

scma<sup>®</sup>

Scottish  
Childminding  
Association

*committed to quality childcare*

# Annual Report 2021- 2022



**Changing  
the Narrative:**  
putting our strategy into action



# Changing the Narrative

Graeme McAlister, Chief Executive of SCMA

**2021-2022 saw SCMA operating for a second full year of the pandemic in which we continued to provide specific support to members and to contribute to national recovery discussions and planning.**

In parallel, recognising that the challenges which childminding had been facing had worsened during COVID-19 and that leadership was required, SCMA launched our new three-year strategy, '*Changing the Narrative: Strengthening Childminding, Supporting Families & Increasing Choice*'. This was a notable achievement and a bold step in promoting recovery. We increased staff capacity and identified additional funding to support the strategy – in the process adjusting the balance between responding to COVID-19 and taking forward other areas of importance to SCMA and our members.

The strategy focuses on five priority areas; Representation, Policy & Influencing; Workforce, Learning & Quality; Membership; Families & Communities; and the Value of Childminding, and we take a more in-depth look at what this means for our members here in our Annual Report.

Throughout the pandemic, SCMA continued to inform the regularly changing Childminding Services Guidance, to update members on changes and to seek support for childminders whose businesses were disproportionately affected by self-isolation. Working with colleagues involved in COVID-19 national recovery discussions (National Day Nurseries' Association, Scottish Out of School Care Network, Early Years Scotland and the Care and Learning Alliance), with provision of evidence on the financial impact of COVID-19, SCMA contributed to the collective influencing of £9.8m in financial support for the childcare sector through the Omicron Impacts Fund including £950 grants being made available to all childminders.

Our convening and leading a national and local stakeholder strategic discussion on childminder recruitment and retention in remote and rural areas also led to the creation of the Scottish Rural Childminding Partnership – a

pilot project led by SCMA with £170k financial support from Highlands & Islands Enterprise, South of Scotland Enterprise, Skills Development Scotland and Scottish Government and delivered in partnership with ten local authorities aimed at recruiting 100 childminders in remote and rural areas and testing a recruitment model for wider application. You can find out more in our Annual Report about this innovative campaign which is also helping to 'change the narrative'

SCMA continues to play a leading role in raising awareness about the adverse impact of increasing bureaucracy, paperwork and duplicative quality assurance systems on the childminding workforce; ensuring this has become a national policy priority; contributing actively to the consultation on Education Reform and to the influencing of the Scottish Government's decision to consult on a single/shared inspection; and piloted three new Continuing Professional Learning courses for members to reduce the pressure and assist them with their quality assurance requirements.

We undertook our Early Learning & Childcare (ELC) Audit 2021 which included surveys of members and parents to capture evidence on local authorities' progress in including childminders in delivering funded ELC. Our audit found that while there has been some progress, significant challenges remain, and that the childminding workforce had declined by 26% (1457 childminders) in the last five years during the implementation of '1140 by 2020'. Our 2021 audit played a key role in increasing the evidence base on the adverse and unintended effects of ELC expansion and presented a range of informed policy recommendations to redress this.

It's remarkable to think all of this took place while SCMA continued our core and pilot service provision for members, families and local authorities....

I would like to place on record my deep appreciation of our entire team of staff for their work in supporting members during the unprecedented national emergency presented by COVID-19; SCMA's elected members for their continued support and professional input; and, of course, our members who continue to go above and beyond and without whose support our activities would not be possible.

  
Graeme McAlister  
Chief Executive of SCMA





## Liz Stewart, SCMA Convener

**'Childminders play an incredibly valuable role in making a positive difference to children and families.** SCMA went above and beyond to help support members during the pandemic and is always leading on the issues affecting childminding and increasing the value which others place on this vital and high-quality form of childcare. As we all know, SCMA is absolutely committed to childminding and supporting its members and as we continue to navigate our way post-pandemic, SCMA members can expect to see more developments and support emerging. Through my role at the heart of SCMA as Convener of the Executive Board, I know that no-one has been, is doing and will be doing more to support childminding in Scotland.'

**Liz Stewart**  
Convener, SCMA



## Annual Finance Report 2021-2022

Income and Expenditure Accounts for the Year Ended 31 March 2022

### Incoming Resources

Incoming resources from generated funds

	2021	2022
<b>Voluntary Income</b>		
Memberships and Subscriptions and Gift Aid	179,514	173,192
Other Grants	449,536	100,466
CYPFEIF Core Funding	285,000	285,000
<b>Activities for Generating Funds</b>		
Project and Service Agreement and Administration	254,383	274,780
Income from Insurance Sales	130,170	121,900
Sales of Publications	35,171	29,490
Conference Receipts	20	0
Delivering Training to SCMA Members	63,342	89,347
<b>Investment Income</b>		
Deposit Account Interest	8,422	3,083
<b>Incoming Resources from Charitable Activities</b>		
Project and Service Agreement Funding (excluding fees)	1,398,653	1,748,350
<b>Total Incoming Resources</b>	<b>2,804,211</b>	<b>2,825,608</b>


### Resources Expended

	2021	2022
Charitable Activities	1,827,524	1,742,720
Generating Funds	724,008	832,000
Support Costs	137,842	146,020
Governance	113,919	93,207
<b>Total Resources Expended</b>	<b>2,803,293</b>	<b>2,813,947</b>
<b>Net Incoming/(outgoing) resources</b>	<b>918</b>	<b>11,661</b>
Total Funds (brought forward)	1,053,973	1,065,634


# A year in focus 2021-2022


## Supporting Our Members


### What did we do?



 **STEM:** Our inspirational new STEM video showcased **'STEM in Action'**. The film celebrates childminders leading the way by incorporating achievable, sustainable and affordable STEM-based learning in the early years, helping children to learn, play and grow, showcasing STEM in Action.



 **Case Studies:** In Spring, it was time to **shine a light on the fantastic work of childminders** – including one who has been supporting families for over 20 years in the Scottish Borders as well as a childminder in rural Stirling who had recently switched career to childmind in her local community. Examples such as these from remote and rural locations helped to evidence the need for the Scottish Rural Childminding Partnership which followed in 2022.

 **Public Service Awards:** SCMA was shortlisted in two categories at the **Scottish Public Service Awards** - for leadership our organisational response to COVID-19. This was a huge achievement for **#TeamSCMA**, recognising our strong support of childminders throughout this extremely difficult time.

 **A2C!** SCMA received **£250,000 funding** from Scottish Government to support our Access 2 Childminding programme where childminders are matched to families with school age children in five pilot areas, to help support their childcare needs while they sought employment.

 **"I'm participating in A2C as I know that finding affordable, high-quality childcare locally can be difficult – especially for families who need flexible childcare which fits around their working day. I hope it makes a difference to know that childminding through A2C could support them."**  
PROFESSIONAL CHILDMINDER, FIFE 

### Influencing Policy & Practice

- **Collectively influenced £9.8m in financial support** for the childcare sector including individual £950 grants being made available to all childminders;
- **Led strategic discussions with key stakeholders** on the urgent need to recruit childminders in remote and rural areas
- Continued to **raise awareness** of the adverse impact of increasing bureaucracy, paperwork and duplicative quality assurance systems on the workforce;
- Published our annual **Early Learning & Childcare (ELC) Audit**, which captured evidence on local authorities' progress in including childminders in delivering funded ELC along with members' and parents' experiences of accessing childminding— we continue to seek to advocate for equity for childminding within ELC expansion;
- Continued to **influence and advocate** for childminding within the **Programme for Government** commitments to extend ELC down to one year-olds and to develop a new system of wraparound school aged-childcare;

### Media & Political Interest

#### Media & Political Interest in Childminding

SCMA continues to work to **increase the profile of childminding**, securing a wide range of national and local broadcast and print coverage. We are regularly approached for comment in the media, with Chief Executive Graeme McAlister contributing to radio and TV interviews, providing a voice for professional childminding in Scotland.





### Remote and Rural Childminding Recruitment Campaign

Convening and leading strategic discussions on childminder recruitment and retention in remote and rural areas led to the creation of the **Scottish Rural Childminding Partnership (SRCP)**. This is a pilot project led by SCMA with £170k financial support from Highlands & Islands Enterprise, South of Scotland Enterprise, Skills Development Scotland and the Scottish Government and delivered in partnership with ten local authorities. A digital and radio campaign launched in March 2022, with the aim of establishing 100 new childminding businesses in specific remote and rural communities identified as having an urgent need for more childcare to support working families. The digitally led communications campaign also incorporated radio advertising in some areas, and helped to raise awareness of childminding as a high quality and flexible form of childcare.

The pilot has helped SCMA to capture evidence which will inform future wider national childminder recruitment activity.

“I felt incredibly supported by SCMA throughout the process of becoming a childminder. I’m really excited to start a new career and for the opportunity to work with children and I can’t wait to get my setting up and running.”  
 NEW CHILDMINDER, DUMFRIES AND GALLOWAY, VIA THE SRCP PILOT

### Membership Engagement

**SCMA provides a professional voice for members, ensuring that what we do is responsive to, and informed by, the needs and experiences of our childminding membership.** We continue to strengthen engagement, participation, involvement and support for our members with recovering and growing their businesses following COVID.

- SCMA announced **investment of £70,000 from our own reserves** to strengthen our learning support for members as well as a Childminder recruitment campaign - £40,000 and promoting the benefits of childminding campaign - £40,000 (over two years).
- SCMA expanded its support for members when Hazel Mackie, our new **Childminding and Membership Support Officer (CMSO)** joined us to work alongside Gillian Paterson, strengthening support for members requiring more in-depth assistance and direction in areas where there is not currently a local Childminding Development Officer (CDO). This enables more members to access one to one guidance on a wide range of issues or concerns, supporting the development of their professional service at all stages of their career.

### NEW!

- In March, SCMA announced enhanced and additional membership benefits for all our members which included:**
- ✓ a 24/7 legal advice line staffed by qualified solicitors
  - ✓ 24/7 confidential counselling helpline
  - ✓ tax, HR and business advice
  - ✓ bespoke legal documentation and templates
  - ✓ crisis communication advice service



# Looking to the future...

SCMA is the only national organisation dedicated to supporting all aspects of childminding and our members are at the heart of everything we do.



Our work is more closely aligned to the Scottish Government's national priorities than ever, encompassing ELC, school-aged childcare, parental choice, vulnerable children, reducing inequalities, low-income families and remote and rural - to name but a few important policy agendas. Through all of these national discussions in which we participate SCMA continues to advocate for childminding in Scotland to ensure it is recognised and valued alongside other childcare providers and that national policy reflects the experiences of childminders.

We continue to develop our Continuing Professional Learning (CPL) strategy with the provision of new courses on evidencing and reflective practice to support members with their quality assurance requirements and to reduce pressure on them. This commitment to members has been reinforced and underpinned by the investment of £70,000 from SCMA's own reserves to strengthen professional learning support for members – as well as a Childminder recruitment campaign - £40,000 and promoting the benefits of childminding campaign - £40,000 (over two years).

We also continue to support members to keep practicing safely through COVID-19, influence related national recovery planning and maintain membership engagement, representation and support. We do this through:

- **Service Development:** building and developing relationships with local authorities across Scotland by implementing a plan for actively targeting and promoting our services such as Community Childminding, Continuous Professional Learning, and ELC.
- **Funding:** seeking to influence future core funding for SCMA by maintaining and building on existing local authority contracts, continuing to increase service income, and maintaining and increasing our non-core grant funding.
- **Communications:** targeting communications activity to support priority areas, particularly re-enforcing the value of membership and the value attached to childminding.





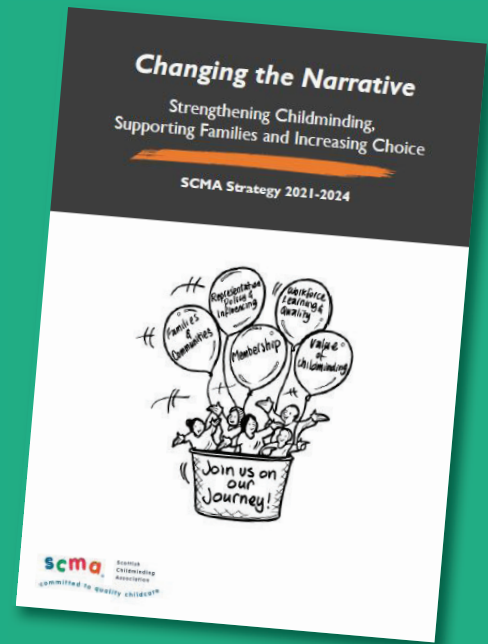
# Changing the Narrative:

## SCMA's Three-Year Strategy

*Changing the Narrative: Strengthening Childminding, Supporting Families and Increasing Choice*, is SCMA's three-year strategy. Launched in May 2021, it includes 15 actions, covering the following five key areas:



- **Membership:** helping members to recover and sustain their businesses and ensuring our membership support adapts to changing needs; providing them with what they need, when they need it and in the most appropriate form.
- **Policy, Representation and Influencing:** continuing to provide a strong professional voice and using evidence and childminders' experiences to influence and support national and local policy.
- **Workforce, Learning and Quality:** reversing the declining trends within our workforce, and supporting on-going skills development and learning at all career stages.
- **Children and Families:** further development of Community Childminding and our other services to meet the increasing demand from families in need, increasing support for school-age childcare and developing childminding in areas where provision is low.
- **Value of Childminding:** changing outdated perceptions of childminding, increasing the value attached to it by parents, policymakers, other providers and the wider public to create more demand for childminding.



Strengthening Childminding,  
Supporting Families and Increasing Choice

# Key Stats and Figures 2021-2022

## SCMA MEMBERS

**3,062**  
MEMBERS

**82%**

OF CHILDMINDERS  
IN SCOTLAND ARE

**scma**  
MEMBERS



## BECOMING A CHILDMINDER

**16,929**  
VISITED OUR  
BECOME A  
CHILDMINDER  
WEBPAGE



**1,603** people downloaded our  
**Becoming a Childminder Guide**

**259**

potential childminders joined our  
**CHILDMINDING INDUCTION  
SUPPORT PROGRAMME**  
(97% joined via e-Learning)

## childminding.org

**59,861** hits from  
parents | **1,922** childminders  
ACTIVE ON

**CHILDMINDER  
SEARCH SERVICE**



**21,568** views on the  
MEMBERSHIP DASHBOARD

**60,164** visits  
to our homepage



## LEARN WITH SCMA

**429** **scma**

members joined an  
e-Learning CPL course

**scma**  
HOSTED

**23** interactive/  
virtual CPL courses

**36** Network  
Meetings



**361** childminders  
ATTENDED

**583** childminders  
ATTENDED

**4** COMMUNITY  
CHILDMINDING  
training events

**23** **scma**  
members became new  
Community Childminders

**313** children and young people  
supported through Community  
Childminding placements



**745** HELPLINE  
CALLS RECEIVED BY  
**#TEAMSCMA**

## VIDEOS

**9,276** YouTube  
views of our YouTube channel

**2,512** of our regular  
COVID-19 updates

**704** of our SCMA STRATEGY  
launch animation video

**906** of our 'STEM in Action' video  
**#ThinkSTEM**

**906** of our 'STEM in Action' video

**COVID-19**  
**9,235** hits to our dedicated  
COVID-19 webpage

**147** TOTAL FAQs PUBLISHED

## FACEBOOK



**7,239** LIKES\* | **7,939** FOLLOWERS\*

**32,467** PEOPLE ENGAGED  
TOP POST REACHED:  
**1,831** PEOPLE

TOTAL FACEBOOK  
PAGE REACH  
**108,208** PEOPLE

## TWITTER



**@ScotChildmind** | **3,247** FOLLOWERS

**TOP**

TWEET EARNED  
**12,400**  
IMPRESSIONS

SCMA EARNED  
**137,651**  
TWEET IMPRESSIONS

We love hearing from our members and colleagues across the sector. Share your thoughts, ideas and suggestions with our team – you can contact [information@childminding.org](mailto:information@childminding.org)

**#TELLSCMA.**

All stats taken from April 2021 – March 2022

**scma** Scottish  
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committed to quality childcare

Scottish Childminding Association  
Argyll Court, Castle Business Park, Stirling, FK9 4TY  
Tel: 01786 445377  
Email: [information@childminding.org](mailto:information@childminding.org)  
**childminding.org**



Scottish Government  
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[gov.scot](http://gov.scot)

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