

HOUSING WITH CARE

MARKET REPORT

FIRST EDITION

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Could a flourishing Housing with Care market mend our broken housing market?

Compared to markets such as Australia and New Zealand, the housing with care market in the UK is relatively underdeveloped. Yet, with the right offering it provides a viable alternative to remaining in their family home for our ageing population who want to downsize and maintain their independence for as long as possible.

Housing with care is a vital part of the health and social care solution, creating tangible savings for local authorities and health services. Individuals who retain their independence generally decline more slowly and have less health issues.



Consequently, there are clear opportunities for developers and care providers in this market. There is a substantial mid-market opportunity reliant on an event fee revenue model which looks promising for investment if offered with guaranteed fee levels. Also, while the Local Housing Allowance will apply to rentals from 2019, this is also a market that has expanded.

Already the market is showing healthy growth, the number of units available across the market in 2017 rising by 8% to over 73,000. Continued success will depend on operators providing the quality of care, service and accommodation that meets the expectations of their respective target markets. There is a clear opportunity for the market, but to grasp it, they must convince the older population of the benefits to them.

This brand new report from LaingBuisson is a significant re-valuation of the market previously covered in our *Extra Care and Retirement Community* market report (last published in October 2016) and includes latest figures from the Elderly Accommodation Counsel.



What the report covers

Market and demand drivers
Revenue
Operating and investment models
Sector size, growth and performance
Sector players
Investors
Advisory organisations
Government policy and regulation
Market potential

Financial Appendix

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