

Sector experience key to providing overview of emerging care village market

Carterwood was instructed to produce a detailed review of the care village market. The review was to inform the strategic planning of an existing operator looking to understand the potential opportunity for diversification into an emerging market.

Background:

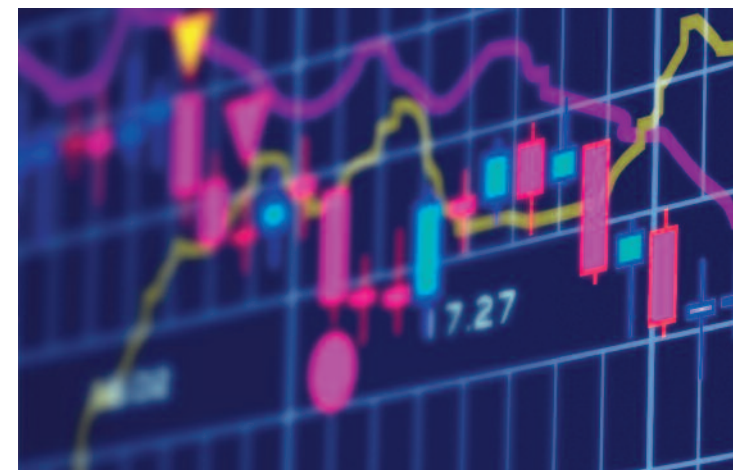
- Client already operating within the care home and extra care markets.
- Client considering diversifying into care village market.
- Project required existing understanding of specialist market.

What we did:

- Provided overview of the care village market and its providers.
- Analysed existing and planned provision throughout England.
- Gave opinion as to key risks and opportunities within market.
- Produced location assessments on macro and micro level.
- Assessed design requirements focusing on key accommodation needs.

Added value:

- Provided a practical overview of an emerging sector, linking demographic analysis to sector knowledge.
- Gave client marketing insight in order to communicate fact that care villages are choice rather than needs driven purchase decisions.
- Developed key criteria for location assessment.
- Gave insight into key drivers of extra care demand.
- Established need to balance design and accommodation requirements against subsequent service charge models.
- Advised on a range of re-sale options linked to long term scheme viability.
- Tailored all advice to fit client positioning and target market.



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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