

Large scale bespoke research to provide data analysis tool for future site selection process

Carterwood were asked to aid in the development of a site ranking system on behalf of a major care operator. Our in depth knowledge of robust data systems linked to sector experience and an understanding of the site requirements, achieved a long term solution for the client.

Background:

- Voluntary sector operator being bombarded with site opportunities.
- A need to identify the most appropriate areas within England to develop elderly care homes aimed towards the self pay market.
- Desire to achieve cost effective way of producing robust and flexible data analysis that could be amalgamated with existing in house data and research systems.

What we did:

- Identified a series of primary and secondary target areas, which has subsequently been expanded in subsequent follow-up studies.
- Population analysis based upon over 65, over 75 and over 85 year old population profiles to determine the estimated requirement for elderly bed spaces.
- Assessed total number of registered elderly bedspaces (registered with CQC for either Old Age or Dementia), including analysis of single, shared and en suite provision.
- Researched planning permissions granted and planning applications pending decision over a two year period.
- Separate analysis of dementia provision, comprising an assessment of total specialist dementia capacity.
- Determined estimated shortfall or oversupply of provision within each postcode district.

Added value:

- Worked with client's in house data systems leading to significant cost reduction in providing advice.
- Identified specific competitive threats within individual post code districts.
- Results prepared to ensure that client was able to interrogate data and utilise in site selection process going forward.
- Provided empirical justification to the board of trustees that operators historic focus was justified given their product placement and target market.
- Ranking system adopted over a wide geographical area, which continues to be used today three years after completion of the study.



For more information about Carterwood or to find out how we can help you, call Amanda or Ben on: **08458 690777**

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