

Your guide to becoming a childminder with tiney

Welcome to

tiney

tiney.co





Welcome to tiney!

So, we hear you're thinking of training with tiney? Excellent! We're so glad you're keen to find out more about us. It's the first step on your path to changing children's lives.

tiney's mission is to empower you to become a fantastic early years educator by helping you to build a successful childcare business from your home. That way we can give more children a great start in life. We're looking to partner with brilliant people who believe in our mission and are passionate about caring for children. Is that you? Then please read on!

We know you must have a lot of questions about how things work at tiney, so we've put together this little prospectus which should answer most of them. If there's anything we haven't covered then please get in touch at community@tiney.co or check out the FAQs on the tiney.co website .



Government incentive, register before March 2025 to receive:

£1200
bonus for new
childminders!

Learn more on page
8 or book a call!



tiney: The basics

At tiney we strongly believe that there's no such thing as a stupid question – and this applies to our team and our community of childminders just as much as it does to children. With this in mind, here are a few FAQs on how it all works...

What is a childminder?

A registered childminder is a childcare professional who works from their own home caring for a small group of children. Some childminders take on assistants so that they can increase the number of children they care for.

Childcare ratio guidelines:

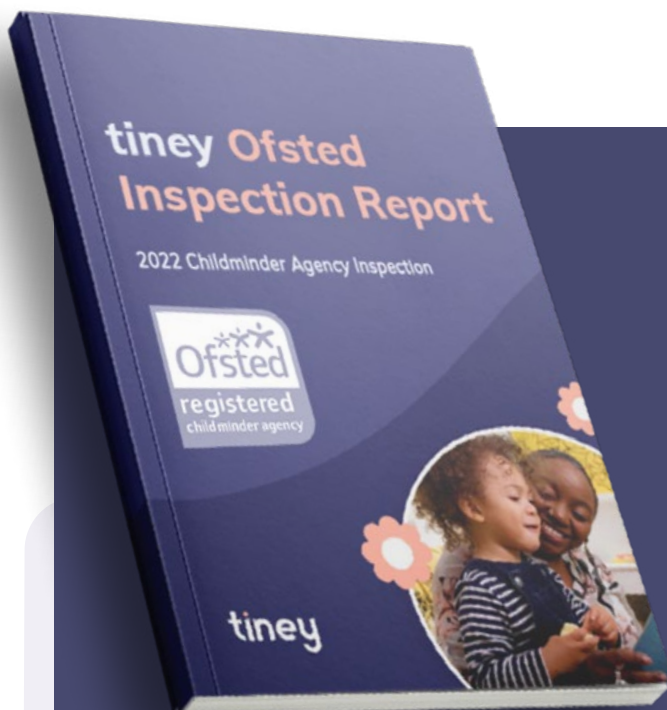
- 6 children under the age of 8
- Of those 6, 3 can be under the age of 5
- And of those 3, only 1 can be under the age of 1

What is a Childminder Agency?

When you decide to become a childminder you have two routes - join an Ofsted registered childminder agency like tiney or register directly with Ofsted. CMA's were introduced by the Government to offer childminders additional support and services that you won't get if you register directly with Ofsted.

At tiney, our registered childminders are independent self-employed businesses, but

they benefit from comprehensive support, tools and ongoing coaching to help them thrive. As a childminder, tiney acts as your regulator, your business partner and your cheerleader. Our inspections and quality bar are set to the same high standards as Ofsted, but all your interactions will be with our friendly tiney team. We are incredibly proud of the type of CMA we are building at tiney, and proud to champion childminding and help our members develop and grow!



Just like schools and nurseries, Childminder Agencies are regularly inspected and quality assured by Ofsted. tiney were last inspected in 2022, receiving Ofsted's highest grading and a glowing report. Ofsted commented that:

"The whole staff team has a passion and commitment to working collaboratively to promote good and continuously improving outcomes for all children."

"Through their 'community hub', tiney has created a successful system for childminders to network and provide peer-to-peer support." and that "Childminders, wherever they are located, can partner with each other to build a strong local network."

On Safeguarding, the report commented that "Leaders and managers have good oversight of all safeguarding concerns...Robust and transparent systems are in place... The training programme available to support knowledge and understanding of the Statutory framework for the EYFS safeguarding and welfare requirements receives high acclaim"

Lastly, Ofsted noted that, people "are very complimentary about the home learning support which is available to them on the app". They said that the children under tiney care are "making progress in learning and development with good learning environments" and that "the evidence gathered during inspection clearly showed that the training has a good impact on childminders who demonstrate high levels of awareness and understanding."





What's different about tiney childminders?

Tiney is an Ofsted-registered childminder agency, but with tiney, you are more than a childminder, which is why many members refer to themselves as 'tiney home leaders'. We support you through training via our app and we help you set up your own tiney home. You'll become an educator and an entrepreneur; running your own business, choosing your hours, and enjoying a meaningful career. You can even look after your own children while you're doing it. Even better, from day 1 you'll become part of our community - sharing ideas, information and support and you'll be making a long term career choice with lots of opportunities for progression.

Where does tiney operate?

Tiney is currently England-wide, so you can become a childminder with tiney anywhere in England or on English land (e.g. British military bases abroad).


Do you take on everyone who applies?

No - we're proud that we have a really high quality bar, which means that only around 1 in 5 applicants make it through to being registered tiney home leaders.

How big is the tiney community?

We have well over 900 registered childminders in our community and counting, working with an additional 250 assistants. We are growing exponentially, with over 1000 childminders-to-be currently training with us. Community is at the heart of everything we do, so you would be in great company!

What sort of people apply to tiney?



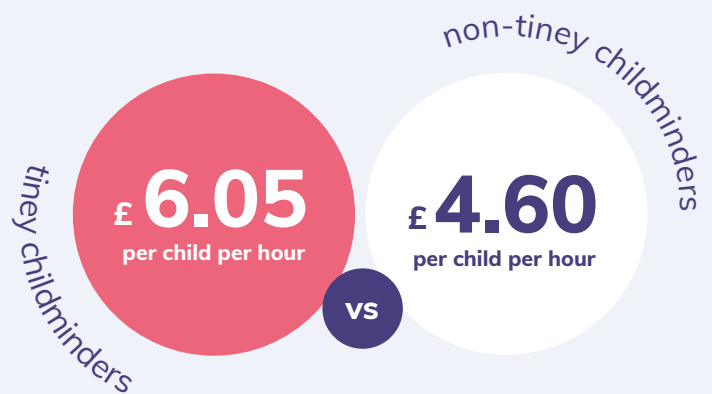
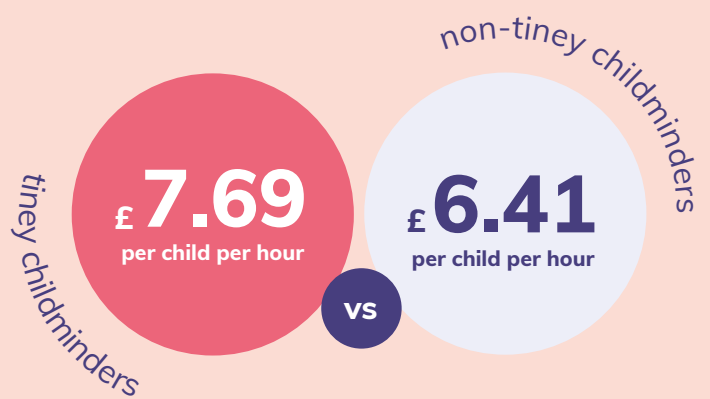
All sorts! Our community includes people who have previously been dentists, florists, actors, musicians, city workers, shop assistants, life coaches, carers... plus a big bunch of former teachers, teaching assistants, childcare workers and stay at home parents. What do they all have in common? A passion for working with children and a desire to run their own successful business while nurturing young minds from the comfort of their home. You don't need existing childcare qualifications like an NVQ to join, although it might well mean you fly through some of our training.



How much money will I earn?

Childminders earn more with tiney - averaging **£27,000 in their first trading year**. We also support you with resources, marketing, and help setting competitive rates.

How much you earn depends on how many children you want to take on, what hours you work, and what you set as your hourly childcare rate (which will vary by neighbourhood and region). You can use our handy calculator (linked opposite) to work out different income scenarios. For example, taking on three children full time (i.e. for 40 hours a week) could see you earning more than £30,000 in Greater Manchester and Birmingham, or £40,000 in Greater London and the South East. If you take on an assistant, you will be able double the children you can look after and grow your earnings even more. We currently have over 100 assistants in our community.



Discover our handy earnings calculator

Customise your earnings based on the number of children, working hours, & childcare rates.

[Try the earnings calculator - click here!](#)





How much does it cost to train & get set up?

Join tiney before March 2025 & receive a £1200 grant to recover all your costs!

The 2023 Spring Budget introduced a £1200 Government grant for new childminders joining a Childminder Agency instead of direct Ofsted registration. This incentive, highlighting the enhanced package you get with an agency, **covers all your training & setup costs.**

What are the upfront costs, & how should I use the £1200 Grant?

If you begin working as a tiney childminder prior to March 2025, you'll be eligible to claim the grant. While there are some upfront training costs, this means you'll be reimbursed for all of them once you start working. Here's an overview of costs & suggested ways to use the £1200 grant:

| | |
|---|--|
| Joining Fee | £300 for most pathways (This fee covers your access to essential training and support on your chosen pathway) |
| GP health check | £20-£75 (variable based on your local GP's pricing. Also available for £75 via tiney's partner GP service) |
| Enhanced DBS check(s) | £44 per check. Required for you and every member of your household (over 16). |
| Paediatric First Aid training | £75 with tiney discount (normally over £100 if you go direct) |
| Home set up Costs (toys, games & other essentials), plus Marketing costs | £100-£300 Each home will have different needs in this area. If you have little ones of your own, you might not need to spend very much at all! We recommended you set aside £100 for printing your personalised marketing materials & listings on sites like childcare.co.uk and nextdoor.com |

After essential costs are covered, new childminders should be left with at least £400 towards other costs!

Visit Gov UK to read about the [grant here](#)



What's included as part of my tiney package?

When you join tiney we cover the all of your other costs in a package that's worth up to £3,000. That includes:

- ✓ Insurance from leading provider Morton Michel
- ✓ LA & Social Services checks (local authority)
- ✓ Full access to our online training
- ✓ Video home check call to prep for your home visit
- ✓ Dedicated on-boarding manager
- ✓ EYFS & Childminding training
- ✓ Ongoing professional development
- ✓ Personalised Marketing Materials (digital pack)

The £1200 grant is great, but why do I have to pay upfront for some other costs?

GP check / Health declaration form: You will require a GP check to say you are physically able to work with children. These are typically between £20-£75 and can also be purchased directly from tiney if you local GP costs are prohibitive.

DBS: To register, you and the members of your household (over 16) will need to apply for Enhanced DBS checks. These cost £44 inc VAT, but the amount you need will vary by household. Don't worry, we're here to help with the application process!

Toys and equipment: Each home will have different needs in this area and your grant can help with costs such as toys, games and making your home fit for purpose.



Did you know we often offer learning rewards with a special bundle of resources if you complete your training within 6 weeks! Book a call and ask a tiney advisor about our current offers .

**Earn more with tiney**

Our childminders earn 17% more on average than those with Ofsted - even after the tiney fee.

**Pay less over time**

Our lifetime model rewards loyalty - meaning your fee reduces as your earnings grow.

**Shared goals = true partnership**

We only earn when you do, meaning your income goals are aligned with ours.

New childminders

Full, accelerated & wraparound pathway

12%

on the first £50k of earnings*

8%

on all earning above £50k thereafter

Note, 8% discount does not reset annually, once you have earned £50k this is your discounted price for life.

Existing childminders

Switching pathway only

8%

on all earnings

Note, childminders switching to tiney will qualify for a 6 month grace period on existing contracts. Full details available via a tiney advisor.

How does tiney make money?

At tiney most of our income is made through a revenue-sharing model, meaning we charge a small fixed percentage fee on your childcare income, which decreases over time. We believe that revenue-sharing works best because the only way for us to be successful is to help you become successful! We only earn when you do. This minimises your upfront costs and establishes tiney as your long-term business partner.

As your business partner our main goal is to ensure that with tiney you earn more, not less, than if you go it alone. We do this in three ways - first, we reduce all your costly admin time making sure that you aren't losing hours of billable time each week and can decide when and how you want to work. Second, we enable you to charge a fairer rate by improving the customer experience families receive via the tiney app and helping you more confidently market your setting under the tiney brand. Third, we reduce your expenses by including things like

insurances, tax services and big discounts on other business costs. All of this combined means that your membership fee to tiney is offset by the benefits we offer. This is proven in our numbers - where, even after paying our typical membership fee, our childminders currently earn 17% more on average than equivalent Ofsted childminders nationwide. Plus, to top it all off, the tiney fee is also a qualifying business expense on your end of year tax return. Revenue sharing covers your upfront costs & our ongoing agency services including:

- Billing and on-going contract services
- Safeguarding, EYFS, SEN support
- CPD and training (incl. Community Conferences)
- Leadership & progression pathways
- Comprehensive insurance
- Community events & resources
- Access and updates to the tiney app
- Your yearly QA visit
- Any ad-hoc support you may need throughout the year

How does tiney work for families and what is the **joining fee**?



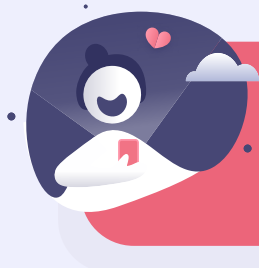
Just like many nurseries, and some childminders, tiney charges a one-off joining fee to families of £59 on certain contract types (exclusions shown opposite).

The joining fee is paid direct to tiney and covers some of our essential agency on-boarding costs; including our time spent on registering families, establishing contracts, liaising with different parent payment schemes and chasing up front payments. The joining fee is a one-off payment and once a parent contract is up and running all other costs and services for the duration of the contract are covered under your normal childminder revenue sharing agreement.

The joining fee is entirely separate from any charges that you, as a childminder, may decide to charge up front - including settling in fees. The joining fee is not applicable to every contract type, but in cases where a charge is applicable, parents will also receive select rewards and benefits in their tiney app.

There are several exclusions where the parent fee won't apply. These include:

- The first 2 contracts submitted by new childminders after their initial registration (providing a fee-free benefit to you and your first families whilst you get set up)
- Any wraparound contracts (morning or afternoon)
- Any contracts utilising the 2 year old funded places scheme for lower income families (15hrs)
- Emergency care contracts
- Sibling contracts (for new or existing children). Parents of siblings will only pay to join once.
- Short term contracts < 1 month



Parents get an amazing experience with tiney through our highly rated tiney app. See all the features and benefits of the parent app experience by visiting tiney.co/parents/tiney-app/

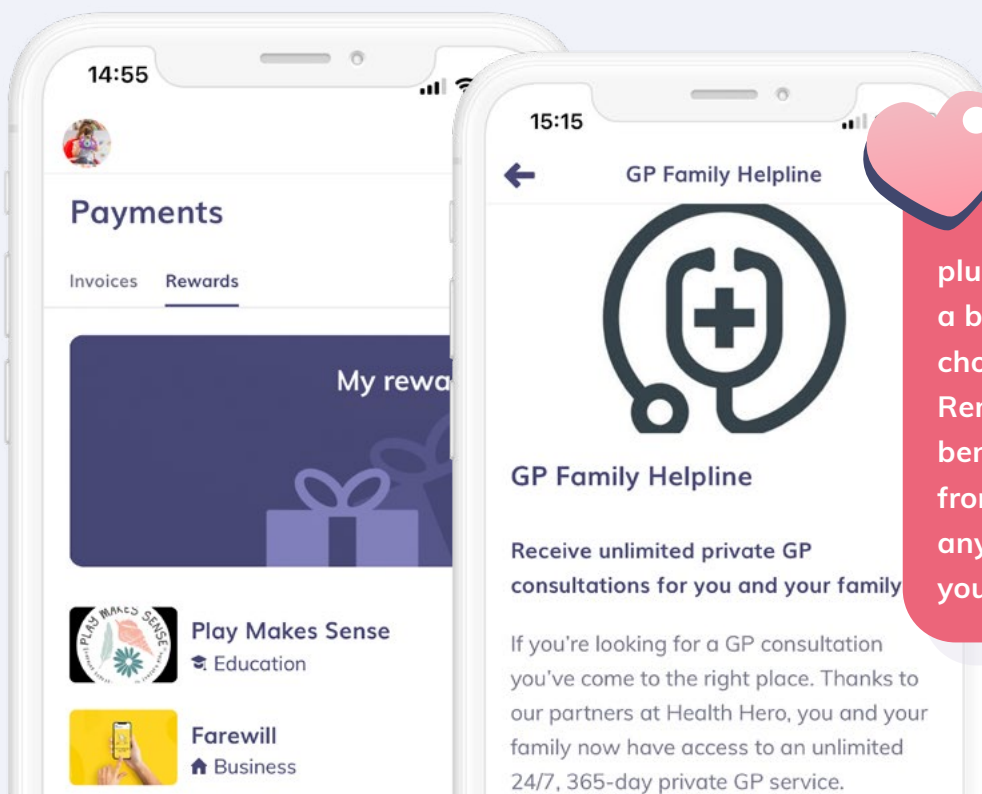


What benefits do families get when they choose tiney?

All parents benefit from the tiney app itself - making the overall customer experience vastly superior to what they'd get at other childcare settings. In addition, for contracts where the tiney fee is applicable, families unlock a host of exclusive rewards & popular benefits, including:

- ✓ Online GP for them and their family. (Includes prescribing services*)
- ✓ Discounts with tiney partners including Play Makes Sense, Farewill & more
- ✓ Access to tiney's Counselling, SEND & financial services phone support lines
- ✓ End of contract export from the tiney Journal to ensure all photos and media can be retained
- ✓ Access to tiney tips (for under 5s)
- ✓ Access to parent webinars and expert talks
- ✓ An enhanced in-app welcome pack & settling in guide
- ✓ Streamlined experience with the tiney parents app including digital billing & high touch customer and payments support

*Depending on circumstances some fees may apply on certain prescription types



tiney helps you stand out:

Don't forget, the tiney app, plus it's inclusive benefits, are a big bonus for families when choosing a childcare setting. Remember to emphasise these benefits, plus tiney's 5 star rating from 98% of enrolled parents, to any potential customers when you first meet.

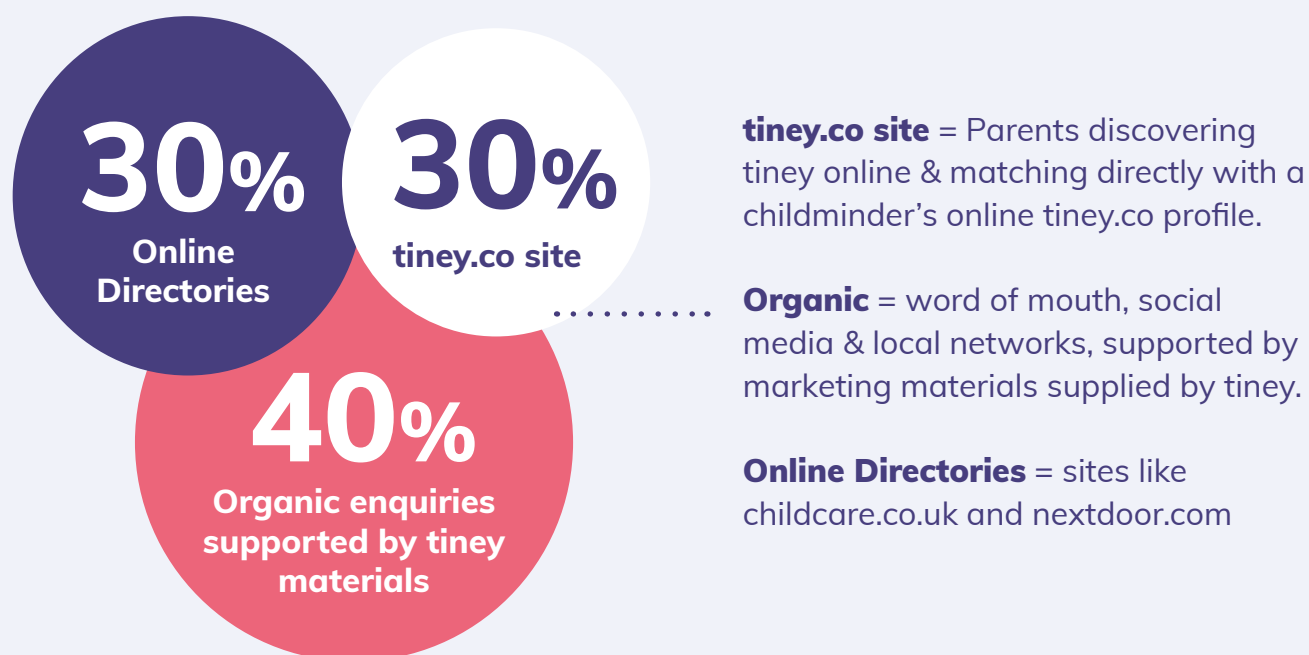


Do you find families for me?

Not exactly, but we do support you through the process. We have step-by-step guides that explain clearly what you need to do and how to do it. We also give you marketing training and business coaching to help build your confidence and support you to find customers. Many childminders find word of mouth in their community brings families to them, others use social media or local authority directories.

When you open you'll receive a personalised kit of digital marketing materials to spread the word and share with families, and a physical home launch kit with hi-vis vests, posters, tote bags and other useful info for families. If you're a new childminder, your £1200 grant can be used to cover the cost of printing some of your personalised marketing materials, and for online directories like childcare.co.uk. In addition, you'll have your own profile page on the tiney website, so parents in your neighbourhood seeking childcare can easily find you and get in touch. This happens more and more as we shout about the tiney brand in the press and on TV! **Ultimately, we don't make money until you do, so we're invested in making your business a success.**

How do tiney childminders typically find families?



Did you know that the average tiney childminder finds their first long term contract in just under 30 days from registration? Plus, most childminders reach their full utilisation within 3 months.

What does my initial career path look like with tiney?

We have designed an initial 2 year professional learning and development journey for you, with clear career milestones and ongoing support to train you to become a world-class Early Years educator. Therefore, we expect our childminders to stay with tiney for at least 2 years to complete the programme (and for many successful years thereafter). If you decide to de-register from tiney within 2 years of registration, we will charge a fee of up to £500 to recover the costs of training, home visit, and onboarding support. However, we make exceptions to this on an ad-hoc basis for exceptional circumstances, and our goal is to offer you so much support and such an amazing community that you won't want to leave tiney.

How can I grow my career even further?

With tiney, your career doesn't stop with childminding. We can support you to onboard assistants to double the ratios of children you can care for. Plus, tiney is a fast-growing, close knit community, and we are always on the lookout for inspiring, experienced home leaders to take on additional community roles such as coaching new members, organising community events, helping us with recruitment, and running training sessions. As a further incentive, we even offer cash gifts for each person you refer who successfully registers with us. If sharing ideas, helping others, and nurturing communities excite you, tiney is the perfect fit. In fact, on your tiney journey, you will encounter several highly experienced former childminders who now work for us in coaching and safeguarding roles. We're very proud to have so much knowledge and experience on our growing team.

Take on an assistant

Hundreds of childminders have taken on assistants to boost their earnings

What other opportunities exist for tiney childminders?

Apply to be a community coach

Get paid to help tiney run local whatsapp groups & support new homes in your area

Share skills, get rewarded

Share your knowledge by creating CPD or speaking at tiney events

Become a CODP provider

Open a much larger setting with a childcare on domestic premises registration

I've never run my own business... Will I be self-employed? Does that mean I need to do my own tax return?

Yes, you will be self-employed and you'll be submitting your tax return each year. But, we support you through it with lots of training specific to being self-employed.

There are many benefits to working self-employed – a key one is that you will be able to claim back tax for your business expenses. These could include travel costs if you do pick-ups and drop-offs and even the heating of your home. The tiney fee is also a qualifying business expense,

The tiney app helps you track expenses, and at the end of the tax year we'll even provide you with a full breakdown for your tax return and clear guidance on what you need to do. You'll also benefit from the special tax breaks for childminders and we'll take the guesswork out of everything so you don't need to stress come the end of the tax year.



How did tiney start?

Tiney was set up in 2018 because, after visiting hundreds of schools over the years during his time at Teach First, our founder and CEO Brett Wigdortz OBE realised the huge importance of the early years when it came to preparing children for school — and the rest of their lives.

He saw that many children were starting formal education very unprepared for what lay ahead, and discovered that there was a huge variation in quality when it came to early years childcare.

He loved the way the best nurseries focused on learning through play - but he also saw the advantages of home-based environments for young children who thrive when given the opportunity to form close bonds in more intimate settings. When he found out about

the huge decline in the number of registered childminders over the past two decades, and the lack of technological advancement across the sector, he knew there had to be a solution.

He assembled an exceptional team, with backgrounds across education, childcare and tech, and founded tiney. Now our rapidly growing number of homes bring together all the best elements of other types of early years education in a safe, homely setting.



Creating your tiney home

Many potential tiney home leaders worry that their space isn't right for running a childcare setting. But our community boasts a wonderfully diverse range of tiney homes, from smaller flats to bigger houses, all of them offering fun, comfortable and safe environments for children. There are a few basic requirements but with some good planning and a bit of imagination, you can turn your space into a fantastic tiney home...



Have I got enough space?

As a registered childminder, you must meet the following indoor space requirements:

Children under 2 years:
3.5 m² per child

2 year olds:
2.5 m² per child

Children aged 2 to 5 years:
2.3 m² per child

This is space before furniture and toys, so the square footage of the empty room you'll be having them in. We know it's hard to visualise this, so we hope you find our photos of existing tiny homes of all shapes and sizes helpful.

It is unlikely that for 3 children under the age of 5 you won't have space. We work with people based in 1 bedroom flats all the time! But it's worth checking with the guidelines above to make sure that you do have room.



Your training journey explained:

five steps to success

Excitingly, there are now two ways to train with tiney: our newly-launched accelerated path, and our at-your-own-pace option.



Whichever path is the best fit for you, the process of training as a childminder with tiney is faster and slicker than the traditional route, thanks to our highly experienced team and brilliant app. Many of our childminders are up and running in around three months - some even faster! Here are the five steps to becoming an amazing tiney childminder and joining a warm and vibrant community.

1) Do some research! Have a poke around our website, devour this prospectus, check out our Instagram - whatever it takes to give you a sense of tiney and answer your burning questions.

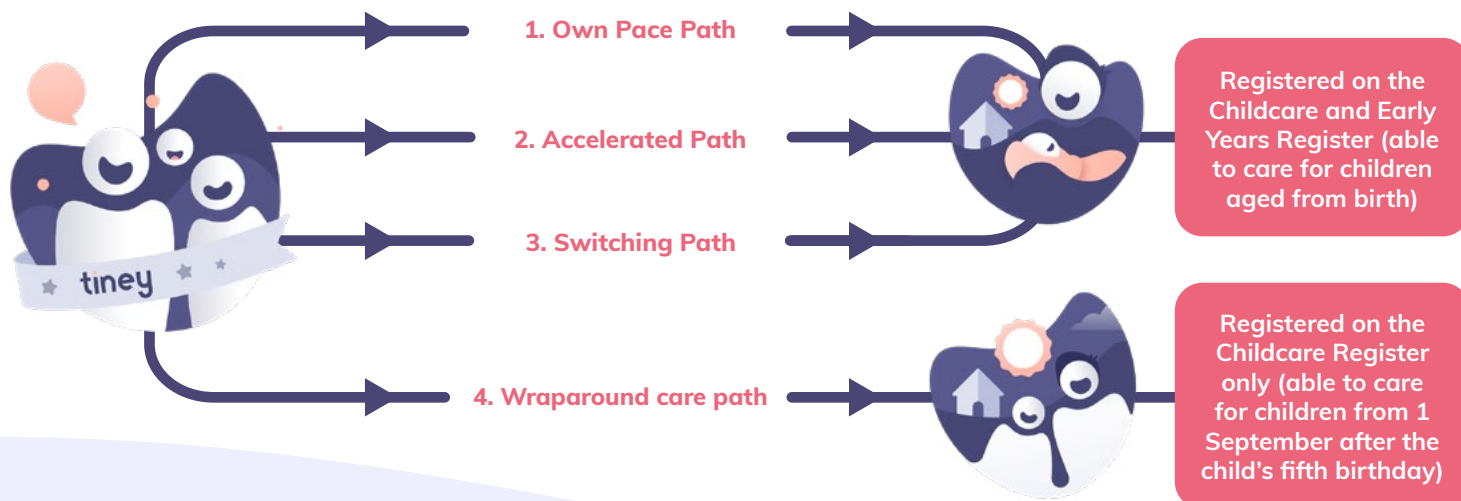
2) Book a call with our advisor team to chat about you, answer any questions, and figure out a training journey that will work for you. Don't worry, there's also an option to explore the tiney app and training before committing, so you don't need to have it all figured out before the call.

3) Ready to press ahead? Get in touch with your tiney advisor so you can pay your joining fee and start your training.

4) Train with tiney teaches you everything you need to become a first class early years educator. All of our training happens via our app, apart from first aid training which takes place in person at a variety of locations. You can train at your own pace with our bite-sized in-app units. While you're training, we'll also be supporting you through all the admin that goes on in the background: DBS checks, GP checks etc.

5) All being well, our registration team will then book in for a home visit, you'll become a registered childminder and be given the green light to open - hurrah!

But the learning doesn't stop there - we'll be with you every step of the way to help with marketing, admin, finding families and professional development.



Routes to registration

Own Pace Path

Suitable for: Candidates who do not have prior Early Years experience or would like to refresh their existing knowledge

Includes: Comprehensive Early Years, Safeguarding, and Business training, either virtually through bite-sized units in our app, or in-person with our expert trainers

Time to registration: Average 2-4 months, but mainly up to you (we've had trainees on this path register in as quickly as 5 weeks, or take their time with 5 months!)

Accelerated Path

Suitable for: Candidates who have substantial prior Early Years experience and qualifications

Includes: A faster journey with consolidated virtual training units that build on your existing knowledge

Time to registration: 1-3 months

Switching Path

Suitable for: Existing childminders (Ofsted or agency-registered) who want to switch their registration to tiney

Includes: A faster journey with consolidated virtual training units and the ability to grandfather existing checks and contracts

Time to registration: 1-2 months

Wraparound Care Path

Suitable for: Candidates who only want to care for school-aged children (aka. offering breakfast clubs, pick up, drop off, holiday clubs...etc.).

Includes: A faster journey with 7 hours of virtual training units, a different home set-up suitable for older children, but requires the same set of background checks

Time to registration: 2-3 months



How much will I be working?

When you become a tiney childminder, we know your goal is to build a long-term, sustainable career you love that fits in with your lifestyle, but what does this look like in terms of hours?

For most of our tiney homes, the minimum goal they aim for after the first two months is to be delivering around 60 hours of childcare per week.

Don't panic - this doesn't mean you're working a 60 hour week! It could be looking after two children full-time for three days, or three children full-time for two days, or even offering four hours of wraparound care for three school children, five days a week.

Typically we find that once our community find their first family or two, word gets around and they fill their

hours pretty quickly. Therefore it's important to define early on what you want to offer, so you can optimise your contracts around it.

Some of our busiest tiney childminders have taken on assistants and are able to deliver well over 200 childcare hours per week. But ultimately, how much you work depends on your personal goals, as well as how your new career fits around your own family commitments. The beauty of childminding is that this can flex up and down depending on what success looks like to you.

Requirements for opening a tiny home

For safeguarding purposes, to ensure we provide safe and nurturing environments for all children, there are some requirements for opening a tiny home nursery:

- ✓ You are over 21 years old.
- ✓ You do not live in shared or emergency accommodation (shared accommodation means you rent a room and the living area, or other areas that would be required to be run a home nursery, like bathrooms, are communal spaces).
- ✓ Your home is a no-smoking environment (this includes all types of smoking products).
- ✓ You have fewer than 3 children under the age of 5 (your own children count towards the childminder ratios laid out on page 2), so if you already have 3 or more children under the age of 5, you would not be able to take on any additional children).
- ✓ You have never had your own children taken in to care by social services.
- ✓ Your home meets the space requirements laid out on page 14.
- ✓ You or any members of your household over the age of 16 do not have criminal convictions or charges (please be aware we are only able to accept applicants with clean criminal records).
- ✓ You and anyone who lives or works on the premises where you will be childminding, who are over the age of 16, consent to completing an Enhanced DBS check if you decide to train with us (this is a legal requirement to become a registered childminder, and we will support you in this process, including covering all the costs for you and your household).
- ✓ You are not aware of any medical condition that would prevent you from working alone caring for young children.



**There are so many benefits
to being part of tiney, including:**

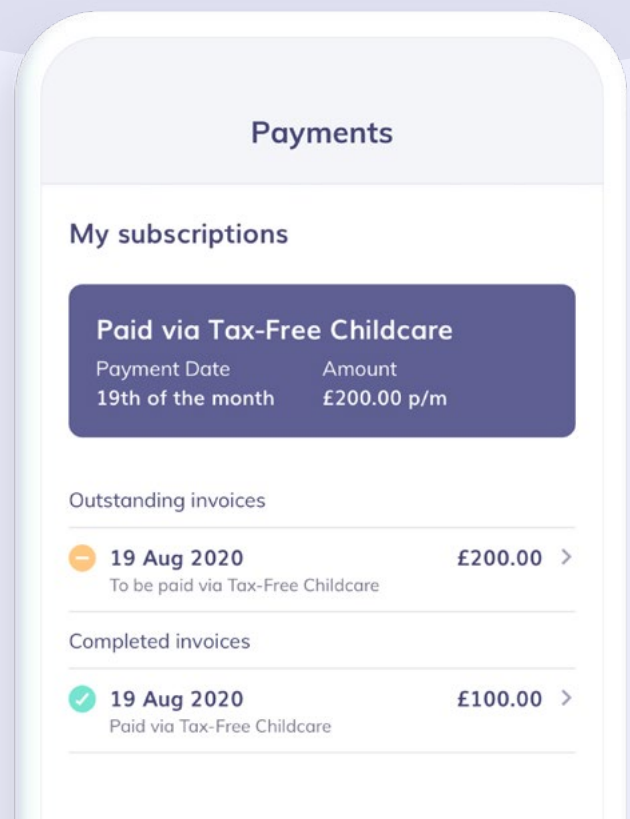


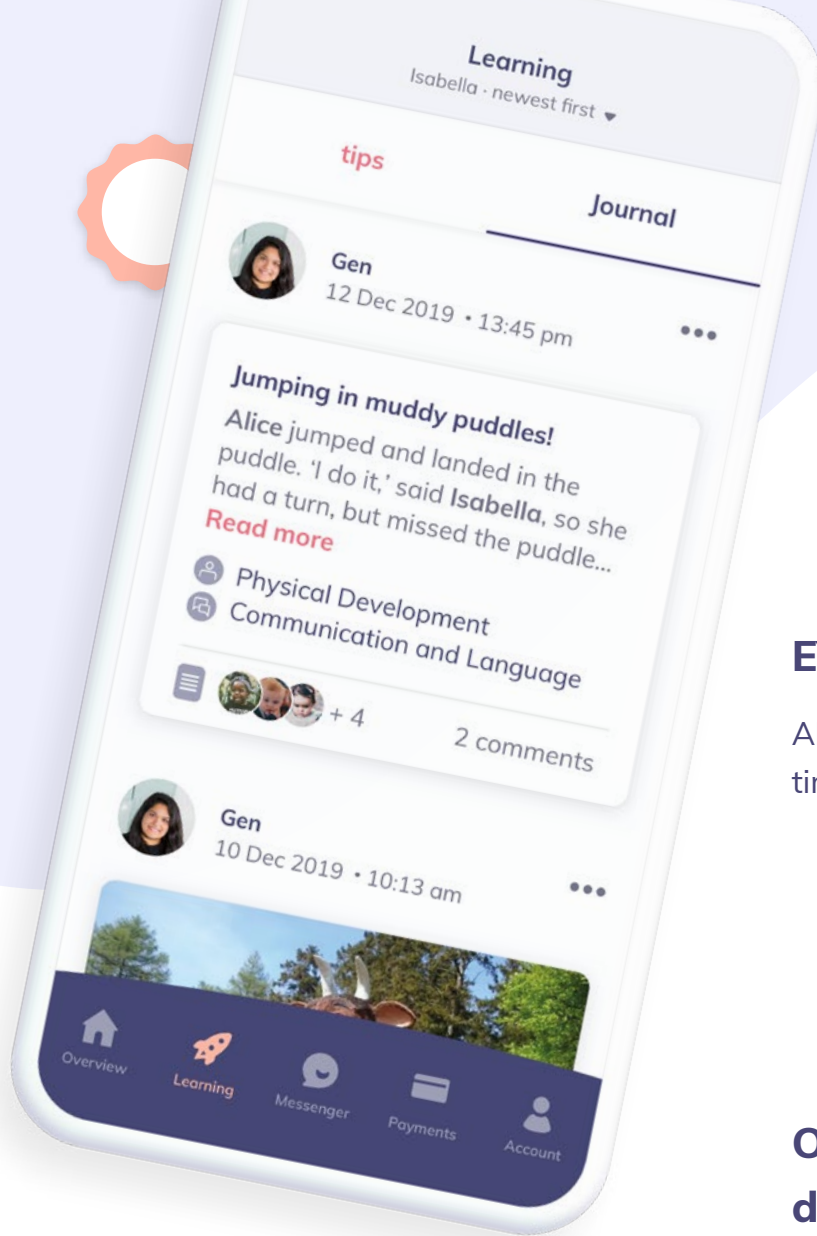
tiney mobile app

The tiney app is an amazing tool that all our members get to use for free to run their business, support child development and give families an amazing experience. The tiney app saves you hours of paperwork and the additional cost of using other methods.

Billing and contract support

We take care of all billing and contracts via the tiney app.



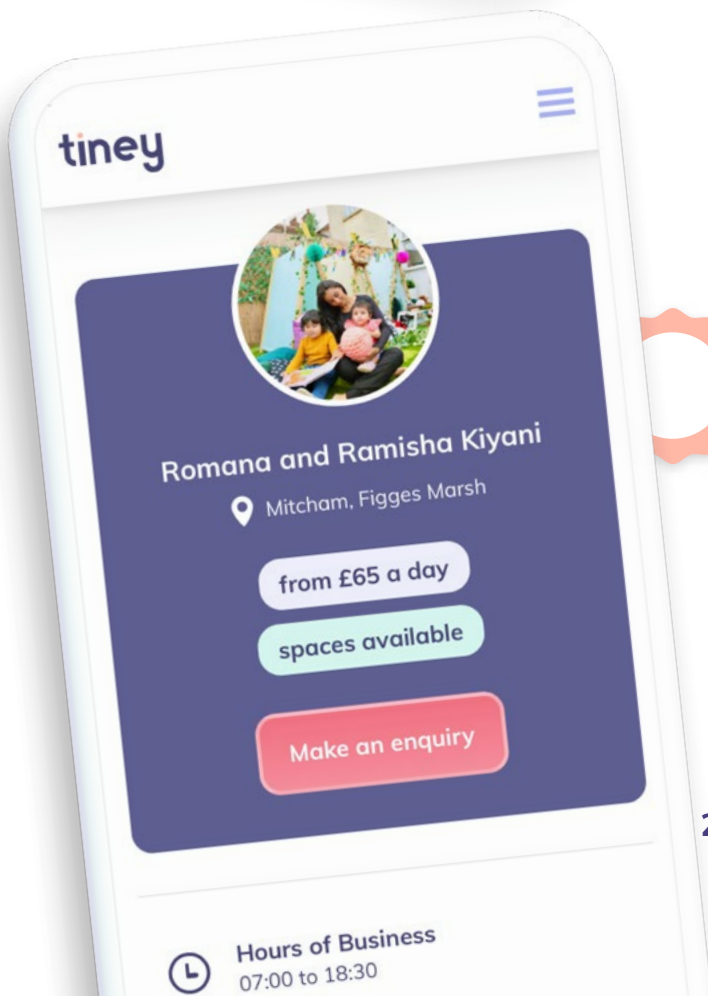


EYFS Reporting

All your EYFS reporting happens on the tinney app, saving you hours of paperwork.

Ongoing professional development

You'll get ongoing professional development to build up your skills and grow as an early years practitioner.



Website page

You'll have a beautiful profile page (like this one) built on the tinney website so parents can proactively find you.



Promotional materials

When you register you'll receive a beautiful digital marketing kit with useful personalised materials, including flyers, posters and banners templates for you to spread awareness in your local community. We also provide a home launch kit including tote bags, and hi-vis vests for the children.



Insurance

We have a special package with Morton Michel, the leading childcare insurance provider in the UK, which gives you public indemnity insurance, covering up to £10 million, professional indemnity up to £100,000 and legal expenses covered up to £100,000.

Community support

You get access to the tiney childminder community. This includes online groups, local events and annual conferences.

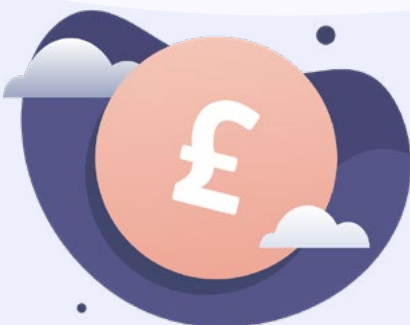


Ongoing 1:1 support

Our team are always on-hand to answer any questions and queries you may have.

tiney book club resources

We've partnered with the National Literacy Trust to provide a monthly book club for you and the children in your care.



Benefits and rewards

You'll get exclusive rewards and benefits with tiney, which increase the longer you stay. This includes things like an Online GP for you and your family and big savings at hundreds of different tiney partners.



Are you ready to start your journey with tiney?

The next step is to book a call with our advisors to answer any questions you have and walk you through the next steps. In just a few weeks from now, you could be changing children's lives from your living room. Simply visit:

start.tiney.co/book-a-call

Good luck and we can't wait to hear from you!

BBC

MONEYWEEK

GRAZIA

EveningStandard.

TC
TechCrunch

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