



Scottish Childminding Association



Annual Report

2023–2024

Strengthening Support
for childminding in Scotland



Foreword

A message from Graeme McAlister, Chief Executive of SCMA

2023-2024 has been a pivotal year in our ten-year strategy journey:

Changing the Narrative – Strengthening Childminding, Supporting Families and Increasing Choice.

During this time, SCMA has made significant strides in championing the value of childminding, addressing challenges faced by the sector and enhancing support for our members across Scotland.

Through strong engagement with the Scottish Government and national stakeholders, we have influenced policy and practice, achieving meaningful commitments to reduce excessive bureaucracy and create a more proportionate and provider-specific approach to quality assurance and inspection.

We have continued to invest in high-quality, childminding-specific professional learning opportunities for members. Our expanding partnerships - including a new collaboration with Mini First Aid and ongoing work with Morton Michel - have enabled us to enhance membership benefits and support.

Our work on workforce retention and recruitment has expanded, with learning from our pilot programmes leading to over 70 new childminding businesses and further growth in progress. Through our published research and growing media presence we have continued to shine a light on the vital role of childminders in supporting different policy agendas – such as reducing child poverty through enabling parental employment.

This progress is testament to the shared commitment and dedication of #TeamSCMA - our members, Elected Members and core staff, as well as our valued partners and funders. We are very grateful for your continued support.

As we look forward to another year, we will continue to do all that we can to protect and grow the childminding sector for the benefit of children, families and communities across Scotland.

Graeme McAlister, Chief Executive of SCMA

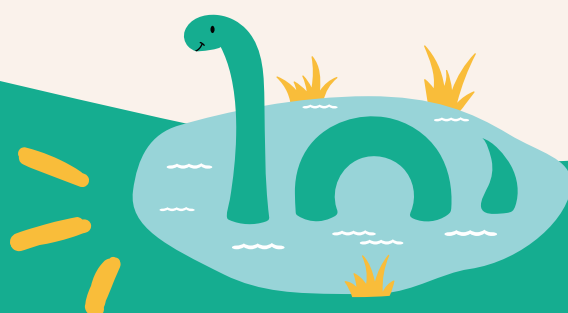


Annual Finance Report 2023–2024



Income and Expenditure Accounts for the Year Ended 31 March 2024

	2023	2024
<u>Incoming Resources</u>		
Incoming resources from generated funds		
<u>Voluntary Income</u>		
Memberships and Subscriptions and Gift Aid	294,231	282,158
Other Grants	94,342	-
Core Funding	299,250	430,386
<u>Activities for Generating Funds</u>		
Project and Service Agreement and Administration	286,794	343,694
Income from Insurance Sales	-	-
Sales of Publications	28,390	28,628
Delivering Training to SCMA Members	71,097	75,233
<u>Investment Income</u>		
Deposit Account Interest	8,044	23,508
<u>Incoming Resources from Charitable Activities</u>		
Project and Service Agreement Funding (excluding fees)	2,081,735	3,212,223
Total Incoming Resources	3,163,883	4,395,830
<u>Resources Expended</u>		
Cost of Raising Funds	796,793	909,520
Other trading activities	299,065	342,770
Charitable Activities	2,136,828	3,094,915
Total Resources Expended	3,232,686	4,347,205
Net Incoming / (Outgoing) Resources	(68,803)	48,625
Total Funds (brought forward)	996,831	1,045,456



Year in Focus: 2023–2024

Strengthening support for childminding in Scotland

SCMA has made considerable progress in our ten-year strategy journey: 'Changing the Narrative: Strengthening Childminding, Supporting Families and Increasing Choice'. Highlights of work undertaken this year to support the five key workstreams include:

Membership



- ✓ invested further in our childminding-specific Continuous Professional Learning (CPL) offers for members, including the development of a regular pipeline of new and updated courses and an online booking facility for the new e-learning platform.
- ✓ continued to work in partnership with Morton Michel (childcare insurance specialists) to enhance membership benefits, including access to free and confidential helplines for legal concerns, personal counselling, tax / business / HR advice and an online portal containing customisable legal templates and documentation.
- ✓ secured a new partnership with Mini First Aid to provide members exclusive access and a discount for in-person first aid training.
- ✓ engaged with members and wider stakeholders during 'Childminding Week' to celebrate and raise the profile of the fantastic, high-quality work of childminders in Scotland. The week was launched by our FREE online conference, 'Play, Learn and Grow' which focused on learning through play, inspiring curiosity, embracing differences and creating engaging, inclusive environments. This was our most popular conference to date with 240 members joining us from 30 local authorities.

Representation, Policy and Influencing



- ✓ engaged further with Scottish Government and others regarding the excessive paperwork / bureaucracy associated with childminding, which resulted in a commitment for quality assurance and inspection to become more proportionate and specific to childminding.
- ✓ linked to the above, for childminders delivering funded ELC we secured agreement from Scottish Government that childminders would no longer need to also self-evaluate their practice against 'How Good Is Our ELC'.
- ✓ in response to our activity, advocacy and evidence, we responded to a request from Scottish Government to provide a wider-ranging, detailed proposal with recommendations for improving childminder recruitment and retention in order to reverse the decline of the childminding workforce*.
- ✓ surveyed members to capture their experiences of inspection and then met with the Care Inspectorate to support improvement.

*This proposal led to the launch of the three-year 'Programme for Scotland's Childminding Future' (PSCF) aimed at growing the childminding workforce using innovative childminder retention and recruitment measures.

Workforce, Learning and Quality



- ✓ published the SCMA ELC Audit 2023 – our annual independent Early Learning and Childcare (ELC) Audit commissioned by the Scottish Government. The Audit warned that the local implementation of ELC expansion and funded hours policy continues to have a serious impact on the annual decline of the childminding workforce and this attracted considerable national media coverage.
- ✓ following the success of our ‘Scottish Rural Childminding Partnership’ (SRCP) pilot recruitment activity, we established the **Scottish Childminding Partnership (SCP)** to further test the application of our supported childminder recruitment model in larger, more densely populated urban areas (Edinburgh, Glasgow, Dundee and East Renfrewshire) while undertaking some follow-up in selected remote and rural areas.
- ✓ reviewed several important tools and resources for childminders to ensure currency and quality, including SCMA’s Strong Foundations Pack to reflect changes to national guidance, frameworks and standards, and the Care Inspectorate registration process,
- ✓ developed a new Policy Toolkit to support future childminders through registration as well as current members with writing policies and procedures for their service.

Families and Communities



- ✓ secured grant funding to provide enhanced family support and nurturing childminding placements for children (under two years-old) and care experienced families, through our **Family Childminding Partnership**.
- ✓ secured grant funding to test a new childminding delivery model and further develop parents’ awareness of childminding for school-age childcare in four **Early Adopter Communities (Clackmannanshire, Dundee, Glasgow and Inverclyde)**.
- ✓ the establishment of our recruitment partnerships and pilots enabled us to target specific urban, rural and island communities in Scotland – particularly in areas where inequalities were pronounced – to support communities and enable parents to work or study. Significant learning was captured during these pilots and over 70 new childminding businesses were established, with an additional 40-50 in progress



Value of Childminding



- ✓ significantly increased the profile of childminding with the Scottish Parliament by responding to their requests for evidence on a number of topics, including the adverse impact of increasing bureaucracy, paperwork and duplicative quality assurance systems on the workforce and how childminders can play an important role in helping to reduce child poverty through supporting parental employment.
- ✓ continued to provide evidence of the vital role childminders play in supporting different policy agendas (including birth to two year-olds, school-age childcare, remote and rural, economic and community development, employment and child poverty).
- ✓ engaged constructively with the 'Health Visitors Leads' Network' to help improve understanding of the benefits of childminding, in response to concerns expressed by our members in some areas.
- ✓ significantly increased the profile and value of childminding with the media, parents and wider public through regular interviews for TV, radio, newspapers and sector publications.



Key Stats and Figures 1 April 2023 - 31 March 2024

- ★ **80%** of childminders in Scotland are SCMA members.
- ★ **596** Helpline calls were received by #TeamSCMA.

SCMA Website

- ★ **43,834** visitors to the SCMA homepage.
- ★ **9,982** people searched for a childminder via our website.
- ★ **57,354** total hits on the Childminder Search profile pages.
- ★ Almost **38,000** visits in total to our recruitment pages, and **297** new learners accessed our Childminding Induction Support Programme.




Professional Learning

- ★ **1,841** childminders accessed e-Learning.
- ★ **162** childminders attended Interactive Learning courses.
- ★ In total, **2,003** childminders from **all 32** local authorities took part in Professional Learning with SCMA - which is a **70% increase** on last year.

NEW for 2023!

- 14** funded Best Practice Workshops, attended by **131** childminders.
- 96** Information Sessions, attended by **696** existing and potential childminders.
- 2** exclusive webinars for SCMA members, attended by **1,180** childminders.

Social Media

-  Facebook continued to be our main platform for sharing content with childminders:
Reach: **550,100** (+650%) | New Followers: **504** (+29%) | Interactions: **9,100** (+904%)
-  **28,900** people reached via Instagram
-  Our top post (childminder recruitment ad) reached **16,000** people.



Scottish Childminding Association

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Scottish Government
Riaghaltas na h-Alba

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