

# GM Business Growth Hub

## Early Years: Strategies For Growth

Your Business Is Our Business

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**GREATER  
MANCHESTER**  
DOING THINGS DIFFERENTLY

POWERED BY  
**LEVELLING  
UP**

## We're GM Business Growth Hub



GM Business Growth Hub is Greater Manchester's business support organisation.

We exist to make life better for communities across our city region by unlocking potential in businesses that want to achieve more. We provide support with funding, innovation, people, sales and sustainability.

We're experts in Greater Manchester's growth sectors, from advanced manufacturing and health innovation to green technology, digital, creative and media.

With the support of the UK Shared Prosperity Fund, we're supporting businesses in Greater Manchester to reach great heights.



# GM Business Growth Hub



Advanced Manufacturing

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Health Innovation

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Green Technology

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Digital Creative Media

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Foundational Economy

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Social Economy / Third Sector

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Drive Productivity

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Create and Safeguard Jobs

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Inclusive Growth

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# Business Support: Early Years

- GM Business Growth Hub's comprehensive support service for early years businesses, focuses on essential growth areas.
- We provide tailored assistance in Strategic Business Planning, Leadership, Productivity, and Leveraging Innovative Technologies like AI and Chat GPT for Sales and Marketing.
- We also provide workshops, courses and personalised support to improve Health and Wellbeing and Workforce Development.
- All business support is fully funded, therefore no cost to the business.



# Early Years Workshop 1

**Navigating the Early Years Sector with Business Model Innovation and Market Insights.**

**Aim: To empower owners and managers in the early years sector with the knowledge and tools to critically analyse their business models, understand their competitive landscape, and identify strategic opportunities for growth and sustainability in the context of recent developments.**

# Agenda:

Business Model Canvas



Market Insight



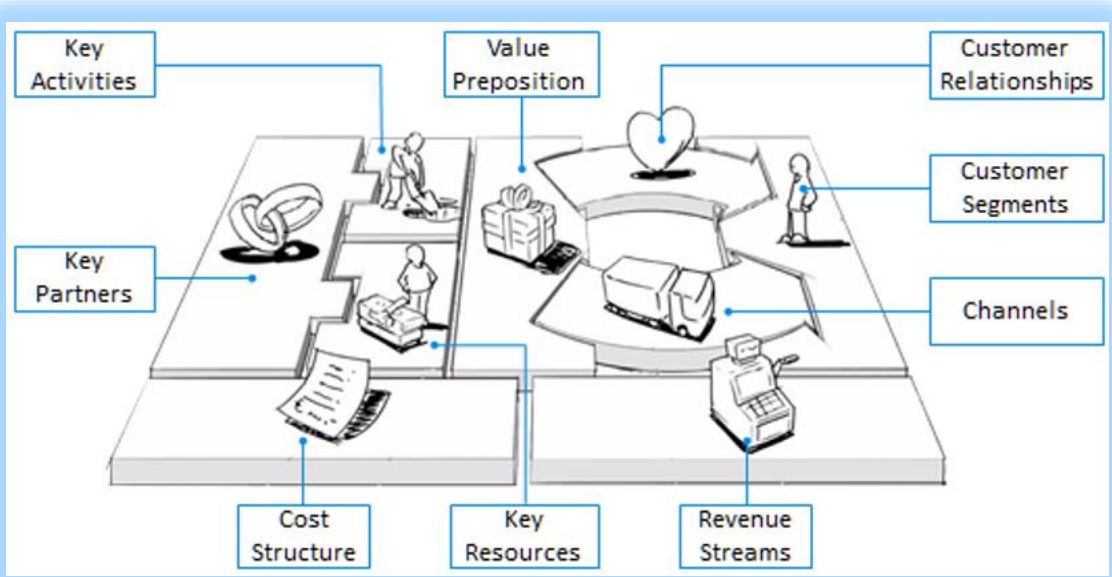
Competitor Analysis



SWOT



Action Plan

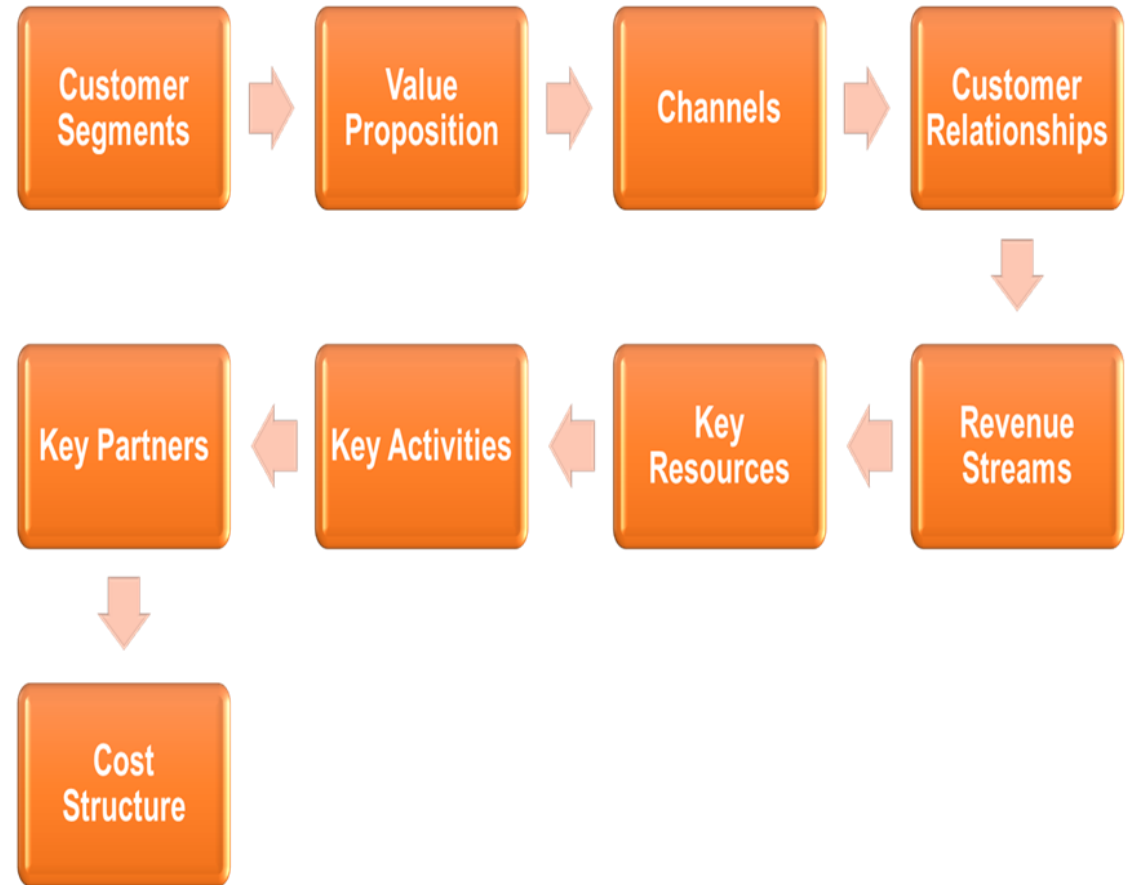


# What is a Business Model Canvas?

A business model canvas is a tool that helps you visualise and plan how your early years setting will operate. It's like a blueprint that considers all the important aspects of your business, like who your customers are, what service you provide, and how you'll make money.

# Why use this method?

- By outlining the 9 building blocks on the Business Model Canvas, you can develop a clear and comprehensive strategy for the success of your early years setting. It allows you to visualise how all the parts work together to deliver a valuable service to your customer segments, while ensuring financial sustainability.





# Conduct a SWOT Analysis

## 1. Strengths

- **Internal Positive Attributes:**

- Identify what the nursery does well.
- Consider aspects like location, facilities, staff qualifications, child-to-carer ratios, unique teaching methods, etc.
- Evaluate reputation, customer satisfaction, and any unique selling points (USP) like specialised programs or services.

## 2. Weaknesses

- **Internal Negative Attributes:**

- Recognise areas where the nursery could improve.
- Consider limitations in resources, facilities, staff training, or operational processes.
- Reflect on customer feedback and reviews to identify perceived weaknesses.

## 3. Opportunities

- **External Positive Factors:**

- Look for emerging trends in early childhood education that can be capitalised on.
- Identify potential partnerships with local schools or community organizations.
- Consider demographic shifts, like increases in young families in the area.
- Assess government policies or funding opportunities that could benefit the nursery.

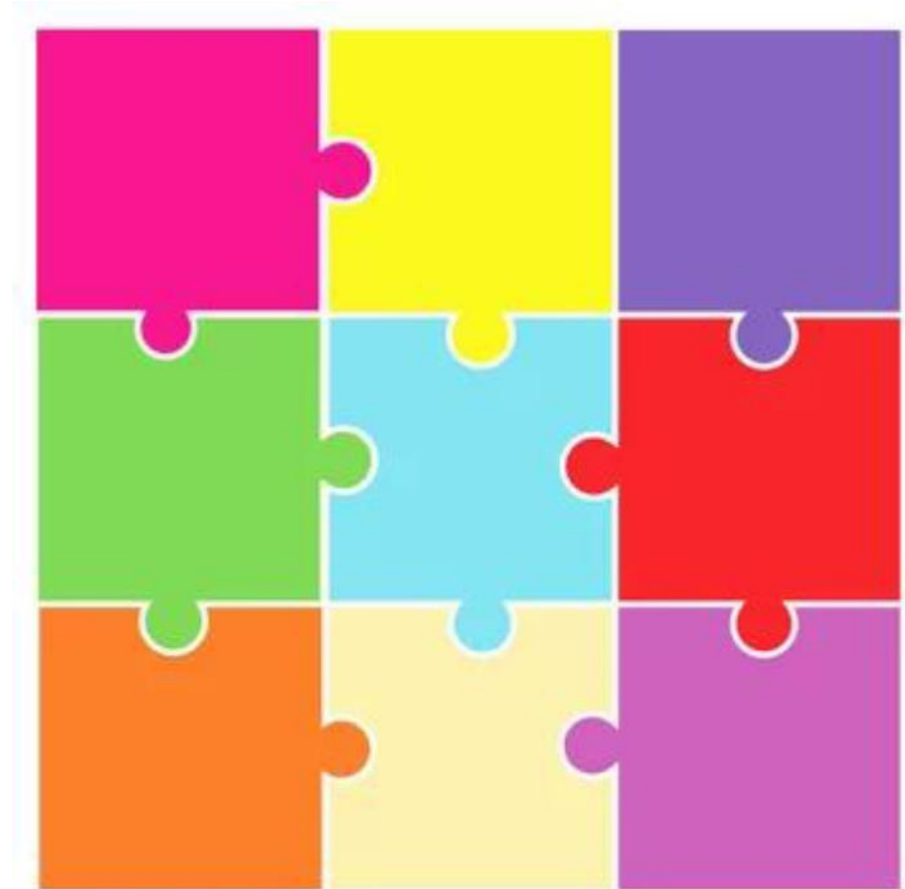
## 4. Threats

- **External Negative Factors:**

- Consider the competitive landscape, including new nurseries opening nearby.
- Assess the impact of economic downturns, changes in government policy regarding childcare funding, or regulatory changes.
- Be aware of societal changes that might affect demand, like shifts in parental attitudes towards early childhood education.

# Market Insight:

- Understanding your market is crucial for identifying and understanding the **specific groups of people** you aim to serve. This knowledge helps in tailoring your **value proposition**, **communication**, distribution **channels**, and **customer relationships** to meet the needs and preferences of your **target audience** effectively.



# Develop Strategic Insights : Action Plan

- Combine insights from the Business Model Canvas, SWOT analysis, and market/competitor analysis to develop actionable strategies for growth and adaptation.
- Create a preliminary action plan to address identified challenges and opportunities, ensuring their early years setting remains competitive and sustainable.
- The workshop is designed to be interactive and practical, ensuring participants leave not only with theoretical knowledge but also with actionable insights tailored to the unique challenges and opportunities of the early years sector.



# Tools & Resources

- Cost of Delivery Calculator
- Cash flow forecast
- Breakeven Analysis tool
- Market Insight
- Fact Sheets





# Early Years Workshop 2

## Boosting Your Nursery's Growth: Mastering Sales & Marketing Fundamentals with AI Technology

**Aim: To provide nursery owners and managers with a comprehensive understanding of the 7P's of marketing and how these principles can be applied effectively to their business.**

**To introduce and explore the practical applications of ChatGPT/AI tools in enhancing productivity, efficiency, and marketing efforts in the Early Years sector.**

# Agenda:

The how, what  
and why !

7P's of  
marketing

The benefits of  
market research

Understanding  
your audience

Crafting your  
marketing plan

Fundraising

Website  
Development  
and Design

Social media  
success –  
Facebook and  
Instagram

Resources/ Free  
Training

How to  
Leverage AI for  
Business  
Growth

Action Plan

# Objectives:

- 1. Understand the 7P's of Marketing:**  
Participants will gain insights into each of the 7P's and learn how to apply these concepts to make their nursery stand out in a competitive market.
- 2. Identify Best Practices and Tips:**  
Share and discover proven strategies and innovative ideas for growing your nursery business

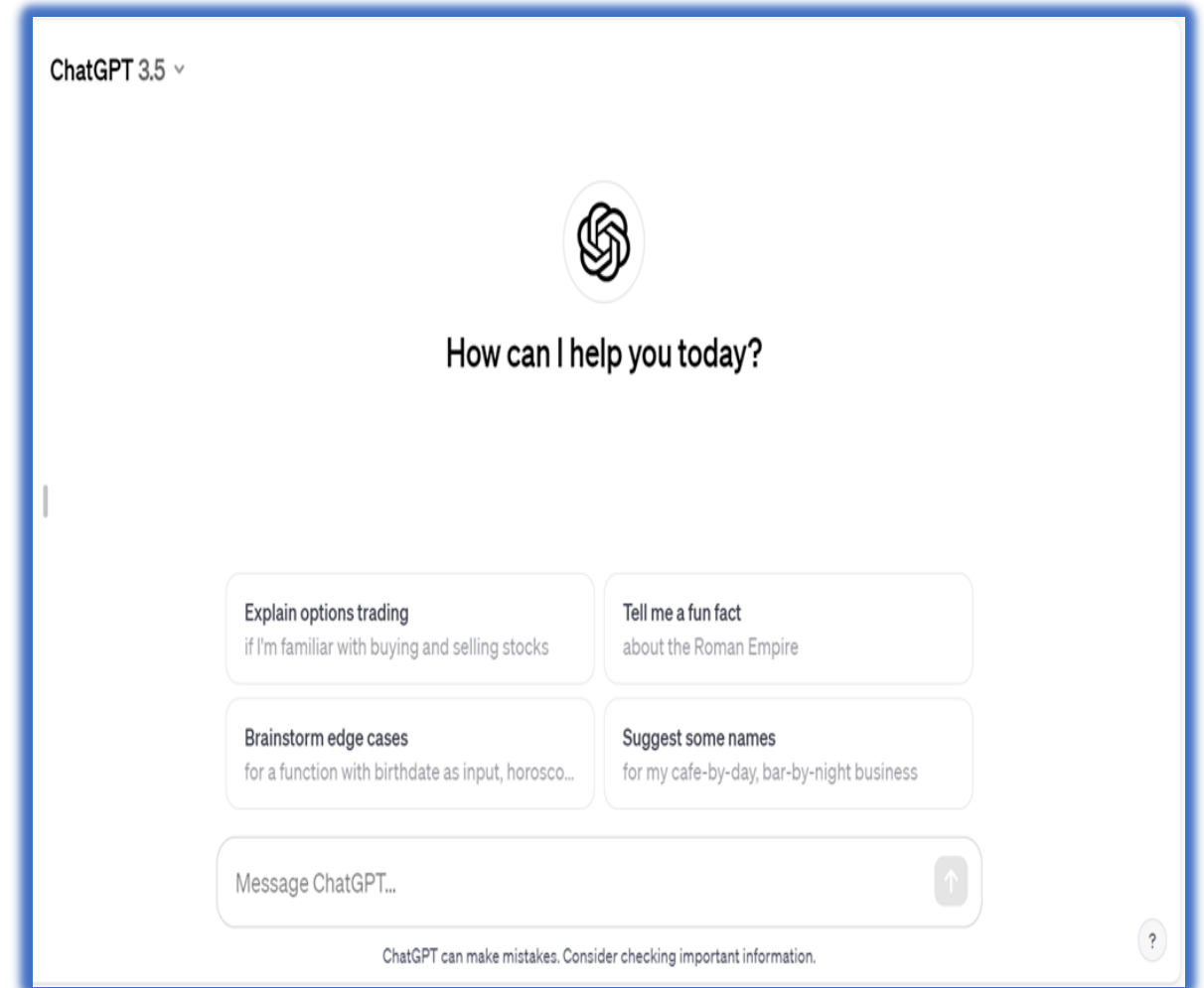


# Objectives:

**3. Leverage AI for Business Growth:** Learn how to use ChatGPT and other AI tools for enhancing educational curriculum, market research, creation of social media posts and compelling marketing content, all aimed at improving operational efficiency.

**4. Create an Action Plan:** Each participant will develop a personalised action plan to implement the strategies discussed, with clear objectives and timelines for achieving their growth goals.

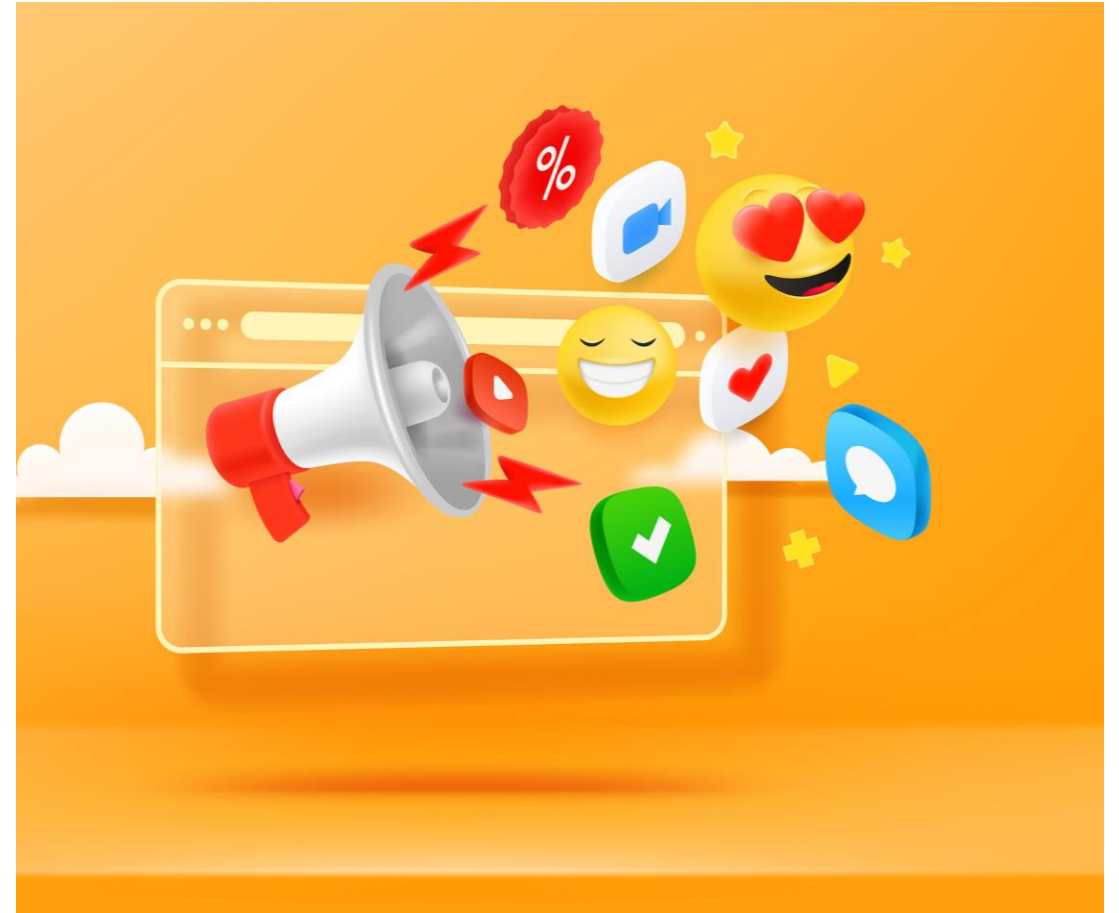
- By the end of this workshop, you'll have a clearer understanding of how to market your nursery effectively, utilise the latest AI technology for business improvements, and set actionable plans to ensure your nursery's growth and success.





# Tools : Free Training resources

- Facebook
- Instagram
- Website SEO
- Google Ads
- LinkedIn



# Workshop 3: Nurturing Understanding and Support for Sustainable Growth

- Follow up session to check understanding
- Answer any additional questions
- Share best practice
- Actions plans in place
- Any additional support required
- Introduction to wider services.



# Wider Service provision

Workforce Development  
Health and Wellbeing  
Leadership and Management  
Recruitment/ Apprenticeships  
GM Skills Map  
Events/ Workshops  
Good Employment Charter  
Social Value  
Access to Finance  
Journey To Net Zero/Bee Net Zero



# GM Business Growth Hub workshops

## Health and Wellbeing:

Introducing Leadership Wellbeing:  
Strategies for effectively managing stress

Implementing a Wellbeing Strategy in Your Business

## Pure Leadership:

Leading Organisation

Leading people

Leading Innovation

## Workforce Development:

Elevate and Engage: Strategies for Transformative Employee Engagement in the Workplace

People and Performance Management

Management Development – Developing Middle/Junior Managers

Recruitment and Onboarding - Getting it right first time

Managing your workforce through change

**To express an interest or find  
out more**

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**Business Growth, Advisor**



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