

Follow us on LinkedIn  and Twitter  to keep up with the latest news

HIGHLIGHTS

Celebrating 10 years, record growth and team promotions - **page 2**

How well do you know your staffing market?
- **page 2**

Simon Greenstreet joins Carterwood
- **page 3**

Dementia: a development opportunity
- **pages 3-4**

Carterwood named as one of the best places to work in property

We are immensely proud to announce we have been honoured as one of the 'Best Places to Work in Property', at the prestigious national Property Week awards. Overcoming tough competition from some of the biggest property giants in the industry, we even went on to surprise ourselves by winning two of the eight award categories: 'leadership and planning' and 'relationship with supervisor'.

As newbies to all of this, this is the first year we have entered the awards, which are run by Best Companies Group and dedicated to finding and recognising the best employers in the property industry. A total of 52 companies made the national shortlist.

Category winners were decided based on results from a comprehensive staff survey, which questioned our business performance across areas including work/life balance, wellness initiatives, training and career development, and corporate culture and communications.

Commenting on the achievement, Carterwood managing director, Amanda Nurse said: "Running the business with Ben Hartley over the last 10 years has been full of wonderfully proud moments, but none more so than winning two awards at the Property Week 'Best Places to Work in Property' awards.

"Our senior management team works so hard to ensure everyone is treated as an individual and has the opportunity to do work they love. The feedback from the staff survey shows we are going in the right direction. The comments made by staff about Carterwood were amazing, and it's such a privilege to work with such a bright and capable team, who challenge me – in a good way – every single day. Ben and I wouldn't have it any other way."



Team Carterwood at the Property Week awards 2018

Feature

How well do you know your staffing market?



Our unique site-specific staffing analysis reports help to answer the following questions for your care home market.

- How many staff are in your catchment area?
- Where do these potential staff live?
- How much might you need to pay them per hour?
- How does your care home or site location affect your ability to attract nurses and care workers?
- What is the level of competition for staff in your location?

To discuss your staffing market and find out how we can help, please contact **Tom Hartley** on **08458 690777**.

Carterwood celebrates 10 years, record growth and team promotions!

2018 is Carterwood's tenth trading anniversary and a year that has already seen record growth and 10 team promotions.

Founders Amanda Nurse and Ben Hartley have successfully established Carterwood as a nationally recognised and innovative advisor in the healthcare sector. Amanda comments: "The vision and values that Ben and I shared when we set up Carterwood have served us well and have led the business to being able to enter our tenth anniversary with

another record year, yet more awards to our name, and with everyone in the team playing their part in taking us to this great position.

"With the business continuing to grow so rapidly, our team promotions not only reward everyone for their dedication and commitment, but ensure full support to our client base. This positions the business exceptionally well for future service delivery."



The Carterwood team celebrates its tenth anniversary

Simon Greenstreet joins Carterwood

We are thrilled to announce the appointment of Simon Greenstreet as a consultant to support our growth strategy.

The culmination of the five-year succession plan at Castleoak sees Simon step down as an employee and director.

Simon has spent his whole career in the construction industry, negotiating design and build contracts, building customer relationships and securing significant contracts. He will now work with our associate directors, Tom Hartley and Matthew Drysdale, to grow the sales and acquisition elements of the business.

Commenting on his new role, Simon said: "I was previously a client of Carterwood, and since its inception 10 years ago, I have watched the company's growth with interest. I have a deep respect for both Amanda Nurse and Ben Hartley, and how they have built the reputation of the business. I am looking forward to using my experience to further benefit Carterwood and its clients."



Above L to R: Carterwood's Matthew Drysdale, Simon Greenstreet and Tom Hartley

Article

Dementia: a development opportunity



By Ben Hartley, director, Carterwood
E: ben.hartley@carterwood.co.uk

How can we respond to the rising numbers of people living with dementia?

With more and more people living with dementia, the opportunity to develop specialist dementia care homes is significant. The well-publicised study by The Lancet predicts that more than 70,000 care home places will be needed by 2025.¹ Since it's estimated that in excess of 80% of residents living in care homes have significant memory problems or

dementia,² to meet this challenge we are going to need 56,000 more dedicated dementia beds within 7 years.

Filling information gaps with new data

While the need for more dementia beds is undeniable, the question is, where? Carterwood has responded by conducting a unique and extensive analysis of the UK's dementia care home provision.

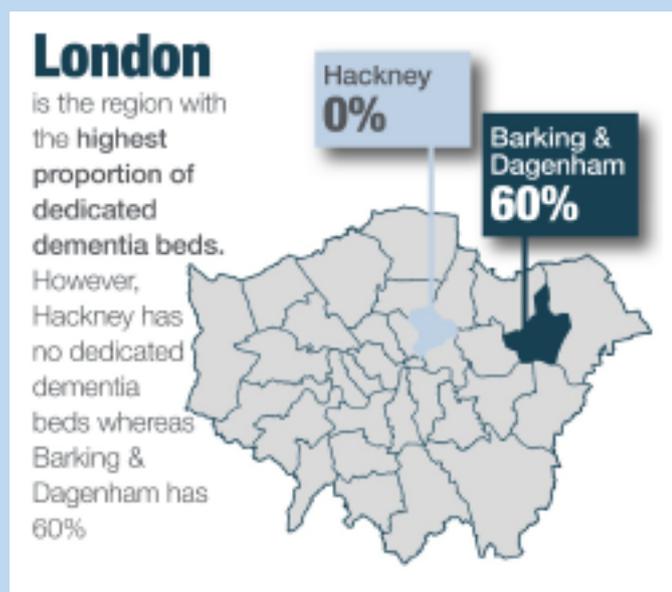
Understanding dementia provision in the UK

Carterwood's new data shows that, today, around 25% of older people's care home beds are dedicated to dementia; approximately 7,500 homes are registered to provide some form of dementia care; and, perhaps surprisingly, more than 4,200 homes are not registered for dementia at all. This leaves a big gap in provision, both now and for the future.

Experienced operators developing new homes recognise that demand from people living with dementia and their families is increasing. Around 60% of homes for older people built since 2010 provide some form of dedicated dementia care, and 36% of all care home beds opened since 2010 are dedicated to people with dementia.



People with dementia live throughout the UK, but the current supply of dementia beds is not evenly distributed, and there are significant geographical differences in provision. Notably, the South West has the lowest proportion of total registered dementia beds at 21%, despite the high numbers of older people living in the region. This figure is even more significant because it's believed that 4 in 10 older people with dementia in the South West are undiagnosed. NHS figures show almost 30,000 over 65s in the South West are registered with the condition, but it's thought the true figure is about 50,000.³



We have also identified major supply and demand differences within London, where an estimated 72,000 people live with dementia.⁴ In Hackney, there are no care homes providing any form of dedicated dementia care. Travel 11 miles down the road to Barking and Dagenham, and you'll find 60% of beds can support residents with dementia. Differences such as these reinforce the need for a sound market understanding when choosing a location for new specialist dementia facilities.

Understanding the local competition

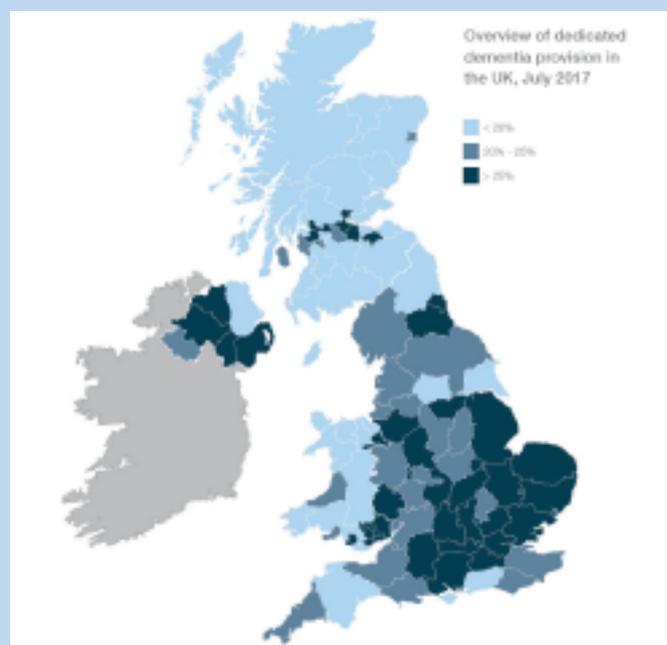
Some 85% of care homes are over 50 years old.⁵ These older homes do not realistically pose a competitive threat to a new care home development because the demand for new 'market standard' care homes is high. This means understanding the competition in your target location is as important as understanding the local demographics. Not only

is it important to identify the total registered care home capacity in an area, it is also important to assess the quality of that registered capacity.

Our dedicated dementia analysis has improved our market assessment report by adding new market intelligence on competitor homes. Our new data can evaluate whether the physical environment is fit for purpose and whether people can be cared for safely and without undue restriction. Can people stay in the home for life, or will they have to move on? This last question is particularly important to potential customers. Approximately a third of family members report that their loved one with dementia had moved since first going into care; the most common reason being an increase in needs.⁶

The bottom line

While the dementia development opportunity is significant, our dedicated dementia research shows great variability in dementia provision, both in terms of bed numbers and quality. Sound market intelligence is essential to determine where the best dementia opportunities are in the UK. This is important, regardless of whether you're planning a new development, or determining what changes could be made in the category of care being provided in an existing home to meet local demand.



¹ Kingston, Andrew et al. 2017. Is late-life dependency increasing or not? A comparison of the Cognitive Function and Ageing Studies (CFAS). The Lancet, Volume 390, Issue 10103. ² Alzheimer's Society. 2013. Low expectations: Attitudes on choice, care and community for people with dementia in care homes. ³ BBC Spotlight. 2018. Huge gap in undiagnosed dementia patients. By Health Correspondent Jenny Walrond, 5 Jan. ⁴ Alzheimer's Society. 2018. Making London dementia friendly.

⁵ Knight Frank. 2017. Care homes trading performance review. Cited on Care Industry News: <http://careindustrynews.co.uk/2017/11/6600-care-homes-at-risk-of-closure-over-the-next-5-years-knight-frank-predicts-national-care-crisis/>

⁶ Alzheimer's Society. 2013. Low expectations: Attitudes on choice, care and community for people with dementia in care homes.

*Source of statistics: A-Z Care Homes Guide and Carterwood, unless otherwise stated.

Carterwood named as HealthInvestor Finalist



For the seventh consecutive year, Carterwood has been selected as a finalist for HealthInvestor's 'Property consultants of the year – property services' award.

Carterwood managing director, Amanda Nurse, says: "Reaching the finals is another very proud moment for our team. We've won the 'Property consultants of the year – property services' award for the last two years, and would very much like to make this year a hat-trick!

With exceptional growth, new product launches and an ever-expanding team, we've had our best year yet."

The winner will be announced on Wednesday 13 June.

Download our case study: Sale of development site in Shipston-on-Stour

The sale of a 1.82 acre (0.74 ha) site in Shipston-on-Stour was our fifth for Frontier Estates in 3 years. Our new case study, which is available to download from our website, explains how we facilitated this successful transaction and added value.

[Download the case study](#)

Duncan Ford, director of Frontier Estates, commented: "Carterwood generated bids on this site within a short timeframe and we were highly satisfied with their efforts. Charles and the team at Shipston Nursing Homes were a pleasure to deal with and we wish them every success with the scheme."

CGI of the proposed care home in Shipston-on-Stour



FOR SALE



Care homes

Birmingham:

Development site for a 70-bed care home

Outline planning permission for the proposed scheme, currently pending decision following positive pre-application feedback. Site benefits from excellent access, visibility and prominence. Catchment area shortfall of 200+ bedspaces. [Read more.](#)

South West:

Purpose built care home

Large purpose built elderly care home with all en-suite wetrooms. Trading at good occupancy and with average fees circa £900/week. Offers in excess of £7 million.

[Find out more.](#)

Older people's housing

Isle of Wight:

Retirement village development opportunity

Benefits from full planning permission for 68 extra care cottages, 26 extra care apartments and a care home. Scheme includes full range of communal facilities. [Read more.](#)

CGI of the proposed care home in Birmingham



UNDER OFFER



Surrey:

Proposed retirement living development of 51 apartments

Gross internal area (GIA) of c. 4,952 sq. m (53,303 sq. ft). Extremely affluent location, with average house prices in excess of £700,000. Potential for alternative C2 use, such as elderly care home.

Exmouth:

Proposed retirement living development of 61 apartments

Provides c. 6,507.9 sq. m (70,050 sq. ft) of GIA. Attractive area with all essential amenities within 500 m. Potential for alternative C2 use, such as elderly care home.

Isle of Wight:

Proposed retirement living development of 60 apartments

Provides c. 7,444 sq. m (80,126.5 sq. ft) of GIA. Will benefit from sea views at first floor level and above. Potential for alternative C2 use, such as elderly care home.

SOLD



Site sale

Hereford:

70-bed care home site with full planning permission, sold to Albion Care Communities on behalf of long-term client, Prime Developments.

Client feedback:

"Following several years of robust and reliable due diligence services from Carterwood, this was their first agency instruction. As we expected, Carterwood's marketing process was efficient and highly targeted." Bob Smaylen, development director at Prime Developments.

Care home sale

Bedfordshire:

66-bed purpose-built care home, sold to Hamberley Care Homes.

Investment sale

Shrewsbury:

Forward funded sale and leaseback of Roden Hall Residential Nursing Home, near Shrewsbury, on behalf of Rotherwood Group, to care home investor, Target Healthcare REIT.

Acquisition

South West:

Acquisition on behalf of National Care Group of two specialist residential care and supported living providers: Cornerstones (UK) Ltd in Wiltshire and Churchview Care in Somerset.

Leasehold deal

Melbourn:

75-bed care home with full planning permission, let to Barchester Healthcare on behalf of long-term client, Octopus Healthcare.

Client feedback:

"The site was under offer within just five days and we are once again highly satisfied with Carterwood's service." Richard Dooley, development director at Octopus Healthcare.



CGI of the proposed care home in Melbourn, Cambridgeshire

Supporting rising stars



Photo taken with kind permission from Aerospace Bristol

For the second year running, Carterwood is proud to be sponsoring the NCF Rising Stars programme.

The programme provides an opportunity to develop the next generation of leaders, and is open to registered managers who have taken up their post in the last year within NCF member organisations. Applications are now closed, but you can find out more information [here](#).

On a similar note, two of our rising stars in Carterwood, Grace and Andy, have been working on a video showcasing their experience as graduates in the first year of their careers. They are pictured to the left at a recent team meeting, which was held at the Aerospace Museum in Bristol. [You can watch the video here.](#)

This year so far: conferences and seminars

We've had another busy start to the year, with attendance at conferences and seminars:

Conferences

- We once again sponsored the **NCF Annual Conference**, which took place in April in Reading.
- Amanda Nurse joined a panel session at the **HealthInvestor Northern England Focus conference**.

Seminars

- We delivered a presentation at the Anthony Collins 'Housing with care – unlocking the mid-market opportunity' breakfast seminar. The event was organised in partnership with the NCF and Castleoak.

Upcoming 2018 events

15 June:

2nd annual interactive Santander seminar, focusing on 'Taking Your Business to the Next Level'. Amanda Nurse and Tom Hartley will share their thoughts on the top 10 places for staffing in the private fee paying market.

4-5 July:

We are once again sponsoring the ARCO Annual What Next? conference. Matthew Drysdale will be delivering a workshop.

14 November:

Exhibiting and running a workshop at Care England's 2018 conference.

GDPR: We need your consent to stay in touch

With GDPR looming, we're counting on you to confirm your consent for us to stay in touch.

Without your consent, GDPR means you'll miss all the latest news from Carterwood, ranging from new care developments for sale to our new consultancy products and services. You'll also miss out on information about upcoming Carterwood events and seminars, expert articles and lots more! If you haven't already received an email from us with a link to confirm your consent (emails were sent on the 16th and 27th April, and 10th May), please call us on **08458 690777**.



To keep up to date with all our latest news and events, please register your details [here](#).

For more information about Carterwood or to find out how we can help please telephone 08458 690777

info@carterwood.co.uk
www.carterwood.co.uk

Aztec Centre, Aztec West,
Bristol, BS32 4TD