

Business Support Solutions: Database Building

Care Home Operators in South East UK

The Client

A US-based developer, owner and operator of senior housing having assets extending from the West to the East Coast across a number of Southern States in USA.

The Background

The client was planning to enter the UK care home market, especially in the premium segment. In this regard, it had shortlisted the South East region of the UK, which was home to a sizeable elderly and affluent population. The mandate for Alchemy was to prepare an exhaustive list of care home companies in the region and their portfolio.

Alchemy Approach and Solution

Alchemy identified care home industry associations and information portals that listed out care home operators and facilities. Multiple sources were used to triangulate and verify information. Once data sources were finalised, the various information parameters for the database were shortlisted and shared with the client for approval. A mapping interface was also proactively developed which would enable the client to have a bird's eye view of the geo-spatial trends in care home location.

Benefits

The client used the database and the mapping tool extensively to identify areas of low competitive intensity. This culminated in the acquisition of an under-managed property that fit the client's criteria.

Illustrations

Operator	Category	Name of Facility	Town	County	Number of Units	Comments
Audley Retirement	Existing	Audley Clevedon	Ilkley	West Yorkshire	90	
Audley Retirement	Existing	Hollins Hall	Harrogate	North Yorkshire	71	
Audley Retirement	Existing	St Elphin's Park	Darley Dale	Derbyshire	130	
Audley Retirement	Existing	Binswood	Royal Leamington Spa	Warwickshire	90	
Audley Retirement	Existing	Inglewood	Kintbury	Berkshire	94	
Audley Retirement	Existing	Chalfont Dene	Chalfont St Peter	Buckinghamshire	82	
Audley Retirement	Existing	Mote House	Bearsted	Kent	100	Work has recently begun on the final stage of development which consists of 51 one and two bedroom properties, many with balconies or terraces
Audley Retirement	Existing	Willcombe Park	Tunbridge Wells	Kent	67	
Audley Retirement	Existing	Flete House	Ivybridge	Devon	29	
Audley Retirement	Under Construction	St George's Place	Edgbaston	West Midlands	90	Planning permission has been granted for Audley St George's Place
Audley Retirement	Under Construction	Ellerslie	Great Malvern	Worcestershire	80	Planning permission has been granted for Audley Ellerslie
Audley Retirement	In Planning	Redwood	North Somerset	Somerset	126	If planning application is granted, then construction would start in September 2015 and the care community would be operational by November 2016
PegasusLife	Existing	Atlantic Rise	Bude	Cornwall	29	
PegasusLife	Existing	Malt Yard	Woodbridge	Suffolk	29	
PegasusLife	In Planning	One Bayshill Road	Cheltenham	Gloucestershire	51	Designed by Glenn Howells Architects
PegasusLife	In Planning	Hortsley	Seaford	East Sussex		