

#CheerforChildminding

CHILDMINDING WEEK 2017

8-14 May



Six days to celebrate Scotland's quality childminders and one Wild Day Out!

scma | Scottish
Childminding
Association
committed to quality childcare

CHILDMINDING WEEK 2017

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Childminding Day 2017 is heading to Blair Drummond Safari and Adventure Park near Stirling on Sunday 14 May for a really wild day out...turn to page 7 for more information.

Welcome to your Childminding Week 2017 toolkit. Inside this pack we'll let you know our key aims, messages and tools to help you **#CheerforChildminding**.

Childminding Week is almost upon us and this year we want all our childminder members to come together and help raise the profile of childminding in Scotland.

This is an exciting time for childminding in Scotland, and we hope 2017 will be another successful year. We're working hard to improve the recognition of childminders nationwide and within the Early Learning and Childcare workforce.

It's vitally important that childminders are recognised more widely as a valuable part of the professional childcare workforce. After all, you are already providing high quality, flexible care and learning experiences for more than 30,000 children across Scotland.

...but we need your help!

SCMA is asking for your help. We want you to get excited, have fun and celebrate the fantastic work you do for your minded children. Join the Childminding Week conversation by sharing your activities and fun ideas with us.

Whether you are part of a large childminding group hosting a Childminding Week funday, or a solo childminder taking part in a special messy play activity within your setting – this is your chance to shine and **#CheerforChildminding**.

Share your photos, stories and adventures with us during Childminding Week, and not only will we share them across Scotland, we've also got some great prizes up for grabs.

OUR KEY MESSAGES FOR CHILDMINDING WEEK 2017

- Childminders offer quality flexible childcare options, tailored to each child and their family's individual needs to benefit their overall wellbeing.
- Childminders stimulate children's learning, development and wellbeing, helping them to achieve their full potential and ultimately close the attainment gap for Scotland's children.
- Childminders are registered and inspected by the Care Inspectorate, who found that the quality of childminding services exceed that of daycare services for children.*
- Childminders encourage children to learn, grow and develop as they experience the world through everyday activities, whilst socialising with their peers in small groups.
- Childminders provide a constant support to families and children through transitions, providing a 'seamless' day for children. Security, stability and consistent care are key.

...and most importantly - if we all cheer together, we'll make a bigger noise!



#CheerforChildminding
childminding.org



From Maggie

We're really excited about our new Childminding Week event, and we want all childminders and childminding groups to get involved and help us make lots of noise across social media, the local press and your community.

Childminding Week is all about bringing our members together to raise the profile of childminders and ensuring you get the recognition you deserve. Childminders play

a vital role within the Early Learning and Childcare workforce, providing quality care for more than 30,000 children in Scotland.

Don't forget to **#CheerForChildminding!**

Now, it's over to you...

Maggie

SCMA Chief Executive

*Early Learning and Childcare Statistics 2015, published by the Care Inspectorate November 2016

CHILDMINDING WEEK ACTIVITIES

Make, Shake, Take and Bake for Childminding Week 2017

Childminding Week gives us six days to celebrate Scotland's quality childminders and one wild day out – and this is your chance to tell everyone what being a childminder really means to you!

Let your imaginations run wild! We know you always have lots of great, fun ideas for your minded children to help them learn, play and grow. But here's a few of our ideas to get you started for each day of Childminding Week 2017...

Monday is MAKE Day	You'll find exclusive Childminding Week masks inside this pack. Carefully cut out the masks, attach some string or ribbon and wear them proudly. Don't forget to send your photos to SCMA to WIN and we'll roar with you!
Tuesday is SHAKE Day	We all love making some noise, so get noisy with fun yoghurt pot shakers. Or why not make a healthy shake with fruit and yogurt. Yummy!
Wednesday is TAKE Day	Whatever the weather, take your minded children to a country park, down to the woods or across to the swings for some fun outdoor play.
Thursday is BAKE Day	Treat your minded children to a baking day. Try making chocolate crispy cakes, fruit salad, mini veggie pizzas or special biscuits to celebrate Childminding Week.
Friday is BREAK Day	After a busy week of Childminding Week activities, take it slow on Friday. Maybe you could watch the Jungle Book wearing your tiger mask and sing along!

We know that the term 'childminder' is sometimes misused, and this year's Childminding Week we want to emphasise the value of your work.

Do people really understand what childminding means?

Look out for our **#Mythbusting** tweets and Facebook posts during Childminding Week, and help us straighten out the facts. To ensure as many people as possible are well-informed about childminding, we want you to share our Mythbusters far and wide on social media. Here's just a quick taster...

The Childminding Myths...

"A childminder is just a babysitter"
WRONG

Childminders are registered and inspected by the Care Inspectorate, where the quality of childminding services exceeds other daycare services for children.

"Childminders do nothing all day, except play with the kids"
WRONG

Childminders tailor their care to each child's individual needs in a home-from-home environment, encouraging them to grow, learn and develop as they experience the world through everyday activities.

"My childminder works for me and my children"
WRONG

Childminders are self-employed, operating their own business from their home to provide a quality childcare service to families in their community.



Scottish Government
Riaghaltas na h-Alba
gov.scot

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childminding.org

#CHEERFORCHILDMINDING AND CELEBRATE IN STYLE...

Make the most of Childminding Week 2017 with our exclusive rewards, especially for SCMA members.

SCMA has arranged a few exclusive discounts and offers at attractions across Scotland – just for you and your minded children! T&Cs apply*

Remember to have your SCMA membership card handy. If you need a replacement, please call us on **01786 445377**, and we can send a replacement out to you.

Where...?	What's on offer...?
	20% OFF Landmark Day Tickets for SCMA members during Childminding Week 2017. (Valid SCMA membership card required. Offer applies to Day tickets only - Weekly and Season tickets are not included) landmarkpark.co.uk
	FREE trip for one SCMA childminder member and one additional person on the Dolphin Spirit Wildlife Cruise. Any additional guests in their party travel for only £5 per head. (Saturday 13 May only). Children aged under four-years-old travel free-of-charge. Face painting and other activities will also be available for visitors. (Valid SCMA membership card required. This offer is only available on Saturday 13 May. Booking in advance is advisable. In the unlikely event of adverse weather sailings may be disrupted.) dolphinspirit.co.uk
	Entry is only £4 per head during Childminding Week 2017, when you book as a group (20+). Book directly with Glasgow Science Centre on 0141 420 5000. (Additional costs, item or add-ons are charged at the usual rate.) glasgowsciencecentre.org
	FREE entry for SCMA childminder members and their minded children during Childminding Week 2017. SCMA members will also be offered a FREE tea or filter coffee, if they visit Monday to Friday. A special story-time and craft activities for pre-school children from 11am on Tuesday and Thursday only. (Valid SCMA membership card required.) creamogalloway.co.uk
	£2 OFF entrance fee tickets at Codonas Aberdeen during Childminding Week 2017. SCMA members also get free shoe hire at Codonas Ten-Pin Bowling and a complementary pass for the dodgems. (Valid ID, SCMA membership card and registration certificate required. Height restrictions apply.) codonas.com

Other activities and days out...that won't cost a penny!

Perfect for TAKE Day

- Calderglen Country Park, East Kilbride
- Camperdown Country Park, Dundee
- Dean Castle & Country Park, Ayrshire
- Duthie Park, Aberdeen

- Kelvingrove Art Gallery and Museum, Glasgow
- Loch Lomond and the Trossachs National Park
- National Museum of Scotland, Edinburgh
- National Museum of Rural Life, East Kilbride
- Pollock Country Park, Glasgow
- Riverside Museum, Glasgow

- Summerlee Museum, Coatbridge
- The Helix, Falkirk

...or how about your local swing park, a nearby beach, or maybe a woodland forest?

The perfect opportunity for fun and free outdoor play to celebrate Childminding Week 2017

#CheerforChildminding

*Terms and Conditions

The Childminding Week 2017 offers and discounts listed above are only available to SCMA members (valid SCMA membership card required) during Childminding Week, 8 - 14 May 2017. These offers cannot be used in conjunction with any other promotion, offer or voucher.

Each attraction and venue has their own terms and conditions, applicable to their own individual offers. Venues reserve the right to refuse entry or withdraw the offer at any time.

Full T&Cs for Childminding Week and Childminding Day are available at childminding.org

CHILDMINDING DAY 2017

Sunday 14 May is Childminding Day and for 2017, we are going to Blair Drummond Safari and Adventure Park near Stirling for a **really wild day out!**

All SCMA members, their friends and family are invited to Childminding Day for a fantastic, fun day out, to celebrate another successful year and to **#CheerforChildminding**.

SCMA members will receive six Childminding Day 2017 tickets inside their spring issue of *Childminding* magazine. Members can also request up to a maximum of 36 additional tickets by calling SCMA Head Office on **01786 445377** before Wednesday 10 May.

Each Childminding Day 2017 ticket will 'Admit One' at our special Childminding Day discounted rate. All adults and children must present a valid Childminding Day 2017 ticket to gain entry to Blair Drummond Safari Park at our exclusive price:

Adult	£11 (normally £16.50)
Child	£8.50 (normally 13.50)
Senior (aged 60+)	£10 (normally £13.50)
Child (under three years)	Free

BLAIR DRUMMOND SAFARI AND ADVENTURE PARK

Safari Park entry entitles all visitors to all attractions, presentations and displays within the park, including the Chimp Island Boat Trip, Sea Lion Presentations, Bird of Prey Displays, 'Meet the Keeper' Talks, the Giant Astraglide Slide, Pedal boats, the Flying Fox Zip Slide and much more!

All visitors to Blair Drummond Safari and Adventure Park need to pay an entry fee at the main gate, and each person (all adults and children) should present their valid Childminding Day 2017 ticket on Sunday 14 May to receive our special discounted price.

Childminding Day 2017 ticket holders will have their receipts stamped when they enter the park at the main gate. This allows our Childminding Day VIPs to join us in the exclusive SCMA Childminding Day Marquee, where you can enjoy a pit-stop and we'll have free entertainment and activities throughout the big day.

Blair Drummond Safari Park will be open 10am - 5.30pm (last entry at 4.30pm) on Childminding Day.

Please be familiar with Blair Drummond's rules and safety procedures before you come to Childminding Day. More information is available at blairdrummond.com.

Additional costs will apply to Blair Drummond's funfair rides and face painting. Please remember Childminding Day is an outdoor event. We would ask everyone to come prepared for all weathers and dress appropriately.

Full T&Cs for Childminding Day are available at childminding.org



Coming as a large group or by coach?

Larger groups and those coming to Childminding Day in a mini-bus or coach should call Wilma on **01786 843106** to book and pay in advance with Blair Drummond Safari Park.

Get creative, colourful and #CheerforChildminding

Name:

is celebrating
Childminding Week 2017 to
#CheerforChildminding

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How many Wellbeing Indicators does this activity achieve?

- Safe
- Healthy
- Achieving
- Nurtured
- Active
- Responsible
- Respected
- Included

How many other activities and conversations could this lead to?

.....
.....

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SPOTLIGHT ON SCOTLAND'S CHILDMINDERS

Every little thing helps - and everything you do helps to make a difference. That's why we need you to promote your Childminding Week activity – big or small – and help us spread the word to raise the profile of childminders in Scotland.

Childminding Week is the ideal time to get together with other childminders in your area, hold a community event for local families and your minded children, take part in a special activity or simply doing something fun for the day.

Don't forget to wear your **#CheerforChildminding** tiger masks!

No matter what you're doing to mark Childminding Week 2017 – we want to hear about it! Send your photos to SCMA during Childminding Week, and not only will we share them across Scotland, we've also got some great prizes up for grabs...

Childminding Groups could WIN £75 to spend on arts and craft materials at Hobbycraft, and individual childminders could WIN £25 to spend at Argos.

Email your photos to marketing@childminding.org, send us a Facebook message or tweet us [@ScotChildmind](https://twitter.com/ScotChildmind) to enter our Childminding Week prize draw. Aw the best!

**Spread the Word...
#CheerforChildminding**

To achieve the most exposure and to help us **#CheerforChildminding** you'll need to spread the word and share your Childminding Week plans with everyone.

Publicising your Childminding Week celebrations is easier than you think.

Here's some ideas to get you started...

- Posters and flyers
- Supermarket and Community Noticeboards
- Local Community Websites
- Local Media and Press
- Social Media
- Schools, Nurseries, Toddlers and other Community Groups



Many local newspapers will cover an event within their area. Your Childminding Week event could be featured on their community pages or sometimes on their 'pic pages'. It's always worth sending a press release and details of your event to the editorial desk, and aim to follow-up with a phone call and take note of their name.

Afterwards, re-send the updated press release with accompanying photos to tell the story of your event. You should always remember the key ingredients for a good news story – the first paragraph should cover: What, Why, Where, When and Who?

Sample Press Release for Childminders

To: Stirling Gazette

From: Little Tigers Childminding Group

Date: Friday 21 April

Stirling's Little Tigers go hunting!

For immediate release

CHILDMINDERS and toddlers armed with their teddy bears will take off on a special hunting trip in Stirling's Kings Park next week to celebrate Childminding Week 2017.

The Stirling childminders are hosting the fun day out next Thursday [11 May] with their minded children to showcase a childminder's role in encouraging outdoor, free play opportunities.

Stirling Childminding Group understands that children learn through play, and they are keen to highlight the benefits that a childminder can bring to a child's wellbeing and development.

Fiona Smith, chairperson of Stirling Childminding Group, said: "We are all so excited – we've arranged lots of fun games, activities and treats for the little ones to mark Childminding Week.

"We want to raise the profile of childminders in Scotland, and for more parents and local authorities to recognise the vital role we play in supporting children's development and wellbeing."

Scottish Childminding Association (SCMA) Childminding Week 2017 aims to raise the profile of childminders and the positive impact they have on children and families throughout Stirling and across Scotland.

Maggie Simpson, SCMA Chief Executive, said: "Choosing childcare can be a bewildering business, but it can be the ideal solution for many parents. Childminders offer high quality, flexible and affordable childcare that can fit around your family's needs.

"Some areas of Scotland already have local councils that commission childminders to provide free Early Learning and Childcare (ELC) places for three and four year olds, and eligible two year olds. SCMA is campaigning for more local authorities to adopt a blended childcare approach, where childminders could provide high quality, flexible, funded ELC places, to benefit the wellbeing of young children."

Notes to Editors:

Photo Opportunity: A photographer is welcome on Thursday 11 May to cover the event. Please meet the group at King's Park (near the fountain) at 10.30am.

For further information contact:
Fiona Smith,
Stirling Childminding Group.



PLEASE REMEMBER!
YOU MUST HAVE PARENTAL
PERMISSION BEFORE
YOU TAKE AND PUBLISH
ANY PHOTOS OF YOUR
MINDED CHILDREN.



Perfect for Monday's MAKE Day - carefully cut out your Childminding Week 2017 mask, add some string or ribbon, and then go wild!

Send your photos to marketing@childminding.org, Facebook or Twitter and we'll share them far and wide to celebrate Childminding Week 2017. Individual childminders could win £25 to spend at Argos, and Childminding Group entries could win £75 to spend on arts and craft materials at Hobbycraft.



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Insurance built for childminders

If you use your home and car for work, don't run the risk of not being properly insured.

Our partnership with SCMA means we really understand childminders. This has allowed us to offer a range of specialist insurance products to meet your needs.

We can arrange cover for:

- your home, including use as your place of work
- your car, including business use and liability to the children
- your business equipment up to £7,500 including toys and pushchairs
- accidental damage to your personal possessions caused by minded children
- optional provision of a 7-seater courtesy car should you be involved in an accident*.

Call **0800 854 124**
bluefingroup.co.uk/scma

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