

**Geodemographic data insight helps  
deliver a new approach to childcare  
for our times**





## Highlights

- Bespoke data dashboard and InSite tools
- Acorn geodemographic data for multiple propositions and locations
- Customer and employee profiling to assess community need
- Enabling demand-led growth for genuine customer value
- Rapid report generation to inform many stakeholders



## About Bright Horizons

Trusted by families to look after their children for over 30 years, Bright Horizons is an award-winning nursery provider. The company operates over 300 community and workplace nurseries throughout the UK: each is individually designed to serve the needs of its community. Bright Horizons provides tailored childcare for corporate clients and for families, at home, at work and in local settings.



# The challenge

## Delivering childcare services where they're genuinely needed

Bright Horizons initially approached CACI for data to support their new site opening and acquisition insight programme. **Property Asset Manager Oliver Brookes** needed reliable data that was quick and easy to interpret for new site and location decision-making.

Marketing Manager Eddie Thorogood saw a further opportunity to use demographic data to support Bright Horizons' proposition development and to better understand existing as well as potential catchments.

**Eddie** says, "Post-pandemic, we wanted to understand shifts in working conditions and patterns. Parents had been working from home, but employers were also encouraging a return to the workplace. This has a big impact on our services."

"We provide family solutions, not just day nurseries. So we need a broad range of information, to help us provide the right childcare options in workplaces, communities and households, to reflect the new reality. And we wanted to understand the differences between towns, communities and regions, so we could offer the best solutions."

**Oliver** and **Eddie** agree: "We wanted a simpler insight solution that could provide at least the same level of detail as our previous provider, and to reduce the time and effort it took to produce reports."



## The solution

### A user-friendly reporting dashboard for rich and diverse data

CACI provided Acorn demographics, profiling and mapping, giving insight into specific postcodes and communities. High level demographic maps are instantly visible in InSite's Locator tool. **Eddie** explains: "The blend of data creates reliable and up-to-date information about the demand for our services, to support decision-making about how and where we can expand our operations so we can deliver high quality childcare where it's needed. It also helps us improve our business model, so we can manage our portfolio and flex and balance our sites to meet changing needs."



The quality of content from our previous supplier wasn't as good and it wasn't as easy to review it. The efficiency of using the CACI solution is second to none - it takes 2-3 minutes to produce a report instead of 15-20 minutes.



**Oliver Brookes**, Property Asset Manager  
and **Eddie Thorogood**, Marketing Manager



Eddie explains why CACI stood out against competitors. "Other firms had a range of suitable data, but their reporting tools were not streamlined or user-friendly. CACI took everything we wanted to create and made it into a very user-friendly guide and dashboard which streamlines our workload and cuts out background noise."

In an eight-week project, CACI built a bespoke dashboard to meet Bright Horizon's requirements. **Eddie** confirms, "They did an excellent job and delivered exactly what we wanted."



# The benefits

## Enabling growth in a truly people-centric childcare business

Bright Horizons' three pillars are 'people, quality, growth'. **Eddie** emphasises, "We're not about just growing for the sake of it. We always want to be where we are needed - where parents can find us and our services will be useful. With this data insight at local level, we can provide a clear picture of community and workplace need to our senior leadership team, so they can sign off new facilities."

Whenever a new site or location opportunity drops into **Oliver's** inbox, his first action is to open the Insite Locator tool. "It's absolutely invaluable," he comments. "I couldn't do my job without it. I could look on Google Streetview for a subjective idea of the location demographics, but the demographic map is reliable and accurate. We have a set of demographic levels that typically apply to our best performing nurseries - my initial response to a new opportunity is to benchmark against them. There are lots of more detailed factors to investigate for a potential site, which is important but time-consuming work. The Locator mapping tool lets me glance across the key indicators and immediately know if it's worth investing time in researching those individual characteristics and location factors."



We have a complex business where everything is audience-centric, so we have multiple offerings. It's a deeply human business - it's all about nurturing young children. The CACI data and dashboard reporting gives us tools to look through every single lens, to understand all the factors that matter to people.

**Eddie Thorogood**, Marketing Manager



**Eddie** highlights further value that's emerged from the data and dashboard. "It's widely known that there are currently major staffing challenges in the childcare sector."

"We use InSite to consider local demographics and travel opportunities, to help us recruit and retain our valued team members, who are at the very heart of the high quality of our provision," explains **Eddie Oliver** adds, "We profile the availability of our ideal candidates in areas where we're looking to open, to make sure we'll be able to find the right local staff for our services."

Bright Horizons looks at demographic profile data and competitor information in the dashboard, to assess levels of saturation in different areas. This helps the team understand where demand is already being met, if it will be cost-effective to launch or expand, and how to provide and promote the best range of services in each location.

In conclusion, **Eddie** says, "We're an ultimately responsive business in an ever more challenging environment: CACI's granular insight is vital to help us look at all these factors and refresh the information as things change."





Our CACI dashboard has helped us save time and give faster responses to our nurseries and parents - it has exceeded our expectations. It has also opened a valuable communication channel between us and CACI's expert team, showing us how we can get even more value from the data, through training as well as one-to-one conversations about ways to use the latest insight techniques.



**Eddie Thorogood**, Marketing Manager







To find out more about how CACI can help you support your organisation, please get in touch.

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