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Carterwood wins HealthInvestor ‘Property consultants of the year’ award - **again!**

We are thrilled to win the prestigious ‘Property consultants of the year – property services’ award, for the second year running, at the HealthInvestor Awards 2017. Carterwood was also a finalist for the ‘Consultants of the year – strategic’ award.

The expert independent judging panel commented: “They [Carterwood] are a focused, niche team that listens to what the client needs and is innovative in how they deliver that bespoke service. Although I was reluctant to vote for last year’s winner of this category, this company seems to go from strength to strength, with significant expansion in 2016 of its staff, client numbers and value of transactions advised on. Its research and analysis is impressive. Of particular note is its Older People’s Housing Report, which proposes a new approach to sales pricing and assessment of unit sales value.”

Speaking about the award, Carterwood director Amanda Nurse said: “It’s an amazing and very proud achievement for us. I would like to thank our clients for their new and repeat business, as well as every member of our team, who never fail to go the extra mile. I very much believe our success is not only down to a great deal of hard work, but putting our clients at the centre of what we do”.



Carterwood principal agent Tom Hartley receiving the award



Appetite for care development strong

Carterwood is seeing a strong appetite for care development, with the conclusion of four development sales in just 12 weeks. Carterwood principal surveyor Matt Drysdale explains: “Despite political change and uncertainty, our sites are attracting high numbers of bids and are being rapidly placed under offer.”

“We have sold sites in Oxford (below) and Shipston-on-Stour on behalf of long-term client, Frontier Estates. Hamberley Developments purchased the Oxford site, while independent first-time buyer Shipston Nursing Homes purchased the site in Shipston-on-Stour.”

“We’ve also sold a 3.4-acre town centre development opportunity in Bridgend on behalf of Edwards Construction on an unconditional basis to Linc Cymru Housing Association. Finally, a fourth transaction in the West Midlands forms part of an older people’s housing joint venture creation in which we have played an integral role, acting on behalf of The Minton Group.”

Duncan Ford, development director of Frontier Estates, praised Carterwood for the “multiple offers” received, while Tim Street, director and founder of Hamberley Developments, commented that Carterwood’s research allowed them “to make a quick and confident purchasing decision.”



Consultancy team expands with three additional analysts and senior consultant



(L to R): Graduate research analyst Andrew Whyte; student research analyst Sam Sefton; graduate research analyst Grace Wheelwright.

We have appointed three additional research analysts and a senior consultant. The appointments follow a strong period of growth, with demand for our consultancy services increasing 26% over the last year.

Our new analysts are Andrew Whyte, Sam Sefton and Grace Wheelwright. Their responsibilities include conducting initial research, analysing and interpreting data, and producing maps for reports.

We have also engaged Dr Tammy Boyce as a senior consultant to write bespoke market reports. Demand for these reports is surging, with more than twice as many being completed in the first half of 2017, compared to the entirety of 2016. Our bespoke reports offer due diligence and help new and existing clients make the right care investment decisions.



Senior consultant, Tammy Boyce

A former Cardiff University lecturer and research fellow, Tammy has a strong background in health and social care research. Her experience includes conducting research for the World Health Organisation and writing bespoke reports on issues including social care, wellbeing, and health and social policy at a national and international level.

Care homes in staff crisis?



By Amanda Nurse, Director, Carterwood

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Fees have long been a primary concern for care home owners, operators and investors. While they are, of course, the lifeline of every care home and central to determining the viability of a new development or existing home, our expert market intelligence reveals that an increasingly significant challenge is the issue of staffing.

An analysis of care home fees illustrates that many UK regions have seen healthy increases over recent decades – particularly those in the South. Our records show that for one care home in Surrey, for example, the weekly fee per resident in 1999 was just shy of £400. Today, this fee stands at an attractive £1,300.

Given that, for some care homes, finding staff to run the home is more of a challenge than finding residents willing to pay, what exactly is the issue?

The staffing crisis has by no means been unreported. BBC News for example has recently featured articles such as: “Care homes ‘need to promote nursing jobs’ to beat staff crisis” and “Social care system ‘beginning to collapse’ ”.

New figures show that in England last year, 900 adult social care workers quit their job every day. The staff turnover rate is increasing, growing from 23% in 2012/13 to 27% in 2015/16 – nearly twice the average for other professions in the UK. What’s more, 60% of those leaving a job in adult social care left the sector completely, reflecting dissatisfaction with the job sector rather than their employer.¹

While typically 5% of care roles remain vacant,² our data shows vacancy rates are more pronounced in London and the South East, with 10% of London’s posts unfilled. BBC Scotland further reports that in 2015, 66% of organisations were struggling to recruit staff. By 2016 this figure had risen to 98%.³

Surrey is one of the worst affected regions in the UK in terms of the staffing crisis, as many care workers simply can’t afford to rent or purchase a house close to the recruiting care home. The average weekly wage in the South East for example is £560, and yet the average weekly earnings for caring occupations is just £350.⁴ This is leading to many operators considering the provision of staff accommodation as a possible solution.

Recruitment and retention difficulties can have a detrimental impact on continuity and quality of care, and often require high cost solutions such as agency staff to ensure the maintenance of safe staffing levels. What’s more, providers are turning down care packages and care homes are not being run to full capacity because of staff shortages.

To help alleviate the crisis, the government has recently committed to spending an extra £2 billion on the social care system, and has allowed local authorities to increase council tax bills to fund social care services.

While the impact of these measures is yet to be seen, the population is ageing and the number of care homes is increasing. In Surrey, for example, we expect to see a significant number of new care homes over the next 18 months. Demand, coupled with the region’s high wealth profile, means these new homes will secure attractive fees. Yet, with each home typically in excess of 70 beds, these new homes will only compound the region’s recruitment and retention challenges.

Investors, owners and operators must recognise the significance of staffing issues. Operators are seeking more creative staffing solutions, while evaluating the local staff pool prior to investment is essential.

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As we look further ahead, carefully implemented assistive technology to help individuals perform tasks with greater ease and safety may help alleviate some staffing pressures and improve care. Motion sensor technology, for example, alerts staff when residents with a high fall risk move away from their chair or bed and can reduce the likelihood of falls and injuries. Automatic controls and sensors can also help provide a safe, comfortable environment. In the long-term, the use of robotics to assist with everyday tasks such as lifting may become commonplace.

If care homes in the future are able to be operate more efficiently, and therefore with fewer staff, perhaps pay can

increase to make working in care more attractive. For the time being, however, it's a case of having enough due diligence to ensure you don't end up with a staffing nightmare.

¹ Cited on BBC News. 11/04/17. Social care system 'beginning to collapse' as 900 carers quit every day. <http://www.bbc.co.uk/news/uk-england-39507859>

² Cited on BBC News. 11/04/17. Social care system 'beginning to collapse' as 900 carers quit every day. <http://www.bbc.co.uk/news/uk-england-39507859>

³ Cited on BBC News. 18/11/16. Care homes 'need to promote nursing jobs' to beat staff crisis. <http://www.bbc.co.uk/news/uk-scotland-38020169>

⁴ ONS. 2016. Annual Survey of Hours and Earnings: 2016 provisional results.

Why commission a bespoke Carterwood market report?



Whether you want guidance on where to locate your next development, or are currently reviewing your portfolio, our bespoke market reports are specific to your requirements to offer due diligence and help you make the right care investment decisions.

Our bespoke reports have helped us secure our recent award success. They are in unprecedented demand, with the first half of this year seeing us undertake more than twice as many as completed in the entirety of 2016.

Below are common reasons why our clients commission a bespoke report:

1. **Bespoke demographic analysis** for operators seeking to target a specific beneficiary group or target market
2. **Operational care home strategic review** to assess factors contributing towards under-performance
3. **Portfolio strategic review** to assist the strategic direction of a group of homes
4. **Alternative site assessments** to support planning applications on contentious sites
5. **County market reviews** to identify key optimum target areas for new development
6. **Regional/national market reviews** to identify the best places to develop new services
7. **Target acquisition searches** of operational care homes, according to specific client requirements
8. **Other sectors market and demographic analysis**, such as crematoria, children's nurseries and primary care.

If you are considering commissioning a bespoke report and would like to know more, please call us on 08458 690777 or email info@carterwood.co.uk.

Carterwood sponsors new NCF Rising Stars programme

We are delighted to be sponsoring the new Rising Stars programme, which will provide support to 10 registered managers throughout the year.

Vic Rayner, Executive Director of the NCF, says: "Carterwood have been key partners of the NCF for a number of years. During this time we have worked together to raise the profile of the sector by highlighting best practice and building the evidence base."

"In recent months, the NCF have been working closely with Carterwood to develop a leadership programme to support registered managers in the not-for-profit care sector. Out of these discussions, the Rising Stars programme was born."

"At our NCF Annual Conference in May this year, we gathered together our first cohort of eager managers. The managers were able to hear first-hand from Carterwood's principal agent, Tom Hartley, about his experience of leadership support, as well as his excellent input around systems leadership and mentoring."

"NCF are now working with the Rising Stars managers to provide them with an exciting year of opportunities, including one-to-one mentoring with sector leaders, skills audits, a range of learning and development opportunities, media training and exposure, and an opportunity to take part in an international care event. This has only been possible due to the support of Carterwood. We are really delighted that Amanda and her team are committed to supporting investment in this key resource. Thanks to our Rising Stars, the future is looking brighter!"



The NCF's Vic Rayner (far right) with Carterwood's Amanda Nurse (second from right) and some of the Rising Stars, (from L to R): Michelle Bladen, RMBI Care Company; Lesley Henderson, Sefton New Directions; Samantha Curran, Greensleeves Care; Nicky Shepherd, Greensleeves Care; Julie Harwood, Accord Housing; Maria Jose, Look Ahead Care; Daniel Cole, Boroughcare and Becky Incedon, Parkhaven Trust.

Carterwood director Amanda Nurse says: "Investing in developing managers and supporting them through a mentoring programme will provide invaluable support, not only for these successful managers, but also for their associated organisation and the care sector as a whole."

To find out more about the Rising Stars programme, click [here](#). You can also watch a video from the conference [here](#).

Carterwood sponsors Caring Homes' Recognition Awards 2017

We were delighted to be a silver sponsor of Caring Homes' Recognition Awards 2017, which took place on Wednesday 28 June.

Presented by Ronan Keating, following a day of team building events and management presentations, the awards evening was attended by around 350 staff members from Caring Homes and Consensus, its specialist care division.

Carterwood principal agent Tom Hartley was present and commented: "It was so lovely to see so many people recognised across a wide range of award categories. Caring Homes is a valued client and we are pleased to show our support."



Older people's housing

Southport: 120,000 sq ft development site
104 older people's housing units on a large development site. Located in the very affluent residential area of Southport, just outside Manchester. The scheme will comprise part conversion of an existing building and part new build apartments.

Care homes

Birmingham: Development site for 70-bed care home
Freehold development site marketed on behalf of an established property developer. Outline planning permission for the proposed scheme is currently pending decision, following positive pre-application feedback.

[Click here for further details](#)

Herefordshire: Proposed 63-bed care home with planning
A high quality development site with planning permission granted for a 63-bed care home located in Herefordshire (below).

[Click here for further details](#)



For further information please download sales details from our [website](#) or call 08458 690777 and speak to Tom Hartley or Matthew Drysdale.

Andover: Turnkey 60-bed care home scheme, sold to Care Concern on behalf of returning customer, LNT Care Developments.

Bridgend: 3.4-acre site sold on an unconditional basis to Linc Cymru Housing Association, on behalf of new customer, Edwards Construction.

Oxford: Development site with full planning permission for a 70-bed care home, sold to Hamberley Developments on behalf of returning customer, Frontier Estates.

Shipston-on-Stour: Development site with full planning permission for a 70-bed care home with 10 extra care apartments (below), sold to Shipston Nursing Homes on behalf of returning customer, Frontier Estates.



Shropshire: Adelphi Care Services, comprising nine specialist residential care homes and supported living services, acquired by The Regard Group.

Wells: Proposed 64-bed luxury care home site sold to Barchester Healthcare on behalf of Hamberley Developments.

West Midlands: Older people's housing joint venture creation in which we played an integral role, acting on behalf of The Minton Group.

"Upon receiving instructions, Carterwood ran a discreet, efficient and targeted marketing process, which quickly identified the purchaser. We were highly satisfied with Carterwood's performance throughout this transaction and I would like to thank Matthew and the team."

Daniel Kay, director and co-founder of Hamberley Developments

This year so far: conferences and briefings

We've had an incredibly busy event schedule, sponsoring and sharing our inside knowledge at three major conferences, as well as organising our own business briefings. If you missed a particular session but want to know more, just drop us a line.

2017 conference sponsorship

- **HousingLIN:** Our workshop looked at dispelling the myths of leasehold sales premiums in older people's housing.
- **ARCO:** Our workshop outlined the UK retirement village market, including requirements for a successful development.
- **NCF:** See page 5.

Carterwood free seminars

- **Challenges for the Development of New Private Care Homes** (held on 2 February in London, in partnership with Metro Bank, Castleoak, Pozzoni and the Avery Healthcare Group).
- **Looking into the Future of Social Care** (right) (held on 31 March in London, in partnership with Santander Corporate and Commercial Bank, Anchor and Babylon Health).



Upcoming 2017 events

10 October: University of Bristol's Autumn Careers Fair

18 October: Sponsorship of and workshop at LaingBuisson's South West Long Term Care conference
UWE Bristol's Meet the Employers Fair

16 November: Sponsorship of and workshop at Care England's 2017 Conference



Principal surveyor Matt Drysdale gets ready to throw

Boules of fun at Carterwood social event

Twice a year we like to thank our team for their valued efforts. On the 16 June, therefore, we got together for a fun afternoon at a local pub in Bristol, comprising a boules tournament followed by a BBQ and drinks. Party bags stuffed with a thank you card and treats, including cinema vouchers, fun games and sweets, were handed out to all employees and consultants. We all had a fabulous time and the teams in first, second and third place even received generous cash prizes!

To keep up to date with all our upcoming events, including free seminars, please register your details by emailing info@carterwood.co.uk.

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

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