5.2 How much will you charge for your goods and services?

Prices will vary for each event. The clients will receive a list of packages available. When they have finalised the number of children and ages, Linda will then be able to confirm the number of additional staff needed to fit within legal ratios. Please see Appendix A for the full breakdown of these prices that the clients will receive.

5.3 Income streams and Pricing

The table below details the cost for the Additional services offered and the Market prices The Kiddie Concierge would be charging.

Income Stream	Cost per item/Event	Market Price
Activity Pack	£2.50	£10
Goodie Bag	£3.80	£10
Pop up Cinema with popcorn	£10- (after <u>set</u> up cost)	£100
Bouncy Castle	£0 (after <u>set</u> up cost)	£80
Character Appearance	£70	£100
<u>Playstation Area</u>	£0 (after <u>set</u> up cost)	£120
Magician	£150	£200
Balloon Artist	£30	£125
Private Babysitting	£15 per hour	£20 per hour

As you can tell from the Table above there is a lot of profit to be made from the additional income streams offered whilst still being competitive whilst adopting a Neutral pricing strategy.

Section 6: Financial Information

6.1 12 Month projected Cashflow chart.

The table below details the projected cashflow for The Kiddie Concierges first 12 Months of trading.

Monthly Cashflow Projection														
	Pre-startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
1. CASH IN BANK (Beginning of month)	16,000	305	380	385	340	1,321	2,201	2,963	5,877	9,970	14,024	18,010	18,047	
2. INCOME														
(a) Cash sales		3,050	3,670	3,720	4,840	5,400	8,370	13,140	12,850	12,450	12,300	5,160	10,950	95,900
(b) Collections from credit accounts														
(c) Loan or other cash injection														
3. TOTAL Income (a+b+c)		3,050	3,670	3,720	4,840	5,400	8,370	13,140	12,850	12,450	12,300	5,160	10,950	95,900
4. TOTAL AVAILABLE (Total Income Plus CASH IN BANK)	16,000	3,355	4,050	4,150	5,180	6,721	10,571	16,103	18,727	22,420	26,324	23,170	28,997	
5. OUTGOINGS (and Pre-Startup)														
TOYS/GAMES/BOOKS	3,470			200				1,000			350		100	5,120
ELECTRICAL	2,000						1,000						400	3,400
VECHICLE/PETROL/INSURANCE	7,000	150	150	150	200	220	250	250	250	200	200	150	200	9,370
SOFTPLAY/BOUNCE	665			40				40				40		785
CINEMA	330								200					530
CRAFT/PLAYDOUGH	380		60	60	60	100	140	140	140	140	100	80	100	1,500
UNIFORM	650							500						1,150
ACTIVITY PACK/GOODIE BAG	500					125	375	546	614	565	1,200	200	250	4,375
FAYRE STALL HIRE		350	250	350						300	400	300	350	2,300
STORAGE UNIT	200	160	160	160	160	160	160	160	160	160	160	160	160	2,120
WAGES		1,665	2,145	1,905	2,539	2,265	3,533	5,440	5,243	4,881	3,754	2,543	4,654	40,567
CLEANING/INSURANCE/BILLS	500	150	150	150	150	150	150	150	150	150	150	150	150	2,300
6. Outgoings Sub Total	15,695	2,475	2,915	3,015	3,109	3,020	5,608	8,226	6,757	6,396	6,314	3,623	6,364	75,575
Loan principal payment														
Capital purchases (specify)														
Other start-up costs														
Reserve / Savings														
Owner's withdrawal		500	750	750	750	1,500	2,000	2,000	2,000	2,000	2,000	1,500	2,000	17,750
7. TOTAL OUTGOINGS (Total Paid Out)	15,695	2,975	3,665	3,765	3,859	4,520	7,608	10,226	8,757	8,396	8,314	5,123	8,364	93,325
8. FINAL BALANCE (Total Available - Total Outgoings)	305	380	385	340	1,321	2,201	2,963	5,877	9,970	14,024	18,010	18,047	20,633	

6.2 Breakdown of finance

Below you will find a structured financial breakdown for the first 12 months.

6.2.1 Cashflow

The cashflow shows a slow start with small profits in the first few months, income rises steadily from Month 5 during the busy wedding season. The highest profits are seen between Months 7 and 10. By the end of the year, revenue totals £95,900 with £75,575 in outgoings, leaving a healthy profit of £20,325. the business will continue to grow from the previously mentioned other Income streams from the large database we have built over the previous months.

Month	Revenue in	Outgoings	Cashflow
1	£3,050	£2,975	£75
2	£3,670	£3,665	£5
3	£3,720	£3,765	£-45
4	£4,840	£3,859	£981
5	£5,400	£4,520	£880
6	£8,370	£7,608	£762
7	£13,140	£10,226	£2,914
8	£12,850	£8,757	£4,093
9	£12,450	£8,396	£4,054
10	£12,300	£8,314	£3,986
11	£5,160	£5,123	£37
12	£10,950	£8,364	£2,586
Totals	£95,900	£75,575	£20,325

6.2.2 Turnover

Month	Revenue	Outgoing	Net Earnings
1	£3,050	£2,975	£75
2	£3,670	£3,665	£5
3	£3,720	£3,765	£-45
4	£4,840	£3,859	£981
5	£5,400	£4,520	£880
6	£8,370	£7,608	£762
7	£13,140	£10,226	£2,914
8	£12,850	£8,757	£4,093
9	£12,450	£8,396	£4,054
10	£12,300	£8,314	£3,986
11	£5,160	£5,123	£37
12	£10,950	£8,364	£2,586
Totals	£95,900	£75,575	£20,325

The Kiddie Concierge expects a steady revenue increase during the wedding season (Months 5–9), averaging £12,500 monthly. A dip is anticipated in month 11, with a brief rise in Month 12 for Christmas events. To boost off-peak income, Linda will offer seasonal services like Halloween and Christmas party packages, including pop-up cinema hire and goodie bags. By this time, she will have built a strong client base and email list to promote private babysitting and party services, helping maintain steady income as the business enters its second year (there is an option to sign up for emails in the pre-registration form in appendix B).

6.2.3 Profit and loss

Month	Income	Expenses	Profit/Loss
1	£3,050	£2,975	£75
2	£3,670	£3,665	£5
3	£3,720	£3,765	£-45
4	£4,840	£3,859	£981
5	£5,400	£4,520	£880
6	£8,370	£7,608	£762
7	£13,140	£10,226	£2,914
8	£12,850	£8,757	£4,093
9	£12,450	£8,396	£4,054
10	£12,300	£8,314	£3,986
11	£5,160	£5,123	£37
12	£10,950	£8,364	£2,586
Totals	£95,900	£75,575	£20,325

The Kiddie concierge will start making a very small profit after the first month of £75 with a slight loss of £45 in Month 4, It then picks up again in month 5 and then steadily increases each month they project to see quite a significant increase hitting a profit of £2914 by Month 7. By the end of month 12 the projected Revenue is £95,900 with the total outgoings at £75,575 this leaves a total profit of £20.325 for the year.

6.2.4 Breakeven point

Fixed monthly costs: £310.

Total Revenue: £95,900

The following are based on 56 events over a 12-month period with added extras (as detailed in Appendix D)

Average selling price: £1,712.50

Variable Costs £966.05

Profit per Event £740.92

To breakeven we must cover 0.42 events a month. (fixed monthly cost £310 / profit per event £740.92=0.41)

6.3 What is the ideal number of customers/products sold you need to make a comfortable living?

For Linda to make a comfortable living of £2,500 per month and the business to be successful The Ideal number of Events The Kiddie Concierge needs to do each month is 2.02 Events per month.

Total costs including fixed and variable £971.58 + desired profit £2,500/ average selling price £1,712.50=2.02 events per month

6.4 Maximum number of Events

The Kiddie concierge could comfortably undertake a total of 92 events per year allowing for 6 weeks off for Holidays and illness allowing a projected income based on the averages above the potential income revenue could be £157,550 allowing a total profit of £68,164 a year.

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Section 8: Appendix

8.1 Appendix A Price list packages and staff

Please select the package you require and then check the legal ratios to determine the number of staff you will need for your event. The minimum number of children we can cater for is 2 and the maximum 35.

All packages include 2 staff for up to 4 hours.

Bronze £550

Basic Craft activities- colouring and collage making

Small basic soft play set up.

Fancy dress corner.

Book corner

Games table.

Baby sensory area

Age-appropriate toys

Silver £650

Craft activities -colouring, collages, Mask and crown making.

Enclosed soft play set up with ball pit.

Fancy dress corner.

Book corner

Games table.

Baby sensory area

Organic play dough

Age-appropriate toys

Gold £700

Craft activities-colouring, collages, mask and crown making, beading.

Enclosed soft play set up with ball pit and bouncy castle.

Fancy dress corner.

Book corner

Games table.

Baby sensory area

Organic play dough

Age-appropriate toys

Platinum £950

Craft activities-colouring, collages, mask and crown making, beading.

Enclosed soft play set up with ball pit and bouncy castle.

Fancy dress corner.

Book corner

Games table.

Baby sensory area

Organic play dough

Age-appropriate toys

Pop up cinema with popcorn

PlayStation 5 area

Jewellery making station.

All packages come with up to 2 luxury travel cots for children up to 5 years old and we will provide aprons for all craft activities.

Add on and extras- you are welcome to add any of these extras onto any of our packages.

Pop up cinema experience with popcorn	£100
Bouncy castle (for duration)	£80
PlayStation 5 with games (over 7s only)	£120
Jewellery making (over 7s only)	£50
Magician (1 hour)	£200
Balloon artist (1 hour)	£125
Character appearance (1 hour)	£100
Goodie bags for children to take away	£10 per child.
Personalised activity packs to keep.	
Children entertained at the table for	
Wedding breakfast and speeches.	£10 per child.

We are happy to work with your venue to arrange an evening buffet within our space. However, we cannot provide formula milk, baby food or nappies.

Our events can run for 2-4 hours depending on your personal preference most people like this to start around 5pm after the wedding breakfast has commenced and the latest, we will finish is 9pm. However, you can choose the hours that suit your event between the hours of 11am and 9pm. if you guests would like their children cared for by our qualified staff after these times in the privacy of their hotel rooms this can be arranged at an additional cost until 1am and must be arranged in advance.

1 child- £20 per hour

2 Children £30 per hour

3 children £35 per hour

Ratios

3 months old – 5 years	1 Staff to every 3 children
5 years – 12 years	1 Staff to every 4 children

Extra Staff

	2 Hours	3 Hours	4 Hours
3 staff	£200	£250	£300
4 staff	£250	£300	£350
5 staff	£300	£350	£400
6 staff	£350	£400	£450
7 staff	£400	£450	£500
8 staff	£450	£500	£550

Please allow an extra member of staff to keep ratios intact should a staff member need to leave the room to change nappies or come to the event hall to contact a parent.

8.3 Appendix B Pre-registration form

The Kiddie Concierge: Mobile Crèche Pre-Registration Form

Event Holders Name: _____

Date: _____

Location: _____

Child's Information

Full Name: _____

Date of Birth: ____ / ____ / ____

Age: _____ years _____ months

Gender: ☐ Male ☐ Female ☐ Other

Home Address:

Primary Language Spoken: _____

Parent/Guardian Information

Parent/Guardian Name: _____

Relationship to Child: _____

Mobile Number: _____

Email Address: _____

Alternative Emergency Contact:

Name: _____

Phone Number: _____

Relationship to child: _____

Medical & Health Information

Does your child have any allergies?

☐ Yes ☐ No

If yes, please list and explain:

Medical conditions or special needs (including behavioural/developmental):

Medications required during care?

☐ Yes ☐ No

If yes, list medication, dosage, and administration details:

Is your child up to date with vaccinations?

☐ Yes ☐ No

Dietary Requirements or Restrictions:

Comfort & Routine

Does your child use a comforter item (dummy, blanket, toy)?

☐ Yes ☐ No – If yes, please describe: _____

Nap Times (for children under 5):

Toileting Information (please tick):

☐ Nappies ☐ Potty training ☐ Independent.

Babies Feeding Information (please tick)

☐ Formula Bottle Fed ☐ Exclusively breast fed ☐ Expressed Bottle fed

Food Feeding information

☐ Milk feed only ☐ weaning ☐ baby led weaning ☐ Needs feeding ☐ can self-feed but may need some help ☐ Independent

Permissions

☐ I give permission for my child to be photographed during the event.

☐ I give permission for first aid to be administered if necessary.

☐ I understand that my child will only be released to the named parent/guardian or emergency contact.

☐ I confirm that the information provided is accurate and up to date.

☐ Please add us to your database to get information on our private and private hire services.

Signature of Parent/Guardian: _____

Date: ____ / ____ / ____

8.3 Appendix C Projection of booking in the first 12 months

Month 1

1 x Bronze package with 6 additional staff

1 x Gold package with 8 additional staff

1 x Silver package with 3 additional staff

3 x Private Hire Cinema pop up.

Month 2

1 x Bronze package with 3 additional staff

1 x Silver package with 6 additional staff

1 x Platinum package with 6 additional staff

4 X Private babysitting

Month 3

1 x Bronze package with 4 additional staff

1 x Gold package with 3 additional staff
1 x Platinum package with 8 additional staff
3 X Private babysitting

Month 4

1 x Silver package with 4 additional staff
1 x Platinum package with 4 additional staff
1 x Gold package with 7 additional staff
1 x Silver package with 6 additional staff
3 x private babysitting

Month 5

1 x Gold package with 3 additional staff
1 x Platinum package with 6 additional staff
1 x Platinum package with additional staff
3 x private hire pop up cinema
50 x Activity packs
10 x Private babysitting

Month 6

2 x Platinum Package with 6 additional staff
1 X Gold Package with 3 additional staff
1 x Gold Package with 8 additional staff
1 x Bronze package with 3 additional staff
150 x Activity packs
1 x private hire PS5
10 x private babysitting

Month 7

2 x Platinum package with 7 additional staff
1 x Platinum package with 6 additional staff
3 x Gold package with 7 additional staff
1 x Gold package with 8 additional staff
150 x Activity packs
45 x Goodie bags

18 x Private Babysitting

Month 8

3 x Platinum package with 7 additional staff

1 x Gold package with 5 additional staff

1 x Gold package with 4 additional staff

1 x Bronze package with 3 additional staff

1 x Silver package with 3 additional staff

200 x Activity packs

30 x Goodie bags

6 x Private hire pop up cinema

20 x private babysitting

Month 9

2 x Platinum package with 7 additional staff

2 x Platinum package with 6 additional staff

2 x Silver package with 4 additional staff

1 x Silver package with 6 additional staff

100 x Activity packs

50 x Goodie bags

4 x Private hire pop up cinema

1 x PS5 private hire

10 x private babysitting

Month 10

3 x Platinum package with 6 additional staff

2 x Silver package with 4 additional staff

100 x Activity packs

250 x Goodie bags

14 x private hire pop up cinema

15 x private babysitting

Month 11

1 x Gold package with 3 additional staff

3 x Bronze package with 4 additional staff

20 x Activity packs
3 x private hire pop up cinema
12 x private babysitting

Month 12

3 x Gold package with 6 additional staff
2 x Platinum package with 4 additional staff
100 x Activity packs
14 x private hire pop up cinema
1 x PS5 private hire
30 x private babysitting

8.4 Appendix D C.V

Linda Cullen

Swansea

Lindajcullen0223@live.co.uk 07999349623

Work Experience

Events Manager

Morgans Hotel-Swansea

December 2020 to May 2025

- Planning, coordinating and executing a large portfolio of events including high-profile weddings, VIP parties, corporate balls, sporting functions, and bespoke private gatherings.
- Act as the primary liaison for clients, delivering a personalised service that reflects the hotel's five-star standards and exceeds guest expectations.
- Collaborate with internal departments (catering, front-of-house, housekeeping, marketing) and external vendors to ensure seamless event delivery from concept to completion.
- Manage budgets ranging from £10K to £250K+, ensuring financial precision while maintaining exceptional quality and guest experience.
- Design custom event experiences tailored to each client, incorporating luxury décor, entertainment and gourmet dining.

- Supervise and mentor a dedicated events team, upholding high standards of service, discretion, and professionalism at all times.
- Coordinate with celebrity handlers, sports teams, and VIP guests, ensuring privacy, logistics, and elevated service requirements are flawlessly met.
- Track KPIs, post-event evaluations, and client feedback to continuously refine offerings and uphold the hotel's reputation as a premier events destination.

Nursery Assistant Manager

Pippa Poppins Day Nursey London

April 2008-March 2018

- Support the Nursery Manager in the day-to-day running of a busy early years setting, ensuring the highest standards of care, education, and compliance across all age groups (0–5 years).
- Lead and mentor a team of early years practitioners, providing guidance, supervision, and ongoing support to promote professional development and a positive working environment.
- Oversee planning and implementation of EYFS curriculum, ensuring activities are inclusive, engaging, and tailored to support each child's individual learning journey.
- Act as Designated Safeguarding Lead, ensuring all safeguarding procedures are followed, concerns are addressed promptly, and staff remain up to date on policies and training.
- Conduct regular audits, risk assessments, and health & safety checks, maintaining a safe and welcoming environment for children, families, and staff.
- Build and maintain strong relationships with parents and carers, offering regular updates, progress reports, and support through open communication and parent meetings.
- Assist with recruitment, inductions, staff rotas, and performance reviews, helping to ensure the nursery operates smoothly and efficiently.
- Support with inspections and regulatory compliance (e.g. Ofsted), contributing to successful outcomes and continuous improvement across the setting.

Nursery Nurse

Pippa Poppins Day Nursey London

April 2004-March 2008

- Provide attentive, nurturing care to children aged 0–5, supporting their emotional, physical, and cognitive development in line with the Early Years Foundation Stage (EYFS) framework.
- Plan and deliver engaging, age-appropriate activities that promote learning through play and stimulate curiosity, creativity, and independence.
- Conduct daily observations and assessments, tracking developmental milestones and tailoring learning plans to individual needs.
- Build strong, trusting relationships with children and their families, ensuring consistent communication and a warm, welcoming environment.
- Collaborate with a multidisciplinary team to maintain a safe, stimulating, and inclusive setting, adhering to all safeguarding, health, and hygiene protocols.
- Support transitions, including settling-in periods and progression to school, ensuring each child feels secure, confident, and understood.
- Maintain detailed records and contribute to regular reports for parents, carers, and external agencies where appropriate.

Education and Qualifications

Diploma in Childcare and Education

Kingston College

Certifications and Licenses

Personal Licence

Present

Paediatric First Aid

Present

8.5 Appendix E Equipment list

Infants (3–18 months)

- Soft sensory toys (crinkle fabric, rattles, textured toys)
- Cloth books / baby board books
- Stacking cups or nesting toys
- Teething rings
- Soft baby dolls
- Shape sorters

- Baby mirrors
- Soft blocks
- Portable baby gyms / tummy time mats
- Jumperoo
- Travel Cots

Toddlers (18 months – 3 years)

- Push-along toys
- Chunky wooden or foam puzzles
- Duplo blocks or large building sets
- Pretend food and small kitchen accessories
- Small soft dolls with outfits
- Musical instruments (shakers, tambourines)
- Pop-up books
- Small role-play sets (doctor kit, tea set)
- Simple lacing toys or threading beads

Preschoolers (3 – 5 years)

- Play kitchen
- Pretend play costumes (vet, superhero, princess, firefighter)
- Small dollhouse and dolls
- Magnetic drawing boards
- Educational board games (memory games, matching pairs)
- Wooden or foam building blocks
- Animal figures and small-world play sets (zoo, farm)
- Felt story boards with characters
- Mini puppet theatre and hand puppets
- Portable whiteboard and markers

Early Primary (6 – 9 years)

- Card games (Uno, Snap, Go Fish)
- Travel-size board games (Connect 4, Guess Who, etc.)
- Small puzzles
- Dry-erase activity books
- Fancy dress accessories (hats, capes, masks)
- Role-play kits (shopkeeper, spy kit, detective)

- Story cubes or storytelling cards
- Small handheld fidget toys for quiet time

Older Kids (10 – 12 years)

- Brain teaser games (IQ puzzles, travel Sudoku, logic games)
- Sketch pads and drawing tools
- Magnetic tangram puzzles
- Mini science kits or STEM activity cards
- Origami kits
- Interactive storytelling games or cards
- Portable trivia and quiz games
- Age-appropriate books or comic books
- Notebook and pens for journaling or drawing

Pop up Cinema

- Projector
- Inflatable Screen
- Microwavable Popcorn
- Paper bag for Popcorn

Soft Play and Bouncy Castle

- Bouncy Castle
- Soft play blocks (foam-filled, wipe-clean PVC, various shapes)
- Soft play mats (interlocking or rollable, non-slip base)
- Ball pit with soft balls (pop-up or inflatable)
- Soft climber ramp or wedge
- Soft play tunnel (foldable)
- Soft animal rockers or themed shapes
- Ride-on toys (foam or small plastic, no pedals)
- Folding Surround

Activity Packs/Goodie Bags

- Plastic Wrap
- Paper
- Printer

- Ink
- Small crayon packs
- Laptop for designing
- Sweets
- Small toys
- Individual bubbles

PPE and Cleaning

- Disposable aprons
- Latex free disposable gloves
- Blue roll
- Milton
- Antibacterial sprays
- Face masks
- Hand soap
- Paper towels

Craft and Playdough

- Aprons
- Table covers
- Crayons, coloured pencils, felt tip pens
- Glue sticks
- Coloured paper and card (A4 and pre-cut shapes)
- Craft foam sheets
- Foam crown and masks
- Tissue paper, cellophane, and crepe paper
- Pipe cleaners, pom-poms, googly eyes
- Stickers
- Lollipop sticks, craft sticks, paper straws
- Buttons, sequins, beads
- Stampers and ink pads
- Ribbons, yarn, string, and twine
- Playdough cutters and rollers
- Plain flour
- Salt
- Vegetable oil
- Plastic box for transporting

- Jewellery making equipment

Transport and Storage

- Van
- Stackable Storage boxes
- Trolley

Electrical

- Laptop
- iPad
- Printer
- Small Fridge
- PS5
- Small Tv
- PS5 Controller
- PS5 Games

Admin

- Laptop
- Printer
- Ink
- Paper
- iPad
- Diary
- Folder for Permission slips and parent's info