



CUSTOMER CASE STUDY

The Midcounties Co-operative

Championing data-led decision-making from location planning



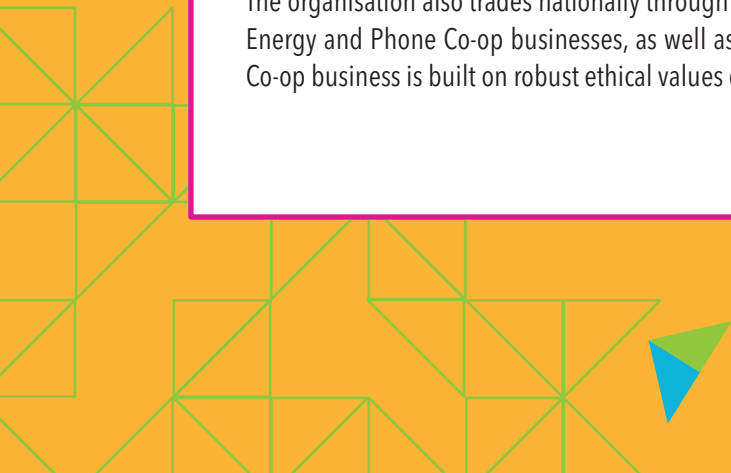
Highlights

- InSite data and spatial modeller
- Accessible, visual store catchment performance dashboard
- Supports proactive new site search
- Sharing data insights across the business
- Efficient approach and process frees up team resources

About The Midcounties Co-operative

The Midcounties Co-operative is a large consumer co-operative fully owned by its members, which operates the Your Co-op family of businesses. Founded in the mid-19th century to share goods and services at a responsible price in the community, today the Midcounties Co-op operates from more than 230 food retail stores in the UK, largely across the West Midlands, Oxfordshire, Gloucestershire and Wiltshire.

The organisation also trades nationally through the Co-op Pharmacy, Co-op Travel, Co-op Childcare, Co-op Energy and Phone Co-op businesses, as well as operating a funeralcare business and Post Offices. Every Co-op business is built on robust ethical values designed to foster a strong business and community.



The challenge

Growing the business through data-led decision-making about new sites

When Ross Lacey joined Midcounties in 2017, he stepped into the newly created role of Location Planning Manager. His task was to help the business grow through a greater focus on location analytics and data-led decision-making.

The team had built some strong working relationships with developers and agents, but in order to continue to grow the new site pipeline in line with the ambitions of the business, they needed to adopt a more targeted approach. This meant developing accurate and reliable spatial and geo-demographic modelling to understand catchments in the context of business objectives and performance.





The solution

Accurate catchment potential model for new store performance

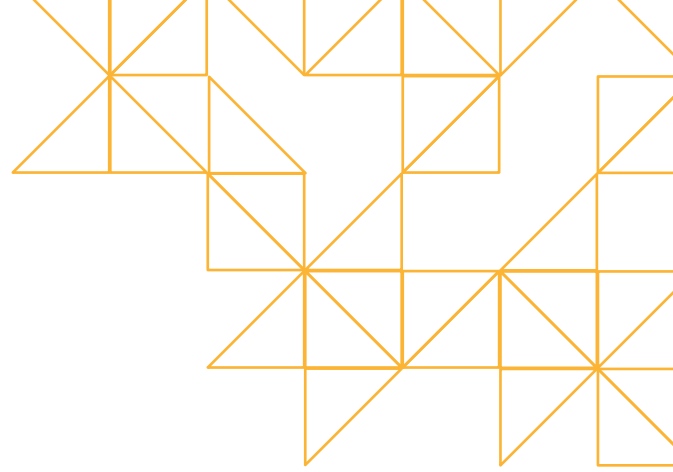
CACI's InSite tools and data provided the comprehensive information Ross needed to analyse the core trading area. He analysed mapping data and catchments in every village and town in the Co-op's trading area, looking at existing stores, competition and demographics.

Ross explains: "At the end of this work, we had a growth plan to refer to, which meant we could prioritise and focus incoming opportunities. With tangible, data-led evidence and a well-defined process and criteria, we could make decisions more quickly and share the work of detailed site assessment around the team more easily."

The model has been continuously updated since it was created, feeding in new data from CACI that reflects changes in catchments, communities and demographics. Ross and his team have also adopted new HTML mapping tools which make it easier to share links with colleagues around the business who request site and catchment information.

Working closely with CACI, the team has recently developed a suite of dashboards that present key information about store performance within a catchment in a visual format. These are automatically updated, so the most useful and comparative data is continuously available without the need to design individual reports.

Ross is also impressed with the aesthetics of the dashboard output: "It's important to me that data we share with colleagues is easy to understand and well-presented visually: the reports have been really well received and had an impact around the business because of this."



The benefits

Data-led decision-making for growth across the business

The InSite tools, dashboard and data have given Midcounties reliable evidence for new site investment prioritisation. Ross says, "The rigorous approach has built strong confidence in our pipeline of planned sites. As well, greater confidence in our sales forecasting has enabled us to be more aggressive in our rental offers as we compete with other multiples for the best sites. Since introducing the model into our new site appraisal process, we've seen strong and consistent performance from new sites."

"We've created bespoke analytics and processes that bring together spatial modelling with existing store data and characteristics. That means we can compare potential new locations to existing stores in similar areas and with similar formats. We put that in context of information about the new catchment to provide a forecast of the realistic revenue potential for a typical Midcounties store."

With the automated and visual reporting from the dashboard and well-defined catchment analysis processes, Ross and his team can work more efficiently and free up time to champion data-led decision-making in other areas of the Midcounties.

Ross adds, "We have led the way with data awareness, introducing the CACI data and tools to other departments within the Midcounties – Acorn and Grocery Acorn are becoming a common language in the business. It's a really positive thing, as more and more of our business decisions are becoming data led."

"We're now beginning to use our expertise and resources to further support the travel and childcare businesses as they expand into more sites – we're increasing focus on these service propositions to fuel our growth. We're also championing the use of InSite data to help inform decisions about store improvement investment and to help defend against competitor openings in our catchments."



“

We're becoming a data-led business, using tangible evidence for confident decision-making that supports growth – not just in new grocery site acquisitions but also for our service businesses and for proposition development and marketing. CACI's data, tools and modelling expertise has helped us build a robust, efficient insight platform for the Midcounties Co-operative, enabling the team to support more projects and more colleagues around the business as our growth accelerates.

Ross Lacey, Location Planning Manager,
The Midcounties Co-operative



”



If you want to learn more about CACI's solutions, please get in touch with us.

Margot Sharman

Email: msharman@caci.co.uk

Phone: +44 20 7605 6002

WEB Caci.co.uk

Twitter [@CACI_LOCSTRAT](https://twitter.com/CACI_LOCSTRAT)

LinkedIn [Caci Ltd](https://www.linkedin.com/company/caci-ltd)

CACI