

Changing the Narrative (Stage Two)

Childminding | Providing Solutions for Scotland

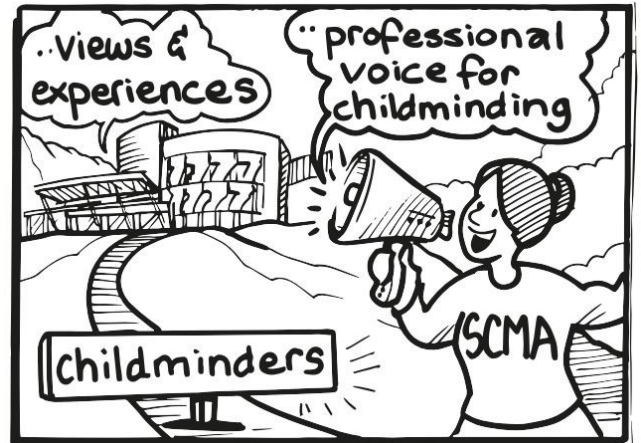
SCMA Strategy 2024-2027 | What We Will Do





Representation, Policy and Influencing

- Influence, inform and support the development and implementation of national and local policy (Early Years and other*) by representing the needs and experiences of childminding to ensure policies are appropriate, proportionate and reflect the needs of childminders (and the families using their services); while working to present solutions and develop and consolidate the future of childminding in Scotland.
- Provide particular support in the ongoing implementation of Early Learning and Childcare (ELC) policy, nationally and locally (including through our contracted services), to increase the number of childminders involved in delivering funded ELC hours through both individual and blended care and at levels to support sustainability; to increase parental choice; and in the development of all-age childcare building on the experience of childminding.
- Undertake, contribute to and promote the need for research to strengthen the evidence base in relation to childminding to support the development of evidence-based national and local policy and practice (including learning from and sharing experiences with other countries).



Workforce, Learning and Quality

- Develop a more sustainable childminding workforce by continuing to positively address the issues which have been causing childminders to leave our workforce; and deliver a major programme which will pilot a range of measures to increase support for the existing childminding workforce and improve retention while scaling-up nationally our demographically targeted and supported model of childminder recruitment, with the aim of reversing the decline and bringing the workforce back into growth.



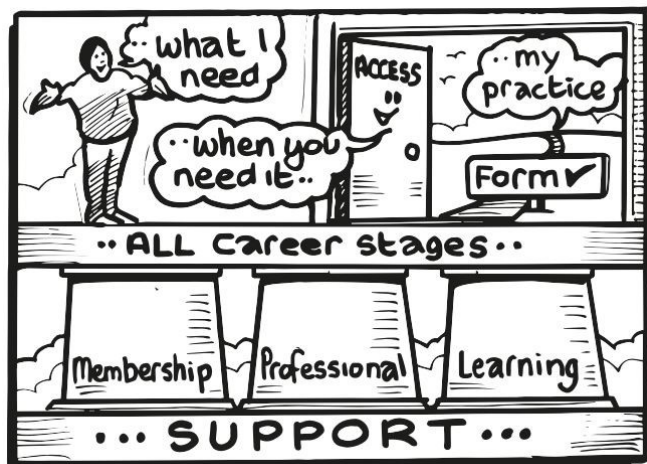
- Support skills development and learning at all career stages and maintain and improve quality standards, by further developing and expanding the range and format of content within our childminding-specific Continuing Professional Learning programme for childminders in support of developments in childminding practice, national policy, and the changing requirements of inspection and quality improvement.
- Promote the quality which exists within the childminding workforce, share best practice to encourage and support quality improvement and promote and consolidate the role and value of play in learning.



*In order to influence the best outcomes for the children and families that our members support, we contribute to a wide range of policy areas including early years, school-age childcare, workforce, family support, children and young people, education, inequalities, child poverty, remote and rural, social inclusion, and mental health and wellbeing.

Membership

- Provide a professional voice for members; ensure that what we do is responsive to and informed by members' needs and experiences; continue to strengthen levels of membership engagement, participation and involvement; and strengthen our position as the only national organisation dedicated to supporting all aspects of childminding in Scotland.



- Support members to develop and diversify their businesses to support sustainability; and develop and implement a refreshed membership package to ensure that it is competitive, offers strong value at all career stages, supports different business models (0-12/16 years), and that this provides members with what they need, when they need it and in the most appropriate format to support their practice (including policies and documentation).

- Increase membership recruitment and retention, grow our membership, and consolidate our national position and representative base by working towards our goal that 90% of childminders in Scotland will be members of SCMA.

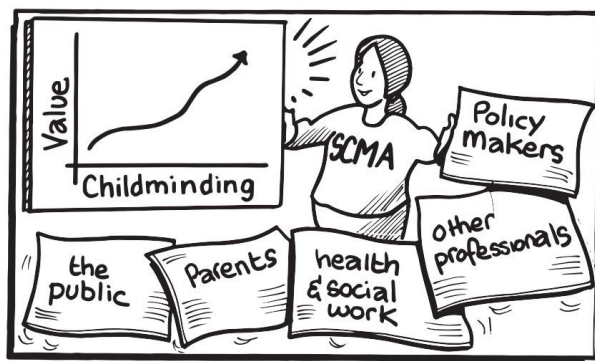
Families and Communities

- Strengthen our family support by extending and developing our support for vulnerable children and families (to improve family outcomes), through delivering our Community Childminding services in more Local Authority areas; piloting a new service model for 0-2yrs; and further developing the use of childminding for children with Additional Support Needs.
- Work to develop childminding services in areas where childminding provision is low (including in areas in which social, economic or geographic inequalities are pronounced) - to increase access to childminding, to support job creation, re-training, parental employment, local community and economic development, re-population and to contribute to child poverty reduction.
- Consolidate the position and place of childminding within the community, as a community asset, in supporting children and families from birth to high school (0-12/16 years), through transitions within; and increase our support for school-age children by testing a new delivery model and undertaking development work within the community.



Value of Childminding

- Lead and undertake work to change outdated perceptions of childminding; and to increase wider understanding of childminding, its unique nature, its value as a form of childcare and family support, and as a high-quality alternative or addition to nursery with crucial benefits for children, parents and families.
- Undertake further targeted work to increase the value attached to childminding by - parents (to increase demand for childminding services); by local authorities and the wider statutory sector (to increase support for and contracting with childminding); and by other professionals (to increase referral and signposting to childminding from health and social work and their support for children in childminding settings).
- Positively re-position and promote childminding as an informed career choice, presenting opportunities to have an independent, flexible rewarding career which fits around your own family and make a difference to others.



Our Five Key Strands of Activity will be underpinned by the following principles:

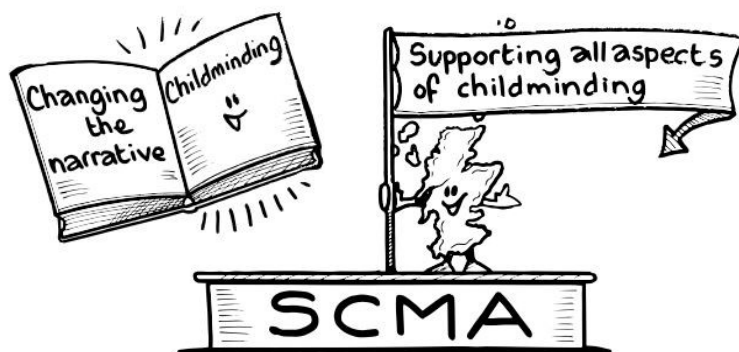
- Our values-based approach in which **children and families** are at the heart of all that we do.
- Supporting **parental choice** and working together with parents and **communities**.
- Using **evidence** to inform our, and others' activities, **building consensus** and **creating impetus** for change.
- Working in **partnership** with a range of stakeholders to maximise benefit and impact.
- Monitoring and **evaluating** our impact, progress against objectives and adapting our approach as required.
- Securing **sustainable and diverse** funding.
- Optimising our use of **technology** to support the delivery of, and enable wider participation in, our activities.
- Recognising that our **members** are our greatest resource.
- Valuing **equality and diversity**.
- Engaging, supporting, investing and developing **our staff** and practising **Fair Work**.



Scottish Childminding Association
Argyll Court, Castle Business Park, Stirling, FK9 4TY
Tel: 01786 445377 Email: information@childminding.org

childminding.org

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