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# Watervale Property Ltd

Nursery Feasibility Report

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# Executive Summary

MTM were commissioned by Watervale Property to investigate the potential for a nursery on the corner of Fore Street and High Road, Eastcote, Pinner.

We used our unique 3-60 catchment analysis to understand the catchment area the potential setting would serve, the number of 0-4 year olds within that catchment, and the nature of the competition. This was information constitutes a demand and supply analysis.

We started by analysing the catchment areas. Previous exercises by MTM of this nature suggest a 15 minute rush hour drive time catchment area is realistic, for bus and cars, whilst families are prepared to walk around 800m. For your site that includes Northolt, Haresfield, South Oxhey, Harrow and Wood End. Within the 15 minute catchment there are around 349,700 households.

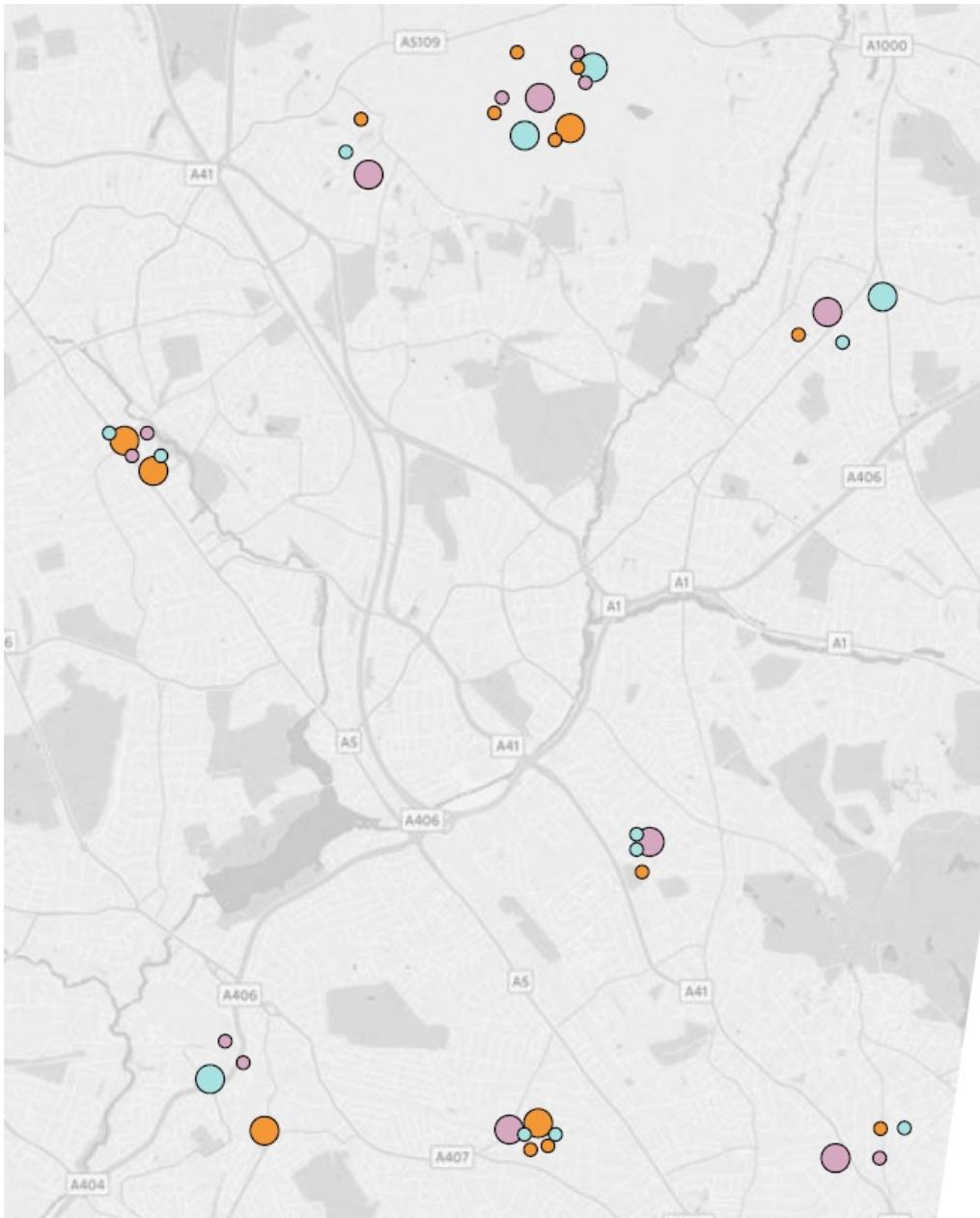
We have then profiled these according to our experience of working with over 100,000 Nursery pupils. This suggest 15.3% of families we classify as 'All Day, Every Day' – two affluent parents working long days, typically using Day Nursery style child care provision for 51 weeks from 8am to 6pm. Over a quarter are families we call 'All Day, Most Days', slightly less affluent but still two working parents, one of which works part time.

Within the families, we estimate there are 13,748 children aged 0-2 and 9,166 children aged 3-4 (total of 22,914). Considering your setting is proposed to accommodate 80 children, you will require a market share of 0.3% of all children. Focussing on the two lifestyle groups most likely to use a setting like yours, that still shows 10,748 children aged 0-4 living in families we classify as 'All Day, Every Day' and 'All Day, Most Days', suggesting a required share of your core addressable market of 0.7%.

Within 15 minutes of the setting there are 65 potential competitor settings. Of these, 43 have had inspections since 2018, detailing capacity for 2,172 children with 2,482 registered. This suggests they are over capacity by 14%. These settings accommodate 9.4% of all children aged 0-4, suggesting there is a shortfall of 20,742. Your setting of 80 places requires just 0.3% of this shortfall.

This analysis details a shortfall in the number of nursery places within this catchment area, suggesting additional capacity is required a setting of 80 places requires a 0.3% market share. A well marketed and resourced setting should be able to achieve this.





# Introduction

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This report details a demand and supply analysis around the land at the corner of Fore Street & High Road, Eastcote, Pinner. This report details:

1. Numbers of 0-2 and 3-4 year olds within a 15 minute drive time and an 800m walk of your site.
2. The projected change to 2031
3. The locations of day nursery competitors
4. The capacity of competitors within 15 minutes.

The report is accurate as at February 2023.

We have constructed this report using Tableau. For the best results we recommend viewing this report in Tableau Reader. This will allow you to interact with the report and view the data behind each point. There is a free download of Tableau Reader here: <https://www.tableau.com/products/reader> .

If you have any questions or queries about any element of this report, give us a call on 01502 722787 or email [Support@mtmconsulting.co.uk](mailto:Support@mtmconsulting.co.uk)

# Lifestyles of Families

Within this report we reference the **MTM** Lifestyle Groups. **MTM** license CACI's ACORN lifestyle set. We then aggregate the 18 groups into five 'super groups' which most closely relate to typical nursery families.

A full breakdown is available on request.

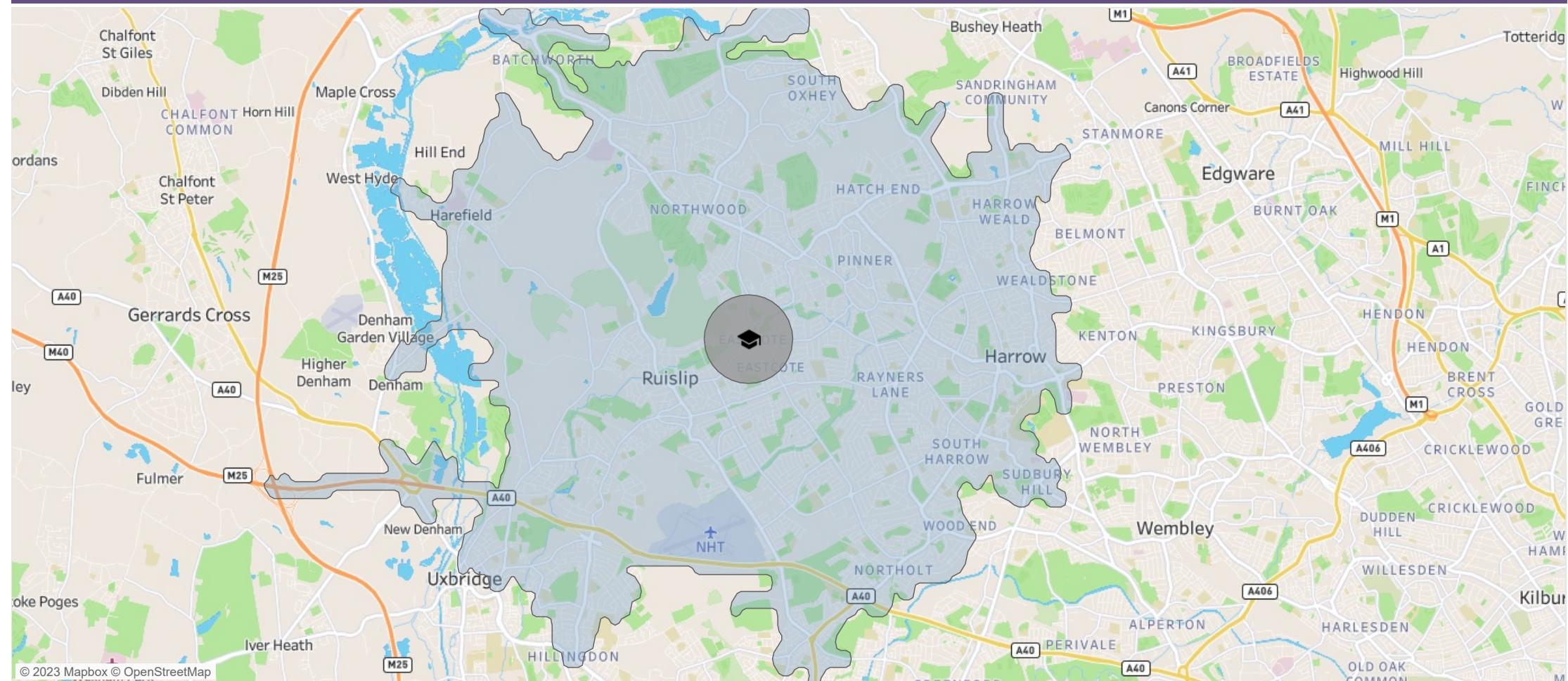
Some key characteristics include:

	Affluent Nannies	All day, every day	All day, most days	Some hours, most days	Rare users
<b>Overview</b>	Affluent families using nurseries as educational top-ups to in house support	Two hard working parents in well to do families	Families working hard but aspiring for more for their children	Lower income families using voucher schemes	Typically in low paid employment or out of work
<b>% of UK</b>	22.5%	21.7%	14.8%	18.0%	22.1%
<b>Home Value</b>	Top decile	Top decile	Average and above	Average	Below average
<b>Cars</b>	Luxury	Luxury	Small family	Mini	No car
<b>Household income</b>	Top decile	Comfortably above average	Average and above	Slightly below average	Below average
<b>Preferred Supermarket</b>	Waitrose	Waitrose	M & S	Asda	Asda
<b>Social Media Usage</b>	Daily	Multiple times per day	Daily	Multiple times per day	Weekly
<b>Marketing responded to</b>	Cinema Advertising	Direct email/internet	Posters/direct email	Leaflets in street	Leaflets through door
<b>Interests</b>	Antiques or Fine Art	Cinema	Environment / Wildlife	Cinema	TV



Addressable  
Markets:  
0-2 and 3-4  
Year Olds

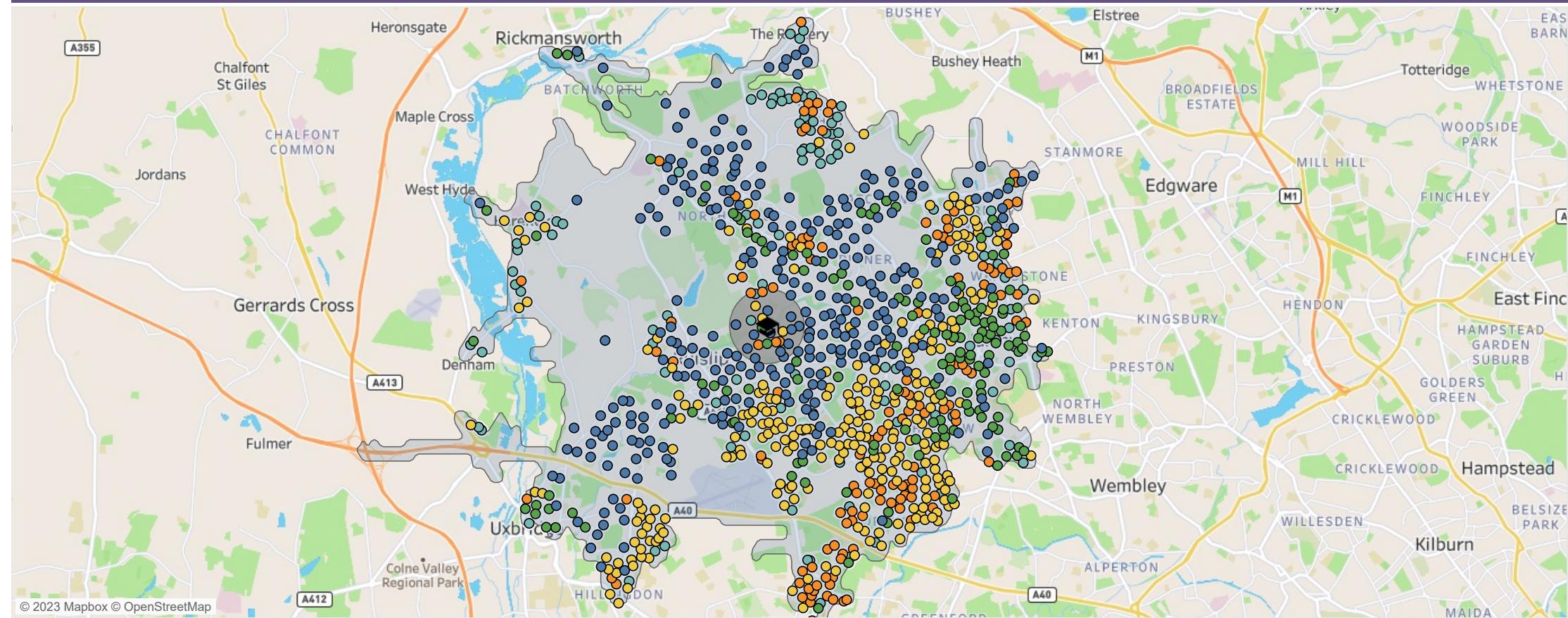
# Location of Corner of Fore Street & High Road



To commence the analysis we have drawn a 15 minute drive time around Corner of Fore Street & High Road along with an 800m contour to provide context of your local area.

The 15 minute drive time provides an overview the distance some families might be prepared travel to an appropriate setting for their child. This includes areas around Harrow, Uxbridge, Pinner, West Harrow and Carr Road.

# Lifestyles of Families within the 15 Minute Catchment of Corner of Fore Street & High Road



In this map, each point is an Output Area - a geographical unit of around 130 households. We have coloured them according to the dominant **MTM** lifestyle group.

Within the 15 minute catchment of Corner of Fore Street & High Road, there are 349,717 households living in 963 Output Areas. Of these households, 15.3% are families we call 'All day, every day', the most common nursery users, and 28.3% are families we call 'All day, most days', the second most common nursery user group.

■ Affluent Nannies

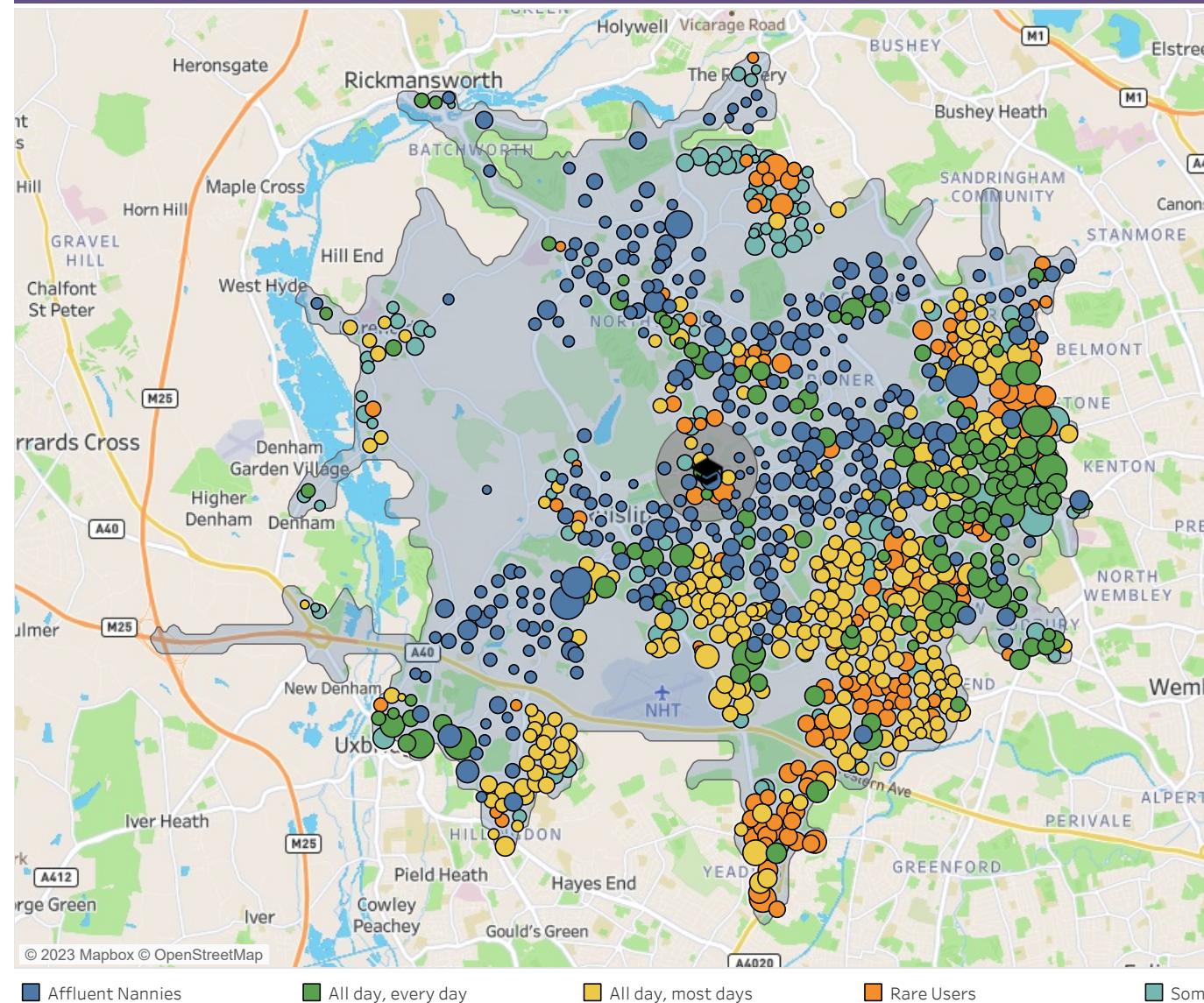
■ All day, every day

■ All day, most days

■ Rare Users

■ Some hours, most days

# Number of 0-2 Year Olds by Output Area within 15 Minutes of Corner of Fore Street & High Road

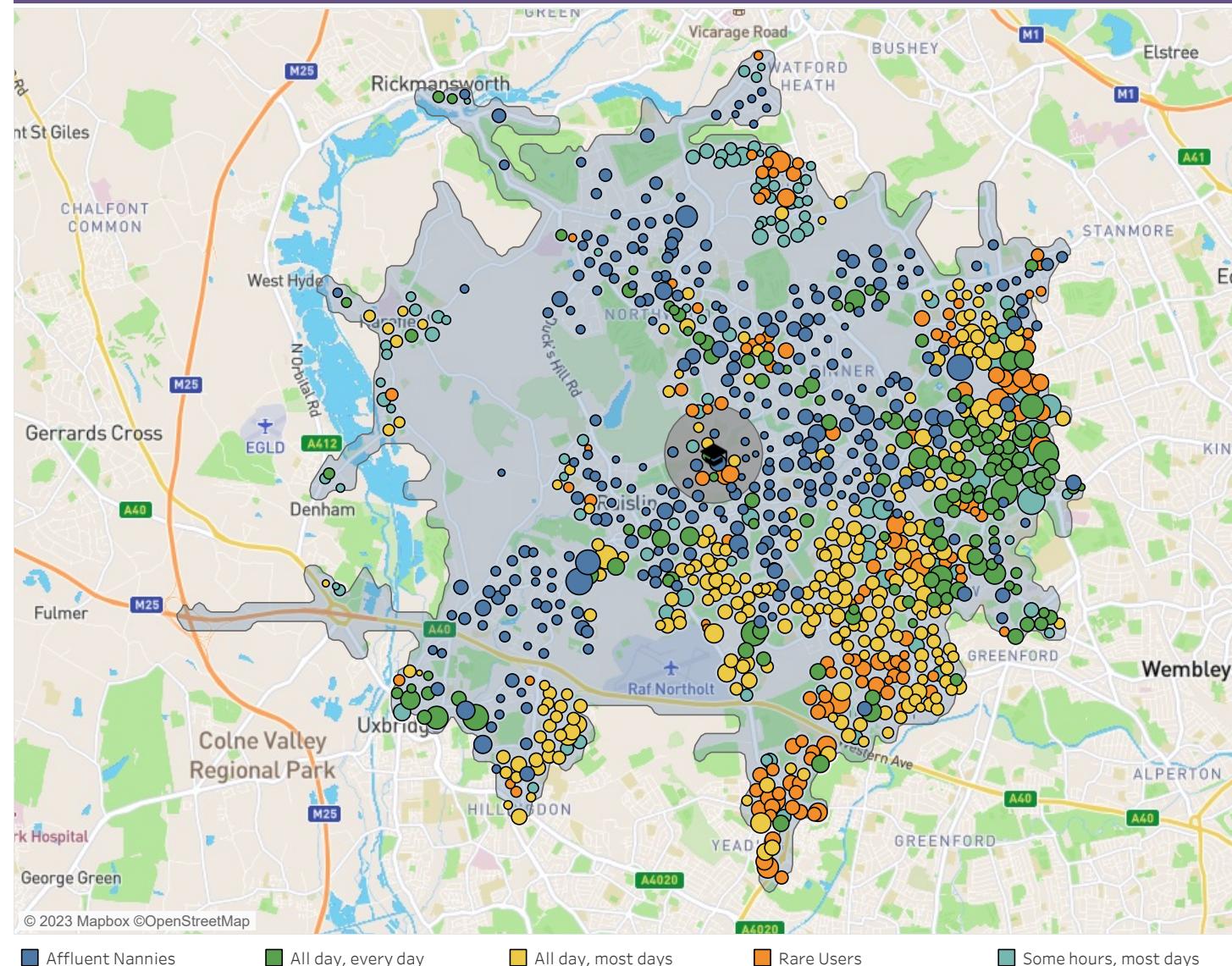


In this map, the size of the point is in proportion to the number of 0-2 year olds living within that Output Area, coloured by lifestyle group.

Within your 15 minute catchment area around Corner of Fore Street & High Road, we estimate there are 13,748 children aged 0-2. Of these, 2,588 live in families we call 'All day, every day' whilst 3,861 live in families we call 'All day, most days'.

A setting of 80 places would accommodate 0.5% of all 0-2 year olds or 1.2% of those most likely to consider a Day Nursery setting.

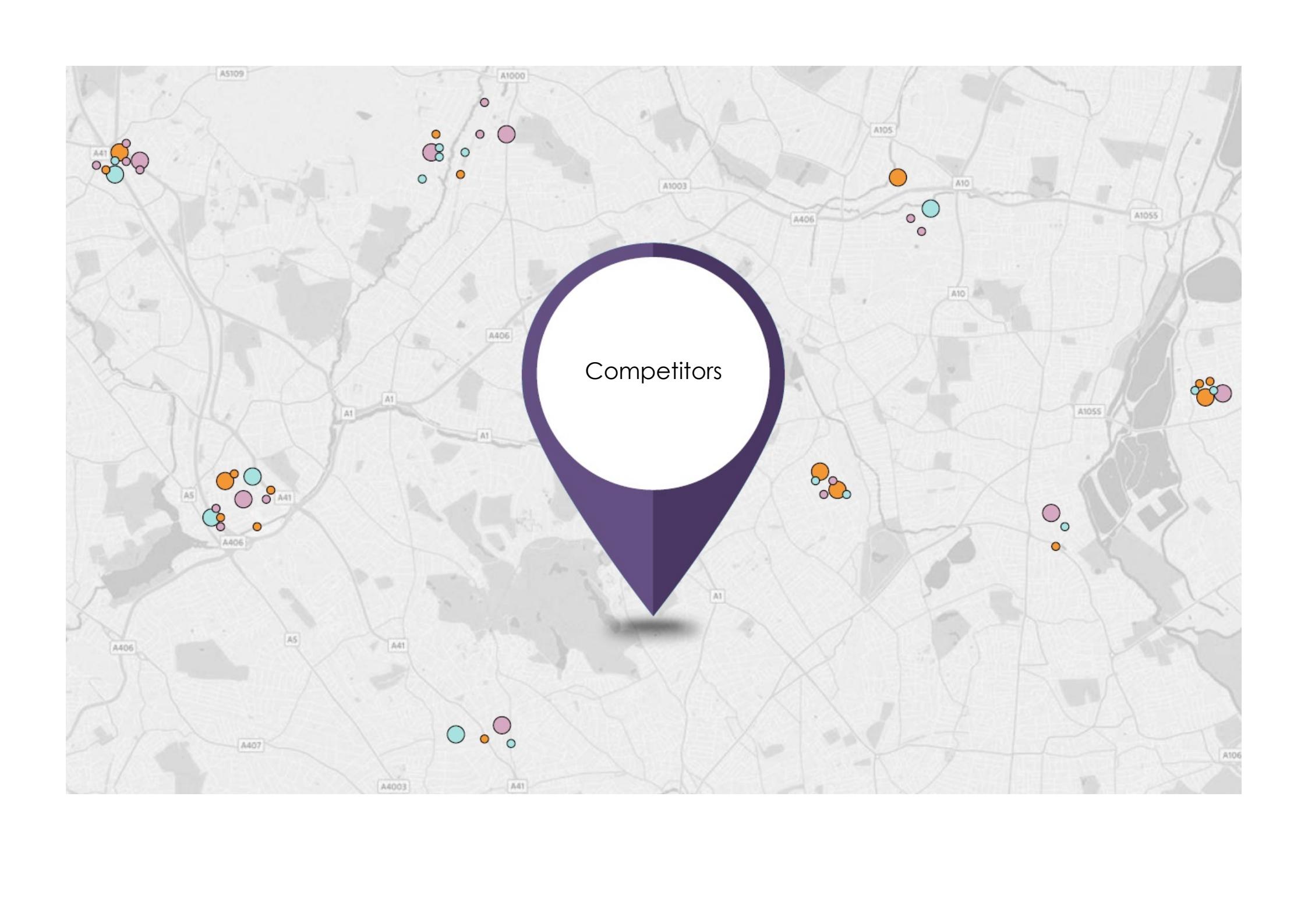
# Number of 3-4 Year Olds by Output Area within 15 Minutes of Corner of Fore Street & High Road



In this map, the size of the point is in proportion to the number of 3-4 year olds living within that Output Area, coloured by lifestyle group.

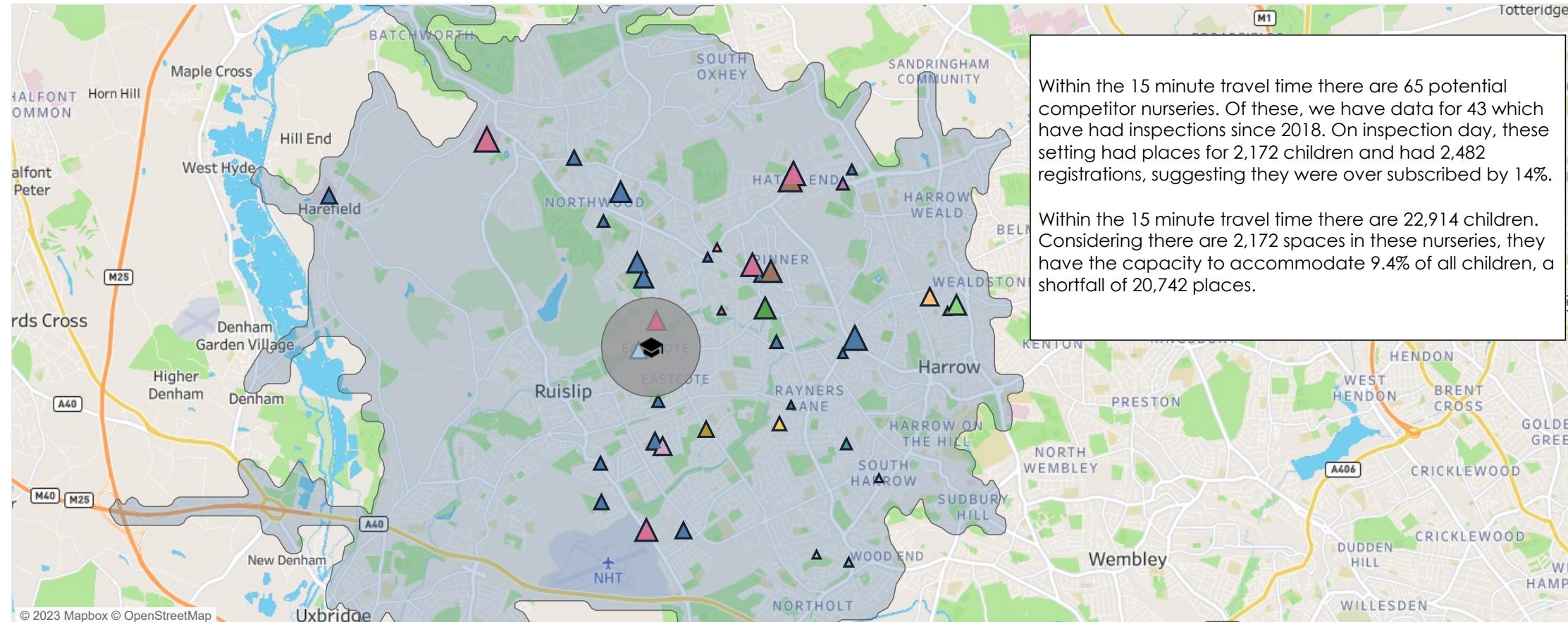
Within your 15 minute catchment area around Corner of Fore Street & High Road, we estimate there are 9,166 children aged 3-4. Of these, 1,725 live in families we call 'All day, every day' whilst 2,574 live in families we call 'All day, most days'.

Your setting of 80 children would accommodate 0.8% of all 3-4 year olds or 1.9% of those most likely to use a setting like yours.



Competitors

# Locations of Key Competitors around Corner of Fore Street & High Road



## Nursery Groups

■ Individual	■ Discovery Nurseries
■ 4 Street & Northwood Nurseries	■ Harmony Nursery & Montessori
■ Bright Horizons	■ Inspire Montessori
■ Bright Start Day Care Ltd	■ KiddieCare Nurseries Ltd
■ Cheeky Chums Nurseries	■ Little Learners Montessori Ltd
■ Christchurch Kindergarten Children's...	■ Little Raccoons Day Nursery Ltd

■ London Borough of Ealing Council	■ Smarty's Nursery
■ Mo Mo Education Ltd	■ Sunbeams Childcare Ltd
■ Montessori by Busy Bees	■ Twinkle Totz Day Nursery Ltd
■ Oak Lee Montessori School Ltd	■ Twisty Tails Nurseries
■ Once Upon a Time Day Nurseries	
■ Papillon Montessori	

# Information on Nurseries within 15 Minutes of Corner of Fore Street & High Road

Trading name	Group name	Opening hours	Opening days	Age from (months)	Age from (years)	Number of children on roll	Total number of places
4 Street Nursery	4 Street & Northwood Nur..	0800-1800	Mon-Fri	0	2	53	45
All Saints Nursery	Individual	0730-1800	Mon-Fri	0	0	49	35
Blossom Tree Montessori Northwood	Individual	0800-1800	Mon-Fri	6	0	68	67
Blue Butterfly Montessori	Individual	0800-1800	Mon-Fri	3	0		
Bright Horizons at RAF Northolt	Bright Horizons	0730-1800	Mon-Fri	3	0	89	74
Bright Horizons Hatch End Day Nursery and Prescho..	Bright Horizons	0700-1830	Mon-Fri	3	0	122	79
Bright Horizons Haydon Hall Montessori Day Nursery	Bright Horizons	0800-1800	Mon-Fri	3	0	62	74
Bright Horizons Mount Vernon Day Nursery and Pre..	Bright Horizons	0720-1800	Mon-Fri	3	0	173	124
Bright Spark Montessori	Individual	0900-1500	Mon-Fri	0	2		
Bright Start Day Care (Harrow)	Bright Start Day Care Ltd	0730-1800	Mon-Fri	3	0	57	48
Buckingham Preparatory School and Pre School	Individual	0800-1800	Mon-Fri	0	3		
Buzybees Montessori	Individual	0730-1800	Mon-Fri	3	0		
Cheeky Chums Day Nursery	Cheeky Chums Nurseries	0730-1830	Mon-Fri	-	0	84	88
Christchurch Kindergarten @ Harrow	Christchurch Kindergarte..	0800-1800	Mon-Fri	0	1	70	36
Cricket Nursery	Individual	0800-1730	Mon-Fri	0	1		
Discovery Nursery and Preschool Eastcote	Discovery Nurseries	0730-1800	Mon-Fri	6	0	45	26
Eden Kids Nursery	Individual	0800-1800	Mon-Fri	3	0		
Eilmar Montessori School & Day Nursery	Individual	0730-1800	Mon-Fri	6	0		
Happy Kids Day Nursery Ltd	Individual	0730-1830	Mon-Fri	-	-		
Happy Tree Academy	Individual	0730-1800	Mon-Fri	3	0	30	42
Harefield Hospital Day Nursery	Individual	0700-1800	Mon-Fri	5	0	47	48
Harmony Montessori Nursery	Harmony Nursery & Mont..	0730-1830	Mon-Fri	0	0	38	22
Harmony Nursery	Harmony Nursery & Mont..	0800-1800	Mon-Fri	-	0	--	--



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- Customer satisfaction surveys
- Non-buyer interviews
- Early leaver interviews
- Instreet research
- Mystery shopping.

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