

Making a Difference to Childminding in Scotland

Scottish Childminding Association
Annual Report 2019-2020

Annual Finance Report 2019-2020

Income and Expenditure Accounts for the Year
Ended 31 March 2020

	2019	2020
Incoming Resources		
Incoming resources from generated funds		
Voluntary Income		
Memberships and Subscriptions and Gift Aid	219,379	182,353
Other Grants	46,287	89,912
CYPFEIF Core Funding	285,000	285,000
Activities for Generating Funds		
Project and Service Agreement and Administration	137,576	171,795
Income from Insurance Sales	149,496	142,811
Sales of Publications	57,382	43,619
Conference Receipts	16,810	13,685
Advertising	3,800	750
Delivering Training to SCMA Members	82,333	74,213
Investment Income		
Deposit Account Interest	7,653	7,251
Incoming Resources from Charitable Activities		
Project and Service Agreement Funding (excluding fees)	649,567	796,261
Total Incoming Resources	1,655,283	1,807,650
Resources Expended		
Charitable Activities	619,496	797,251
Generating Funds	771,169	738,159
Support Costs	102,167	117,118
Governance	111,388	103,413
Total Resources Expended	1,604,220	1,755,941
Net Incoming / (outgoing) resources	51,063	51,709
*Total Funds (brought forward)	1,001,346	1,053,055

* Reserves carried forward are necessary to help safeguard an organisation in the event of unforeseen circumstances.

Making a difference

A message from Graeme McAlister,
Chief Executive of SCMA

After taking up post in April 2019, I made it a priority to meet with staff, SCMA Board Members and as many SCMA members as possible. While taking time to embed myself gradually within the organisation, a number of our challenges – including the declining childminding workforce and the ongoing implementation of ELC - demanded urgent attention. As members will be aware, I don't have a childminding or childcare background and was appointed on the basis of my experience in membership and influencing change in different sectors and areas; expertise in childminding exists within you (our members) and our experienced staff. It is my responsibility to tap into this. As such, it was clear that SCMA had ambitions to build on the solid foundations to date, to strengthen what we do for members and to increase the value of childminding.

While those who know childminding get it and understand the many benefits of this unique form of childcare, too many don't. And this is what we need to change. We're also aware that for too long childminding has been viewed by some as a lesser form of childcare. Recognising that this will not be achieved overnight, we have spent much of 2019-20 working behind the scenes to develop an ambitious new three-year strategy for SCMA and childminding as part of the longer-term journey which will be required to achieve this. In parallel, we continued to deliver our core activities and services and to start a more active process of membership engagement. Along the way, we have implemented a number of changes and started to do things differently. We hope you will have noticed this.





Then 2019-20 turned into a year like never before when COVID-19 struck. SCMA acted quickly and decisively to ensure we could continue to support members and the wider childminding community during this unprecedented and extended national emergency. I believe that the response of our Team has been phenomenal in what continues to be very challenging circumstances. Unfortunately, COVID-19 has also heightened and intensified many of the challenges which childminding has faced for many years and this has been very demoralising for the childminding workforce. This only strengthens the need for our new strategy and our work to fundamentally change the value attached to childminding by many stakeholders. Rest assured that SCMA is absolutely committed to doing this, to supporting members, the children and families you work with and to ensuring that childminding has a sustainable future.


Graeme McAlister
Chief Executive of SCMA

Liz Stewart, SCMA Convener

SCMA always strives to be innovative and supportive to help make a difference for childminders in Scotland. Providing an invaluable voice for childminding, particularly during this extremely challenging year, together we work to champion the value of the work we do every day with our minded children and families.

This was Graeme McAlister's first full year as SCMA's new Chief Executive - nobody could have predicted the extraordinary set of circumstances this first year would bring, however, Graeme has established himself as a strong leader for SCMA, taking the helm in navigating the extremely difficult time for the sector due to Covid-19.

We remain confident and proud of the team here at SCMA, which includes the Scottish Executive Board, who use their grassroots knowledge and experience to benefit the Association. In turn, this gives our childminders members opportunities to grow and develop for years to come, whilst reassured and supported by the team of staff at SCMA.

SCMA continues to be a forward-thinking organisation, where we look for opportunities to support our members, the wider childminding workforce and our families and communities. Although childminders have faced an extremely challenging year, there has also been some highlights which are summarised in the report. For example, SCMA has also worked hard to increase the involvement of childminders within the funded Early Learning and Childcare (ELC) provision, to both provide further sustainability to our businesses and enhance the flexibility and quality of childcare options for parents and families.

Whether we are serving on the SCMA Board or working within our own individual childminding settings, we are all passionate about one thing – benefiting the lives and wellbeing of children.

SCMA's Vision remains unchanged and very much at the heart of what we do, in providing **"quality childminding - building confident children within a family childcare experience"**.

Thank you all for your hard work and dedication to childminding throughout the year, you should be extremely proud of the positive contribution you have made to the lives of the children and families you support throughout our communities in Scotland.



Liz Stewart
Convener, SCMA



A year in focus...

Early Learning and Childcare - the journey to 1140 funded hours

With the expansion of funded childcare provision from 600 to 1140 hours for all three and four year-olds and eligible two year-old in Scotland planned by August 2020, this was the focus for much of the first part of our year. We developed an ELC information hub for childminders and parents to allow easy access to everything they need to know, including:

- ✓ videos, FAQs and useful links
- ✓ leaflets and posters for childminders to use at events and within their service
- ✓ advice for parents / childminders on what to do if childminding is not presented as an option in their local area

Although implementation of 1140 is currently paused due to COVID-19, SCMA's work and dedication to ensuring that parents have the right to choose childminding will continue...



Other highlights of the year include...

2019



SCMA teamed up with St Andrew's First Aid to offer national paediatric first aid training options to SCMA members, with 150 childminders taking part, adding to their Continuous Professional Learning.



Whether their celebrations were big or small; thousands of childminders across Scotland embraced Childminding Week 2019 with such enthusiasm, it was so easy to

#CheerforChildminding

1,250
VIPS ATTENDED
our flagship day at Blair Drummond Safari Park

Our top facebook post reached **12,935** users across Scotland



Childminding Week helps us to showcase the positive impact of childminders working to benefit the wellbeing of children in Scotland.

LEARN WITH
scma



We secured funding from the Scottish Government to cover the £200 cost of undertaking the Childminding Induction Support Programme, enabling more of you to start your professional childminding journey.

Grant funding was secured from the Scottish Government's 'Oral Health Community Challenge Fund' and we subsequently launched our 'Happy Teeth' initiative; providing childminders with training to help encourage children's regular tooth brushing within their setting and at home. Working alongside NHS Child Smile Programme partners, the project aims to reach more than 1000 childminders, across 22 local authorities and help support over 1500 children and families over three years.

“ I found the Happy Teeth Network Meeting really useful... I now feel fully confident in supporting parents and providing information regarding their child's teeth brushing routine. ”

Childminder who attended a Happy Teeth Network Meeting



2019

#ThinkSTEM

SEPT

With funding from Education Scotland, we launched our #ThinkSTEM project.

This included the development of two new Learn with SCMA courses: **Think STEM: An Introduction for Childminders and Exploring Your Senses** and **Think STEM: Science Inquiry and STEM Outdoors**. This enabled us to offer more than 400 funded places to SCMA members.

“STEM has fired me up and I'm making full use of the natural environment. Using what is around my home and recycling which is low or no cost, it fires up the children's imagination and extends their curiosity.”

Childminder Amber Stewart, Aberdeen

“I am an incredibly lucky mum to know that when I am at work my children are learning so many new skills and attributes at such a young age. What Helen has created for the children is second to none and I am always grateful for the education she provides, especially around the STEM topic.”

Parent who uses Childminder Helen Simpson's service, Aberdeenshire

LEAN ON ME

SEPT

SCMA hosted our 'Lean on Me' Annual Conference.

The theme was carefully chosen to provide a wide range of inspiring presentations and interactive workshops on topics that we know are important to childminders. Community, resilience, quality, the importance of strong partnerships, friendship, interventions to address stigma, as well as thought-leadership, all featured prominently.

We were delighted to be joined by the Minister for Children and Young People, Maree Todd MSP and Dr Elizabeth Kilbey, Consultant Clinical Psychologist and star of Channel 4's hit series 'The Secret Life of 4, 5 and 6 Year Olds'.

With a range of practical workshops, presentations, a busy market place and a 'Lean on Me' engagement session led by Graeme McAlister, SCMA Chief Executive; childminders enjoyed a full agenda, lots of lively opportunities for questions and debate and the all-important opportunity to network with childminding colleagues from all over Scotland.

“The workshops gave me new, practical ideas for activities with my mindees. They were excellent and I really loved Dr Kilbey's presentation too!”

SCMA member

WATCH NOW

Take a look back at the 'Lean on Me' SCMA Conference on our YouTube channel

2020

OCT

SCMA was in the news after publishing our national Early Learning and Childcare (ELC) Audit, based on childminders' feedback from our 2019 Membership Survey.

The audit warned of reduced parental choice for childcare, highlighting that only 12% of childminders in Scotland had been approved by local authorities to deliver funded hours for three and four year-olds, and only 4% were actively delivering for this age group. For eligible two year-olds, only 16% had been approved to deliver and only 3% were actively delivering.

This highlighted the decline in the childminding workforce in parallel to local authority ELC expansion. Our audit made a series of recommendations, resulting in a commitment being made by Scottish Government to fund new research into the declining trends within our workforce to be overseen jointly by the Scottish Government, Care Inspectorate and SCMA. We also used our audit as a platform to start empowering and informing parents about their childcare choices under ELC.

SCMA appealed to parents:

“Our message is simple. If your preference is to use your childminder for your funded hours entitlement and your childminder is eligible to provide this service, contact your local authority to request it. If it is not available, insist that it is.”

JAN

We kicked off the new year with the launch of our 'Impact Blog' series, where #TeamSCMA staff, Scottish Executive Board Elected Members and childminders themselves have the opportunity to author pieces which draw attention to issues affecting childminders. In January, Lynne Murray, our Professional Learning Manager, outlined the importance of professional growth for childminders and the sustainability of their businesses for the future.

Our #TelSCMA: Childminding and You Survey 2020 was issued to members. The childminding landscape is changing and we want to do all that we can to ensure the services we offer provide our members with the support they need. The opinions and experiences of our SCMA members are really important to us as they help to inform and shape our future direction and priorities.

This in-depth survey was sent to 3,828 SCMA members and we received 1,470 responses, which is a fantastic return rate of 38% - double the rate of the previous year. The results of the survey have been analysed and will be published later in 2020.

FEB

3,828 MEMBERS SURVEYED

1,470 RESPONSES

38% RETURN RATE

MAR

The COVID-19 crisis arrived.... turn the page to read more about SCMA's response.

SCMA response to the COVID-19 crisis...

It became clear in March 2020 that the unfolding COVID-19 crisis would become something which would dominate the work of SCMA, and it was really only the beginning. Childminders were absolutely crucial in providing critical childcare for children and families throughout Scotland.

While many organisations had to reduce or cease activities following the outbreak of COVID-19, SCMA continued to deliver a full range of services. We worked closely with key stakeholders to keep childminding open as long as it was safe to, but eventually, it was announced that only those childminders who were able to provide critical childcare should remain open. Childminders who remained open were issued with new public health guidance and SCMA played a key role in supporting them through these changes and implications for practice.

In March 2020, SCMA...

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Conducted urgent research to support critical childcare placements, as commissioned by the Scottish Government, to determine how many childminding settings were open and able to accommodate key worker and vulnerable children. We received 1900 responses within 24 hours, showing that 1000 childminding settings were open - about a quarter of the total childminding workforce. SCMA worked closely with local authorities to match capacity with demand and put emergency childcare in place for key workers very quickly.



Extended our **Helpline hours** and opened additional phone lines to meet the surge in demand and contact from members.

We saw a **443%** increase in the number of enquiries when compared to a typical two-week period pre-covid.

- 
Developed a dedicated COVID-19 webpage; this quickly became the most visited page on our website, with updates and FAQs provided specifically for childminders.



Over **20,000** hits were recorded on Wednesday 18 March alone - the most activity ever recorded on one single day.

- 
Provided regular and accessible updates for members, as our members access information in different ways. In addition to all important announcements and updates being communicated via social media and our website, all members were also contacted by email.

Our regular video updates also proved very popular with childminders, and we produced three videos over 10 days achieving over

5,000 views on  **YouTube**

- 
Provided a voice for childminders, representing the views of professional childminders at the very highest levels. SCMA were involved in the development of specific Childminder Services Guidance to ensure it was proportionate to the unique nature of their settings.



SCMA is always providing us with good information. The regular updates are helping to ensure we are always up-to-date with public health guidance as we go through all of the phases of lockdown. I don't feel so much of a lone worker.

SCMA member

Social Media

facebook

in particular saw increased engagement, with a significant increase in followers, reach, interactions and activity.

VIEWS TO OUR PAGE

11,713

— INCREASE —

 **+791%**

OUR POSTS REACHED

72,009

— PEOPLE —

 **+162%**

NUMBER OF PEOPLE

42,758

ENGAGED

 **+335%**

Case Study

Making a difference

“It really is the best job in the world”

Childminder and SCMA Scottish Executive Board Member, Jemma Hogan has childminding in her blood and has grown up surrounded by the world of childminding – with no doubts whatsoever about her decision to make a career of it

“My mum was a childminder and I became an assistant in my mum’s setting when I was 15. From there, I took over the care of many of her families when she took a step back and established my own setting when I got my own place.

“I’m 25 now, and I’ve been childminding for almost five years on my own. Although I’m young and I’m not a mum myself, I’ve got a lot of knowledge and experience, and that’s what counts. Looking after people is just something that is in me – and it might sound odd, but I just love helping – whether it’s the children in my service or the parents.

“I’ve even found myself giving parents advice sometimes when I’ve found something that works for their little one. I once had a mum come to pick-up her baby, and I explained that it had been a bit of a grumpy day, but she had settled when I rocked her to sleep. The mum was delighted, and really grateful that I found this little trick. It was nothing special – as always – it’s just something that us childminders do without realising the real, positive impact it has on our families.

“As childminders, we don’t always give ourselves enough credit, but when you speak to someone from SCMA or attend the Annual Conference, they always leave you feeling really good about yourself. You really get a boost, and you realise more and more, that you’re doing a really important job!

“It really is like to going to visit family – and it’s amazing to find out what is going on behind the scenes and be involved. With childminding you can sometimes feel a little lonely and isolated, but when I go to the SCMA Conference it’s lovely; meeting with other childminders and the Board, it really makes you feel confident, inspired and completely respected as a childminding professional.



“I want to build up my ‘childminding kingdom’ and be a childminder until I’m a granny! I’m so lucky that I’ve been able to follow in my mum’s footsteps and to make this my career - it really is the best job in the world.”

Supporting families through challenges and in times of need

We know that childminders play a vital role in ‘**making a difference**’ and improving outcomes for the development and wellbeing of children and their families, which is fundamental to SCMA’s Community Childminding Service.

This service continues to thrive in Fife, Glasgow, the Scottish Borders (known here as the Supported Childminding Scheme - SCS) and Aberdeen; providing support to hundreds of vulnerable families during times of need, crisis or as an intervention to prevent one from occurring.

Further information can be found at childminding.org/community-childminding

“The referral to the SCS for my baby made a huge difference – just getting that time to myself had a huge impact on my mental health and consequently on my whole family – especially my older child who didn’t necessarily understand why mum was so sad. Having that time while the baby was with the childminder to do the things I wanted or needed to do meant that I could then spend quality time with my children when they were home. It’s impossible to say how important that was – to know that there was a safe environment for my child, and to never feel judged.

Parent in the Scottish Borders

SCMA MEMBERS



81% OF
CHILDMINERS ARE
scma
MEMBERS

BECOMING A CHILDMINDER



1,505 downloads 
Guide to Becoming a Childminder

404 future childminders took part in our
Childminding Induction Support Programme

(337) accessed our Childminding Induction
Learning Course as e-Learning

SCMA WEBSITE

78,102 hits
to childminding.org 

78,102 hits
Childminder Search Service

MEMBERSHIP DASHBOARD

668 SCMA members
logged into the Dashboard.

34,087 hits

LEARN WITH SCMA

1,142 e-Learning courses
completed 



44 Interactive Learning
courses hosted with **564** participants

418 ITA applications

WORK BASED AWARDS

310 applications for the Complete
Childminding Learning Pathway

260 childminders on track
for qualification

FACEBOOK

5,980 
LIKES

OUR TOP POST REACHED
41,097

5,900 | **900**
FOLLOWERS | NEW

CHILDMINDING WEEK

1,250 of our VIPs attended Childminding Day 2019

7,234 childminders and parents accessed
our COVID-19 FAQs



160,874
visits to our website
(due to COVID-19)

#CheerforChildminding
Our social media posts
reached **29,935**



TWITTER

134,500 
REACH OF IMPRESSIONS

OUR TOP POST REACHED
6,368 USERS

2,338  **338**
FOLLOWERS | NEW
@ScotChildmind

All figures taken from 1 April 2019 - 31 March 2020