McCarthy & Stone

McCarthy & Stone is the UK's leading retirement housebuilder with a c.70% share of the owner-occupier market. The Group has sold over 51,000 properties across more than 1,100 retirement developments since 1977 and is renowned for its focus on the needs of those in later life. In March 2017, the Group received the full Five Star rating for customer satisfaction from the House Builders Federation for the twelfth consecutive year – making it the only UK housebuilder, of any size or type, to achieve this accolade.

McCarthy & Stone Management Services are responsible for over 280 developments, providing peace of mind that it will look after its customers and their properties over the long term. Each development has a dedicated House Manager onsite five days a week during work hours to manage the day-to-day running of the development, while also helping to facilitate various social activities. They are supported by a number of Area Managers who oversee up to 20 developments each across a large geographical area. For the HR department, providing continuity of cover and improving efficiencies was both time consuming and increasingly complex. A more automated process for Workforce Planning was required.

CHALLENGE

- Assigning areas with 20 developments or less, with a drive-time of under 90 minutes between each site
- Adapting area management to personnel change, circumstance and recruitment
- Available Workforce Planning tools manual based and limited in scope

SOLUTION

- Flexible GIS displaying instant results when editing boundaries, locations and personnel
- Calculation of the 20 nearest developments to Area Manager's address using road network data broken down by time or mileage
- Select areas based on location and drive-time

OUTCOMES

- Time spent on Workforce Planning reduced from 27 days to 10 days per annum
- On average, reduced drive-time by 10 hours 24 minutes per month
- Targeted recruitment that considers optimum travelling distance and travel time

Representation of Area Managers together with number of developments. After moving the boundaries the text will change colour depending on the count

> **" The Cadcorp GIS has been a huge time saver for me. It has taken what was originally a heavily manual based process to a quicker, smarter way of carrying out Workforce Planning. "**

~ Tania Harland, HR Advisor
McCarthy & Stone

CHALLENGE

As McCarthy & Stone enjoys rapid growth, the number of personnel in Management Services has increased by 63% in the last two years. With over 250 House Managers, 20 Area Managers and the variables of holiday or sickness cover, Workforce Planning wasn't straightforward. In addition, as more retirement developments were opening, the HR department needed to rapidly adapt their Workforce Planning and make recruitment more targeted.

SOLUTION

The HR department selected desktop product **Cadcorp SIS Desktop** and use it as their territory management software. An HR Advisor can calculate the 20 nearest developments to each Area Manager's address using road network data broken down by time or mileage. As circumstances change or when more retirement developments are built, various filters can be applied to produce a range of visualisations. These can be easily shared in print and electronically. Postcodes of future developments can even be used when recruiting new Area Managers in nearby locations.

> **" All we do is make our adjustments and we're immediately shown the results. It's as easy as that. "**

~ Ben Roberts, HR Advisor
McCarthy & Stone
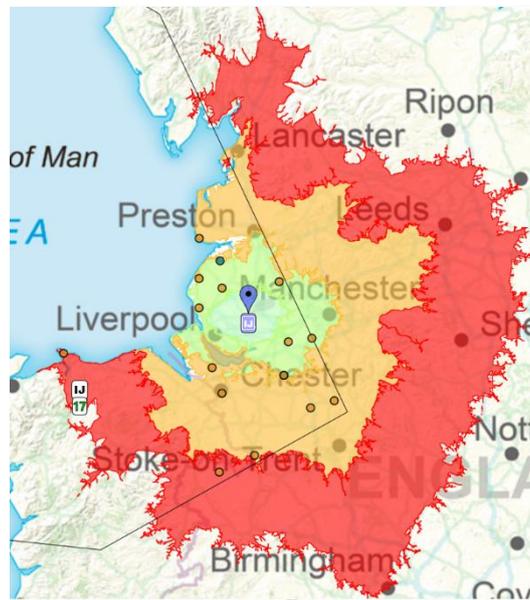
Drive-time isochrones

OUTCOMES

Automating Workforce Planning has freed up more time for the HR department to meet their business objectives. Productivity is better as an Area Manager can spend more time at each retirement development. In turn, House Managers and the sites they manage are benefitting from increased support. Calculating and reducing drive-times has also resulted in an improved work/life balance for Area Managers. In future, there is scope for targeted recruitment, sales activities and for offering alternative retirement developments as the needs of Homeowners change.

Products & services

- Cadcorp SIS Desktop
- Onsite training
- Technical support