

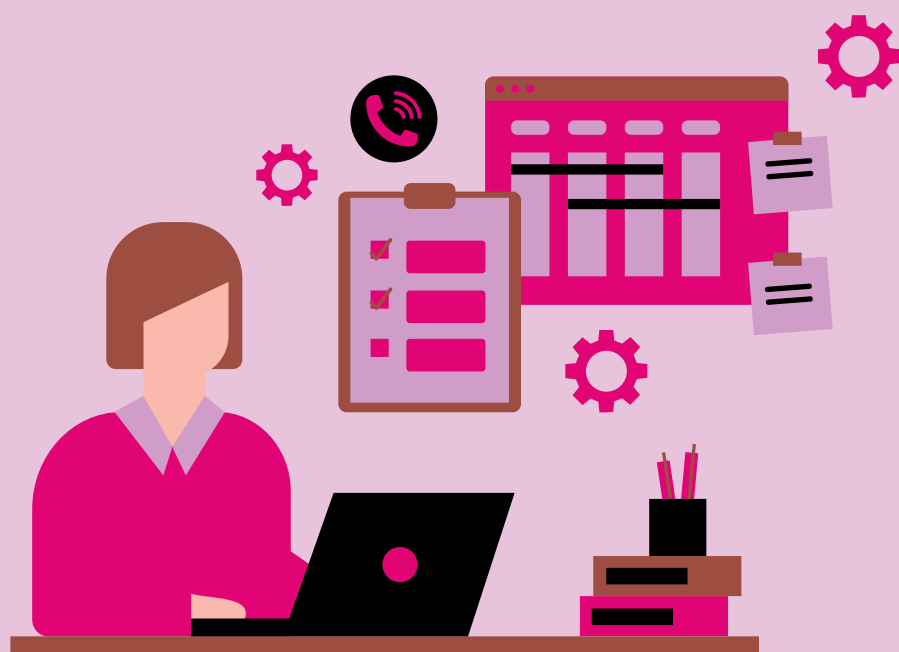
Financial Sustainability

Top Tips For School-based Nurseries

1 Use break-even analysis

Calculate the minimum occupancy needed to cover staffing and overheads.

This ensures your nursery remains financially viable even during periods of fluctuating demand.



4 Consider appointing an administrator

Employ someone with expertise in early years funding and occupancy management.

Their role can be crucial in navigating funding streams and ensuring smooth operations.



2 Leverage shared school resources

Consider integrating utilities, admin teams and leadership structures with your school to reduce costs and streamline operations.

3 Highlight your unique strengths

You may want to promote distinctive features like Forest School accreditation or flexible wraparound care options to stand out in a competitive local market.



5 Maximise outreach and visibility

Hosting weekly open mornings, maintaining a photo-rich website, and distributing flyers in spaces such as GP surgeries, Family Hubs and Children's Centres can all help reach parents in your area.

6 Plan for holiday provision strategically

Decide early whether your nursery will operate term-time only or year-round.

This affects staffing contracts, budgeting, and the ability to offer continuity for children and families.