Child care can be one of an organization’s most strategic investments. Creating a workplace child care center that will deliver on the organization’s business goals requires a clear understanding of three critical elements at the outset:

- What is the expected demand?
- How much financial investment is required?
- Where will the center be located?

A Child Care Feasibility Study provides that precise information — it will deliver concrete answers to the above questions along with a clear understanding of leadership’s business objectives and the center’s projected investment returns.

**WHAT A CHILD CARE FEASIBILITY STUDY INCLUDES**

A thorough assessment will provide:

**Projected Demand:**

- Market overview of child care tuition rates in your area
- Analysis of workforce demographics, including commuting patterns
- Assessment of leadership’s business objectives and success metrics
- Center use projections based on Horizons Workforce Consulting’s proprietary demand formula founded on assessments of more than 200,000 employees

**Financial Investment and Return Calculations:**

- Anticipated operating budgets and capital requirements for start-up, including estimated costs for furniture, fixtures, and equipment
- Investment impact of projected strategic and financial returns to your organization

**Center Location Viability:**

- Evaluation of identified sites to determine feasibility for use as a child care center, including indoor space, outdoor play space, and parking
- Research on jurisdictional requirements, including zoning regulations, building codes, and state licensing requirements
- Determination of the number of children the proposed site can accommodate
A GREAT PLACE TO WORK

Employers that provide parents with high-quality, reliable child care and early education centers solve a critical workforce challenge and signify their organization’s commitment to being a great place to work. Employer-sponsored child care is regularly ranked by employees as most likely to influence their employment decisions, and 93% say employer-sponsored child care makes their organization an “Employer of Choice.”

STUDY OUTCOME

Using quantitative data and detailed analysis, the Child Care Feasibility Study answers questions about the three key drivers to deciding whether a work-site child care center is the right investment for your organization. A presentation of study findings will provide the comprehensive information decision makers need to make an educated decision concerning child care support within the organization.

DECADES OF EXPERIENCE

Horizons Workforce Consulting, a division of Bright Horizons®, is a dedicated team of industry experts who have helped leading employers around the world overcome obstacles and optimize their people practices and employee productivity.

The Child Care Feasibility Study is part of our overall goal to create workplace environments that help employees and their organizations reach their highest level of performance.

To learn more, contact us today at (800) 453-9383 or clientservices@brighthorizons.com

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