

November 2017

## **Case Study on Kerswell Kids Preschool**

### **Making 30 hours work for my business**

Kerswell Kids is a preschool situated in the Whitton area of Richmond. The preschool serves a mixed cohort of children of unemployed single parents, stay at home parents and parents in employment.

Kerswell Kids was previously open for five breakfast sessions, five morning sessions and three afternoon sessions, from Monday to Wednesday. Parents taking up the universal 15 hours usually opted for all morning sessions or full days which were predominantly on Monday, Tuesday and Wednesday. Therefore, it was not financially viable for the preschool to open for the Thursday and Friday afternoon sessions as there was not enough demand from parents for this.

After surveying parents in the 2017 spring term the preschool found that half of the parents of the 3 and 4 year olds would be eligible for the extended 15 hours from September 2017. Based on this the preschool made the decision to offer the extended entitlement and developed their model by introducing the afternoon sessions on Thursday and Friday, as well as late sessions from 3-4pm everyday to enable the delivery of 30 hour places.

During the first term of delivery of 30 hour places Kerswell Kids has doubled their 3 and 4 year old intake from the previous year. 75% of this increase are parents taking up the 30 hours entitlement for the 2017 autumn term. The preschool's current projection for the 2018 spring term is 100% occupancy of the 3 and 4 year old places on offer, which will be made up of a cohort of approximately 50% claiming 30 hours funding, 25% claiming the universal 15 hours and 25% fee payers.