



## Happily Growing Together

After two challenging corona years, 2022 was a year on which we look back fondly. In this *Annual Review*, you will be able to read more about the developments within our organisation, the activities and goals we have worked hard to achieve, and about our collaboration with partners which include those in the sectors of education, sports and healthcare.

Aside from positive developments, 2022 also presented its share of challenges, including the persistent staff shortages in childcare. We did everything we could to find solutions to this problem. This meant not only recruiting new staff, but also retaining and training existing pedagogical staff members. Furthermore, we examined how to best deploy the available staff members to be able to take in as many children as possible. This resulted in new group allocations that will lead to improved flow.

In our vision, achieving a continuous development line for children aged 0 to 13 is of great importance. In order to do so, we have been working more frequently and intensively with schools that focus on this goal. Often, it is the prelude to the creation of an integrated child centre (IKC): primary school, day care, toddler play group and out-of-school care working together with a united approach and pedagogical vision, and preferably all under the same roof.



Finally, we would like to thank all of the parents and staff members for their efforts during the past year. Staff and parents have shown great flexibility and creativity in the face of sudden occupancy issues related to staff shortages. All of our colleagues have lovingly and passionately worked to supervise all of the children well and to achieve Bink's goals. In 2023, we will continue to work hard to offer high-quality childcare, with equal opportunities for all children.

**Monique Wittebol, *Chairman of the Board***



## Collaborating with schools and other partners

One of our most important objectives is to achieve a continuous developmental line for children aged 0 to 13. In order to do so, we work together with schools, municipalities and other partners. This collaboration is continuing to take shape. Increasingly, this is the prelude to the creation of an integrated child centre (IKC). An IKC offers children aged 0 to 13 a complete package consisting of education and care. Primary school, day care, toddler playgroup and out-of-school care all under the same roof, with a single approach and pedagogical and didactic vision and a unified team.

- The municipality of Soest, the school boards in Soest and two childcare providers in Soest, including Bink, have signed an agreement. Its objectives include the promotion of inclusivity and equal opportunities. An important step is that the Integral Housing Plan will also be considered with the common interest of the schools and childcare in mind.

- In 2022, the four Stip-schools with whom an intensive collaboration has been initiated for the development of IKC's, were supervised by an external process consultant. The schools/out-of-school care facilities each developed their own vision and made choices which they will work on together during the coming school year.
- In collaboration with the Stichting Katholiek Onderwijs Soest Soesterberg (SKOSS – Foundation for Catholic Education Soest Soesterberg), we are working on the development of an IKC at the Ludgerusschool. We have had a toddler playgroup here for a number of years and since 2022 it includes an out-of-school care location: out-of-school care Ludgerus. The planned renovation has unfortunately been delayed, but the building preparations are now underway. We have also embarked on a collaboration to establish an IKC with the Daltonschool De Driesprong (SKOSS). The out-of-school care Zevensprong and toddler playgroup Woelwaters are involved in this.
- In January 2022, the out-of-school care Klein Vliegendorp and toddler playgroup Pruttelpot moved from De Startbaan to primary school De Postiljon in Soesterberg, where they were consolidated with out-of-school care Vliegwereld and toddler playgroup Helikopter. In the coming years, we will also work towards an IKC at this location. The goal here is the realisation of a new joint building in Soesterberg.



## Dedication to development and equal opportunities

We want to contribute to inclusive childcare for every child, irrespective of the child's background and opportunities. That is why we strive to offer different types of childcare in as many neighbourhoods as possible, also in those where children have fewer opportunities. This will give all children proper access to childcare that matches their needs. To this end,

we like to work together with partners that include the sectors of education, sports and healthcare.



### **OPSTAPJE: BETTER EDUCATION OPPORTUNITIES FOR 1- TO 2,5 YEAR OLDS**

‘Opstapje’ is an at-home programme designed to improve the education opportunities for children aged 1 to 2,5 years old who could use some extra support. Bink offers this programme in collaboration with the municipality of Hilversum and Youth and Family Gooi and the Vecht-region. During the course of 30 weeks, one of our seven family consultants visits families to play with and talk to the child in the presence of its parent(s), using tools such as games, picture books and musical instruments. This allows the Opstapje-staff to teach parents how they themselves can stimulate the

development of their child. Furthermore, we organise various group activities for the parents, such as a visit to a petting zoo or a tour of a library. During the past year, we coached 30 families.

### **NEW PARENTS AT ‘FOR YOU AND YOUR CHILD’**

‘For you and your child!’ are free meetings for parents of children aged 2 to 5, offered by Bink and developed by Stichting Lezen and Schrijven (Foundation for Reading and Writing). During these meetings parents learn what they can do to stimulate their child’s language skills. Aside from the standard meetings, we also organised additional workshops on topics that concern parents, such as play, story time, nutrition, sleeping and how the Dutch school system works.

We operate from six locations in Hilversum and in 2022 approximately 80 parents participated, coached by five Bink volunteers. The goal of this project is also to identify low literacy. During the past year we were able to match 19 participants with a language provider.

### **NPO-SUBSIDY**

The municipality of Hilversum received a subsidy to work on the Nationaal Programma Onderwijs (NPO – National Education Programme) until 2024. Its purpose is to make up for educational delays that children suffered during the Covid pandemic. This subsidy has created a great offering in Hilversum for the improvement of future opportunities for children. The municipality is working with us and other partners to achieve this.

May marked the start of the reading advocacy programme ‘BoekStart in de Kinderopvang’, a collaboration between Bink and the Hilversum Library. Books, reading loud and story telling are already structurally part of all our toddler playgroup activities. Multilingual books (to be read aloud) have also been added to the collection and staff members have been trained to

become reading coordinators. We also actively include parents in this and support them in their efforts to read more at home.

### **SUBSIDY OUT-OF-SCHOOL-CARE-INTENSIVE EXTENDED**

The subsidy for both of our out-of-school-care-*intensive* locations, Binkies and Ziezo, has been extended. This demonstrates the importance the municipalities in our region places on this facility for children in special primary education who require more than our standard offering provides.



## **Learning and developing**

We believe it is important for our organisation to continue to develop and to respond to what is required. In light of this, we also focus on the development of our staff and the way in which we work together. In doing so, we operate from a vision of ‘Natural Leadership’: increasing your ability to include others in the achievement of objectives. Learning from and with each other lay at the core of the first special day for toddler playgroup staff. An important development in another area was the necessary introduction of new childcare software.

### **NATURAL LEADERSHIP**

In the past year, all of our managers followed a Natural Leadership programme. Every year we subsequently organise two ‘Growing Together’-days during which all of our approximately 60 managers highlight a substantive topic, in which we include how we as managers can respond appropriately within the organisation. In order to embed Natural Leadership in the organisation, we trained seven staff members as ambassadors of Natural Leadership. They teach workshops and coach teams and departments. We also continue to train new managers. Furthermore, all of our managers can attend monthly online ‘Growing

Together' meetings where current topics are discussed. In 2022, we covered topics such as absenteeism, staff shortages, promoting job satisfaction, and market development. We believe it is important for staff to continue to develop themselves and to include them in our plans.

### LEARNING FROM AND WITH EACH OTHER

In the spirit of collaboration and including people, we organised a Toddler Playgroup Day for all the pedagogical staff members at our toddler playgroups in Soest. The first day yielded many interesting conversations and insights. Discussions about substantive pedagogical approaches and the way information is shared, a workshop about child abuse, a toy trading fair and a presentation about the latest developments in terms of municipal policy and toddler care. The participants were enthusiastic about this day. In 2023, we will once again be organising Toddler Playgroup Days, in Soest and in Hilversum.



### JAAMO, THE NEW CHILDCARE SOFTWARE

A properly functioning child planning system, group portal and parent portal are essential, both for efficient operations and for parents. Our old child planning system had not been supported for some time and would cease to exist in 2023. We have chosen the all-in-one childcare software from Jaamo. Due to the fact that Jaamo has its own parent app, we were no longer able to use the existing KidsKonnnect 'Mijn Bink' parent app. We hope to complete the transition to Jaamo in the fall of 2022. It will, however, take some time for Jaamo to fully adapt the system to our wishes and those of the parents. They are hard at work on this, as well as on the parent portal and the app.



## Physically active with Bink and healthy nutrition

Physical activity is a requirement for growing up healthily. And you're never too young to start. That is why we focus a great deal of attention on physical activity at our childcare

centres, toddler playgroups and out-of-school care locations, but also on sports and games outside our locations. Activities aimed at Bink children and at other children. Because playing and exercising is an important aspect of their development. Aside from the importance of exercise, healthy nutrition was also the focus of our renewed nutritional policy during the past year.

## SPORTS AND PHYSICAL ACTIVITY

- During the entire year, we offered weekly community sports coach programmes in all of Hilversum's neighbourhoods. These free sports and exercise programmes are meant for all children from Hilversum.
- With Hilversum's NPO subsidy in 2022 we were able to appoint an NPO sports coach who organises sporting and exercise programmes for primary school children who need them the most.
- The sports coach started the programme 'Fit&Vaardig' at the Titus Brandsmaschool and the Ayoubsschool. This is a programme that combines physical activity and learning.
- The Sterrenschool and the Titus Brandsmaschool have received an extended school offer, in which our sports coach offers the children fun sports activities after school.
- In January, we started a Move-activity programme at a number of day care centres in Hilversum. We joined forces with the ALO Amsterdam (HvA), the ROC Sport & Bewegen and the municipality of Hilversum (community sports coaches) to improve toddlers' physical activities. Physical activity at the day care centre is a good start. During these Move lessons, we offer children various activities that involve physical activity. Dancing together, jumping, throwing, running, climbing and of course having plenty of fun.
- Following the success of the Bink Football League we initiated the Bink Handball League together with HSV Wasmeer. Children aged 6 through 9 from our out-of-school care locations in Hilversum were able to participate in our handball clinics, free of charge, for nine weeks this spring. This allowed them to become acquainted with a fun, fast and rugged sport and gain experience playing in a team.
- As a partner of Bink, HZC De Robben presented our older out-of-school care children in Hilversum a fun opportunity: six Saturdays to become acquainted with water polo, free of charge. While playing, children were able to gradually learn the techniques of this wonderful pool-based team sport.



Aside from all of these activities, Bink sponsors various sporting events which could fortunately all take place again after the difficult corona period. Like before, there was a great response, which resulted in over 2000 children running during the Bink Kids Run in April, the Bink Kids Startbaan Run in November, and again in the Bink Sylvester Scholierencross, ending the year on a sporty note.



### RENEWED NUTRITIONAL POLICY

As part the principle of our new pedagogical policy in 2020, 'Exercise and balance', last year we turned our attention to our nutritional policy. The insights surrounding nutrition, and what constitutes healthy eating habits, are constantly evolving. In the fall of 2022, we adapted our [nutritional policy](#) after consulting with nutritionists and advice from the central parent commission.

Our renewed nutritional policy is largely based on the Dutch Eatwell Guide provided by the Voedingscentrum. From the point of view of sustainability and animal-friendliness, we choose seasonal vegetables and fruit as much as possible, as well as organic dairy products and eggs and we do not offer meat products or seafood during lunch or as a snack. By now, all our locations have adopted the new nutritional policy. Since 2022, we have also been certified as Healthy Childcare.



## Shortages in the labour market

As in many other sectors, staff shortages in childcare have been increasing exponentially over the years. We are in dire need of new pedagogical staff members. But we also realise



that there is no simple solution to this national problem, certainly not in the short term. That is why we have chosen to tackle the issue on various fronts.

### NEW GROUP ALLOCATIONS

We have carefully analysed the most optimal group allocations per location, in order to strike a better balance between the pedagogical staff members and the number of available spots for children. To this end, we have combined the groups and changed the age ranges in the groups. This will result in improved flow and subsequently fewer unoccupied spots for children. At some locations, there is even a slight increase in the number of available spots. As of the last quarter of 2022, following advice from the parent commissions, the parents were notified about the changes and the new group allocations were gradually implemented.

### RECRUITMENT AND RETENTION

We have put a great deal of time and energy into the recruitment and retention of staff:

- In addition to our standard Think Bink recruitment campaigns, we called attention to our playful [Bink-  
Stap-Sprong campaign](#) from passers-by with hopscotch-tiles placed on the street informing them about working at Bink. A video recording was made of this creative undertaking and posted online.
- We have promised a bonus of € 500,- to every staff member who is able to introduce a new colleague.
- We ran online campaigns to attract more men and to promote diversity in our teams. Men and women generally have different ways of interacting, playing and providing care. We believe it is important that children are exposed to that variety. It has a positive effect on the identity development of a child. Moreover, the teams function better when there is more diversity.
- In 2022, we initiated two BBL level 4 courses via our own Bink Academy. This resulted in an additional 36 colleagues who were swiftly partially deployable at our locations. Last year, no less than 38 people received their diploma.
- In addition, a head-phase training for specialised pedagogical staff member (GPM) level 4 was launched for our own staff members to provide them with more growth opportunities.
- We also ensured more growth opportunities by implementing a new position: senior flexible pedagogical staff member. These flexible senior staff members not only take care of children, but also coach their peers and interns. Furthermore, they are the point of contact for new colleagues.
- We introduced much higher travel reimbursements than the standard reimbursement to compensate for the higher gas prizes and to make working at Bink more attractive, even if you live a little further away.
- Last year, we organised another wonderful Christmas party and every year we ensure that colleagues can enjoy fun dinners and team outings outside of work.





## 2023 Outlook

- The staff shortages continue to be our main focus. We will concentrate on attracting new colleagues, retaining existing staff by including them even more, offering them further growth opportunities, and optimising staffing.
- In 2023, our website [binkkinderopvang.nl](https://binkkinderopvang.nl) will be overhauled. We will improve navigation and give the website a fresh new look and feel that exudes what we stand for: Happily growing together!
- Childcare and primary education complement each other and can reinforce each other, always in the interest of the development of children. Stip (Foundation for Public Primary Education Hilversum) and Bink collaborate intensively in this respect. Our common goal is to create integrated child centres (IKC's) for children aged 0 to 13 with all Stip schools and the affiliated Bink locations for out-of-school care, toddler playgroups and day care centres in the same neighbourhood. We are working towards a continuous developmental line for children based on the same pedagogical and didactic vision. The four 'frontrunners' are: IKC Villa Vrolik with an out-of-school care and toddler playgroup, the Sterrenschool with out-of-school care Sterren and toddler playgroup Kleine Sterren, De Wijde Blik with day care centre and toddler playgroup Speeldoos and out-of-school care Kerkelanden, and the Goudenregenschool with out-of-school care Kolhornse Hei, toddler playgroup De Wipwap and day care centre Dribbel-Hilversum.
- In 2023, several other Stip schools and their affiliated Bink locations will look into the possibilities for further collaboration.
- In 2023, we will be holding the preliminary heats in Hilversum of the Streetwise Cup, the Netherland's biggest football tournament for boys and girls in groups 7 and 8 of primary school. The event is primarily about respect and equality.



# Bink in numbers

## AVERAGE NUMBER OF STAFF IN 2022



Daycare out-of-school care playgroups head office Invalpoule

## NUMBER OF LOCATIONS 2022



Daycare out-of-school care playgroups

## NUMBER OF CHILDREN PER 31-12-2022



Daycare out-of-school care playgroups

This allows us to offer childcare to approximately 5600 children per week.



Would you like to know more about Bink? Then please visit [binkkinderopvang.nl](http://binkkinderopvang.nl), [werkenbijbink.nl](http://werkenbijbink.nl) or follow our channels!

