

TABLE OF CONTENTS

FOREWORD	iii
LIST OF TABLES	xvii
LIST OF FIGURES	xxi
EXECUTIVE SUMMARY AND HIGHLIGHTS	1
1. MARKET	21
1.1 Definition and scope	21
1.2 Data sources	21
1.3 Market size	22
1.4 Segmentation	23
1.4.1 Supply side segmentation	23
1.4.2 Segmentation by client type	24
1.4.3 Dementia	24
1.4.3.1 Major care home operators' focus on dementia care	26
1.4.3.2 'Full-service' dementia care brands yet to emerge	27
1.4.3.3 Segregated or non-segregated care homes for people with dementia	27
1.4.3.4 Antipsychotic medication and non-pharmacological alternatives	28
1.4.3.5 Quality of dementia care services	28
1.4.3.6 Dementia fee premium	28
1.4.3.7 National Dementia Strategy	28
1.4.4 Premium priced homes	30
1.4.4.1 Pricing in premium care homes	33
1.4.5 Respite care	34
1.4.6 Intermediate care	34
1.4.7 End of Life Care	36
1.5 Funding by payor type	37
1.6 Growth	38
1.6.1 Historic trends in capacity and volume of demand over the last five decades	38
1.6.1.1 Capacity	38
1.6.1.2 Volume of demand	41
1.6.2 Historic growth in market value	41
1.6.3 Growth by source of funding	43
1.6.3.1 Market value	43
1.6.3.2 Market volume	44

1.6.3.3	Trends in numbers of independent sector homes and capacity per home	46
1.6.4	Future growth – projections of demand	47
1.7	Demand drivers	50
1.7.1	Age-specific demand	50
1.7.2	Population ageing and demand projections	51
1.7.3	Further commentary on demographic issues	54
1.7.3.1	Changes in families' willingness to provide informal care	54
1.7.3.2	Dementia	56
1.7.3.3	Compression of morbidity	57
1.7.4	Financial resources – public funding	58
1.7.5	Financial resources – private pay	59
1.7.5.1	Ability to pay from income	59
1.7.5.2	Ability to pay from assets - home ownership	59
1.7.5.3	Value of property assets	61
1.7.5.4	Robustness of residential property values	62
1.7.6	Counter drivers of care home demand	62
1.7.6.1	Housing with care	62
1.7.6.2	Live-in homecare	63
1.8	Demand and supply	63
1.8.1	Historical trends in volume of demand and capacity	64
1.8.2	Balance between nursing and residential care	65
1.8.3	Shift in public sector demand down the care continuum	68
1.8.4	Local authority demand	69
1.8.5	Self-pay demand	70
1.8.6	NHS-funded demand	71
1.8.7	Occupancy rates	72
1.8.7.1	Pre-Covid-19	72
1.8.7.2	Post-Covid-19	74
1.8.8	Occupancy rates by region	76
1.8.9	Openings and closures	77
1.8.10	Index of supply by region	81
1.8.11	International comparisons	82
1.9	Staffing	83
1.9.1	Workforce statistics from Skills for Care	85
1.9.2	Sickness absence	88

1.9.3	Will labour availability constrain future expansion of supply?	88
1.9.3.1	Projections of future staffing requirements	88
1.9.3.2	Higher paid staff grades	88
1.9.3.3	Low paid staff	89
1.9.3.4	Overseas recruitment	90
1.10	Key operational metrics	91
1.10.1	Operating costs	91
1.10.1.1	Payroll costs	92
1.10.1.2	Non-staff current costs and repairs and maintenance	101
1.10.1.3	Corporate overheads	102
1.10.1.4	Capital costs	103
1.10.2	Fees and other sources of revenue	103
1.10.2.1	Fees	103
1.10.2.2	Other sources of revenue	106
1.10.2.3	Components of composite average fees	106
1.10.2.4	Council-paid fee rates	108
1.10.2.5	Fee trends	109
1.10.3	Occupancy rates	110
1.10.4	Profit margins	112
1.10.5	Impact of Covid-19 on operational metrics and profitability	113
1.11	Operating and investment models	114
1.11.1	Operating models	114
1.11.2	Investment models	116
1.12	Performance measures	117
1.12.1	Profitability metrics	117
1.12.2	Historical profitability (EBITDARM, at home level, reported by securitised portfolios)	117
1.12.3	Recent operating profit margins	118
1.12.4	Quality performance	121
1.12.4.1	Incentives to perform well on CQC fundamental standards	121
1.12.4.2	Does size matter?	122
1.12.4.3	Scotland – rejection of overall ratings	122
1.12.4.4	Wales – no ratings	123
1.12.4.5	Customer satisfaction	123

2.	POLITICS AND REGULATION	127
2.1	Historical background: emergence of the independent sector as the dominant supplier of social care services from the late 1970s	127
2.1.1	Expansion of the independent care home sector triggered by income support from late 1970s	129
2.1.2	Contraction of the care home sector following the 1993 community care reforms	130
2.1.3	Benign financial environment 2003-2009	130
2.1.4	Austerity 2010 – 2019	131
2.1.5	'End to austerity' overtaken by Covid-19	131
2.1.6	Why did outsourcing of social care become mainstream so rapidly?	131
2.2	Political consensus on social care - other than funding issues	132
2.2.1	Comprehensive long-term care funding settlement – absence of political consensus	133
2.3	Sustainable long-term care funding? – prospects for the next five years from the perspective of operators and investors	133
2.3.1	Background - market polarisation and private pay premiums	133
2.3.2	How much more public money is required for a sustainable social care system?	134
2.3.3	Is there a credible mechanism for an upturn in the business cycle for publicly funded care homes?	135
2.3.4	What can councils do to avert a capacity crisis?	136
2.4	The as yet unresolved issue of how to share long-term care funding between the state and the individual	137
2.4.1	Long-term care funding – Labour administration 1997–2010	137
2.4.2	Long-term care funding – Coalition government 2010–2015	138
2.4.3	Long-term care funding – Conservative government 2015–2017	139
	2.4.3.1 Alarm over the prospect of market destabilisation following the Care Act funding reforms	139
2.4.4	Long-term care funding – Conservative administrations 2017-	141
2.5	Other legislation and policy issues	142
2.5.1	Partnership and integration between health and social services	142
	2.5.1.1 Integration moves to the top of the health and social care policy agenda	142
	2.5.1.2 History – removal of legal barriers to integration	143
	2.5.1.3 Scotland	144
2.5.2	Care Trusts	144
2.5.3	Delayed transfers of care	144

2.5.4	Personalisation and self-directed care: direct payments and personal budgets	146
2.5.5	Intermediate care	149
2.5.6	NHS Funded Nursing Care (NHS FNC)	150
2.5.6.1	History and further information on NHS-funded nursing care	151
2.5.6.2	Scotland NHS-funded nursing care	152
2.5.6.3	Wales NHS-funded nursing care	153
2.5.6.4	Northern Ireland NHS-funded nursing care	153
2.5.7	Capital disregards	153
2.5.8	Transfer of preserved rights and residential allowance funding to local authorities	152
2.5.9	Charges for publicly funded non-residential care services	153
2.5.10	Eligibility rules for publicly funded care services	154
2.5.10.1	Former FACS framework	154
2.5.10.2	National eligibility threshold	154
2.5.11	NHS continuing healthcare eligibility criteria	154
2.5.12	The Care Act 2014	155
2.5.12.1	General responsibilities of local authorities	156
2.5.12.2	Market shaping – duty to promote diversity and quality and to ensure market sustainability	156
2.5.12.3	Assessment of need and eligibility criteria	157
2.5.12.4	Cap on care costs and raising the upper capital limit to £118,000	157
2.5.12.5	Duty of local authorities to meet needs for care and support	157
2.5.12.6	Duty to prepare personal budgets	158
2.5.12.7	Expression of preference for particular accommodation (replaces former Directive on Choice)	158
2.5.12.8	‘Self-funded’ or ‘own resource’ top-ups to be permissible in some circumstances	158
2.5.12.9	Deferred payments	158
2.5.12.10	Provider failure, market oversight and light touch financial regulation	159
2.5.12.11	Transfer of assets to avoid charges	160
2.5.12.12	Contracting out of core local authority functions	160
2.5.13	National Service Framework for Older People and the single assessment process	160
2.5.14	Best Value and continuing withdrawal of councils from in-house provision	161
2.5.15	Human rights protection for residents of independent sector care homes	162

2.5.16	Competition law, monopoly situations and abuse of dominant position	163
2.5.17	Government policies affecting payroll costs	164
2.5.17.1	National Minimum/Living Wage	164
2.5.17.2	Statutory minimum holiday pay	180
2.5.17.3	Compulsory employers pension contributions	180
2.5.17.4	Apprenticeship levy	180
2.5.17.5	VAT staff hire concession	180
2.5.18	Central and local government funding of personal social services	181
2.5.19	Deferred payments	181
2.5.20	Rules restricting top-ups paid out of disregarded capital and income	181
2.5.21	Absence of government policy on 'fair fees' and judicial reviews of councils' fees	182
2.5.21.1	Historical context – limited effectiveness of care home lobbying of central government	182
2.5.21.2	Reasons why government is unlikely to impose mandatory fee guidance on councils	183
2.5.21.3	Judicial reviews	183
2.5.21.4	Prospects for public-paid fee rates	185
2.5.22	Central and regional initiatives to promote procurement efficiency	186
2.5.23	Weakness of care sector trade bodies	186
2.5.24	Quality measures and consumer information	187
2.5.25	Brexit	188
2.5.26	Competitions and Market Authority (CMA) enquiry into care homes	188
2.5.26.1	Consumer protection	188
2.5.26.2	Public funding	191
2.5.26.3	The government's response to the CMA report	192
2.6	Regulation of social services	192
2.6.1	Underpinning legislation in England – Health and Social Care Act 2008	192
2.6.1.1	Fundamental Standards	192
2.6.2	Scotland, Wales and Northern Ireland	194
2.6.3	Scope of regulation – services covered and not covered in England	194
2.6.4	Next phase of regulation	195
2.6.5	History of the last decade and a half: deregulation accompanied by tougher enforcement	195
2.6.5.1	Government volte-face at high point of prescriptive regulation in 2002	195
2.6.5.2	Replacement of National Minimum Standards with less prescriptive Essential Standards	196

2.6.5.3	Essential Standards of Quality and Safety 2010–2014 – abandoned following mid-Staffordshire	196
2.6.5.4	Fundamental Standards of Quality and Safety 2014–	197
2.6.6	Risks to providers from breaches of regulations and Fundamental Standards	197
2.6.6.1	Stronger enforcement powers	198
2.7	Profile of regulators	198
3.	PAYORS	199
3.1	Customer profiles	199
3.1.1	Age and gender	199
3.1.2	High needs	200
3.1.3	Socio-economic profile	201
3.1.4	Length of stay and expectation of life	201
3.1.5	Underdeveloped marketing function	202
3.2	Payor trends	202
3.3	Public sources of finance - local authorities	203
3.3.1	Financial environment	205
3.3.2	Sources of local authority resources	205
3.3.3	History, from feast to famine then Covid-19	205
3.3.3.1	The ‘golden’ period in the mid-2000s	205
3.3.3.2	Post-crash government austerity	205
3.3.3.3	Social care funding decisions in England since 2016/17	207
3.3.3.4	Future prospects for public sector social care funding in England	209
3.3.4	Commissioning dynamics	209
3.3.4.1	Monopsony power of local authorities	209
3.3.4.2	Fragmentation of local commissioning	211
3.3.4.3	Tariff prices rather than fees based on dependency	212
3.3.4.4	Spot purchasing rather than block purchasing or tenders	212
3.3.4.5	Market shaping	212
3.4	Public sources of finance – the NHS	213
3.4.1	Trends in NHS funded care home placements	213
3.4.2	Possible future ‘sub-acute’ purchasing by the NHS from the independent sector	215
3.4.3	Changes in NHS Funded Nursing Care (NHS FNC) rates	215
3.5	Private payers	215
3.5.1	Asymmetry of market power in favour of providers	215
3.5.2	Private pay market size	215

3.5.3	Local variations in private pay penetration	216
3.5.4	Differentials between publicly paid and privately paid fees	217
3.5.5	Cross subsidisation?	220
3.6	Long-term care insurance and other LTC financial products	221
3.6.1	History	221
3.6.2	Insurance industry response to Dilnot	222
3.6.3	Absence of intermediation in privately funded older care services	223
3.6.4	Immediate care plans	223
3.6.5	The demise of pre-funded LTC Insurance	223
3.6.6	LTC insurance market size in the UK	224
3.6.7	Equity release	225
3.6.8	Pensions	225
4.	MAJOR PROVIDERS	227
4.1	Market concentration	227
4.2	Group penetration	227
4.2.1	Market leaders by value	227
4.2.2	Market leaders by capacity	230
4.2.3	Small business segment	232
4.3	Segmentation by provider sector, registration type and size of home	232
4.4	Exits and entries	236
4.4.1	Exits (including business failures and recapitalisations)	236
4.4.1.1	Mid to large-scale company exits (including business failures and recapitalisations)	236
4.4.1.2	Home-level exits	239
4.4.2	Entries	239
4.4.2.1	Mid to large-scale company entries	239
4.4.2.2	Home-level entries	240
4.4.3	Barriers to entry	240
4.5	Economies of scale and scope	241
4.5.1	At the home level	241
4.5.2	At the ownership level – cost structures of corporate and owner-managed homes	241
4.6	Brand value	243
4.7	Sources of capital	244
4.8	Scale, age and quality of stock	244
4.8.1	Slow trend towards increased scale	244

4.8.2	Age and quality of UK care home stock	244
4.8.2.1	Age and purpose-built status	244
4.8.2.2	Single rooms and en suite facilities	245
4.9	Pace of modernisation	248
4.10	Profiles of major providers	248
5.	INVESTORS	249
5.1	Returns sought by investors	249
5.2	Sources of capital for investment	249
5.2.1	Debt	250
5.2.1.1	Bank debt	250
5.2.1.2	Bonds	250
5.2.1.3	Private equity	250
5.2.2	Leased assets	252
5.2.2.1	US REITs	254
5.2.2.2	European property investors	255
5.2.2.3	UK financial institutions	255
5.3	Transactions and exit multiples	257
6.	MARKET POTENTIAL	267
6.1	Alternative care home models	267
6.2	Digital technologies	268
6.3	International dimension of care home operation	270
	APPENDIX 1. GLOSSARY	271
	APPENDIX 2. KEY LEGISLATION	275
	APPENDIX 3. REGULATORS	277
	APPENDIX 4. TRADE BODIES AND ASSOCIATIONS	279
	APPENDIX 5. FINAL CONCLUSIONS OF THE CMA INVESTIGATION	283
	APPENDIX 6. MAJOR PROVIDERS	287
	APPENDIX 7. FINANCIAL APPENDIX	305

RETIREMENT HOUSING UK MARKET REPORT

FIRST EDITION

Strong potential for growth in retirement housing as interest in addressable market increases

The first edition of LaingBuisson's *Retirement Housing UK* market report focuses on specialist, purpose designed, self-contained accommodation exclusively to be occupied by the over 55s. Specifically, it covers age-exclusive 'downsizer' housing, retirement living and housing with care, giving a comprehensive overview of the full breadth of the UK's retirement housing market. Read together with our forthcoming Care Homes for Older People UK market report - thirty-first edition, this research offers a complete overview of the accommodation and care options open to older people in the UK.

The report estimates an addressable market for retirement housing of 5.2 million older people in the UK who hold more than £250,000 in housing equity. With current uptake of private sale (non-social) properties only 4.9%, it is a market ripe for growth, though to achieve this growth, it needs to shake off the negative stigma associated with it. The report looks at how the sector is diversifying to shed this stigma.

Interest in retirement housing is increasing among investors. This has been encouraged by more reliable models for long-term investment being established, for example, through deferred management fees. Barriers to entry to this sector remain high owing to the time, capital and specialism required. However, as other sectors look challenged in the wake of Covid-19, retirement housing may look increasingly attractive.



The report analyses whether the opportunity for the sector lies in diversity of choice. To grow, not only does it need to break away from its reliance on the more affluent areas of the country, but also offer people a range of schemes to suit different lifestyles. It also looks at the potential impact of Covid-19 and of the effect Brexit may have, especially on the availability of care and support staff.

Who is the report for

- Operators of retirement housing schemes
- Property developers
- Providers of age-exclusive 'downsizer' housing
- Retirement living providers
- Housing with care providers
- Housing associations
- Staffing agency operators
- Directors of adult social services
- Care advisors
- Banks and investors
- Management consultants
- Business advisors
- Long-term care insurance providers
- Central government
- Think tanks
- Policy writers

What the report covers

- Market size
- Market growth
- Demand drivers
- Business models
- Staff supply
- Politics and regulation
- Payors
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Appendices

- Glossary
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LIST OF TABLES

Table 1.1a	Volume and annualised value of care services for older people (65+) in residential settings by provider sector, UK, 31 March 2020	22
Table 1.1b	Volume and annualised value of care services for older people (65+) in residential settings by provider sector, UK 30 September 2020 - excluding the value of government financial support through emergency Covid-19 funds	23
Table 1.2	Capacity (beds) for care in residential settings for older people (65+) by provider sector and type of care (nursing or residential), UK, 1970-2020	40
Table 1.3	Market value by provider sector, nursing, residential and long stay hospital care of older people and people with dementia (65+) annualised value, UK, at 31 March 1990-2020	43
Table 1.4	Sources of finance for residents of independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), UK, 2007-2020	46
Table 1.5	Care homes for older people and people with dementia, independent sector (for-profit and non-profit) registered homes, bed capacity and mean capacity per home, UK, 2013-2020	48
Table 1.6	Age-specific usage rate for care in residential settings: percentage of people aged 65 and over living in residential settings across all provider sectors including long-stay NHS, UK, March 2020 (pre-Covid-19)	50
Table 1.7	Trends in older population numbers by ten-year age bands, UK, 1901-2111	52
Table 1.8	Gross weekly income distribution of older households, Great Britain, 2018/2019	59
Table 1.9	Owner occupation penetration (owned outright and buying with mortgage) by age of household head and region, England, 2015/16	60
Table 1.10	Volume of demand (occupied beds 000s) and capacity (registered beds) for older people and people with dementia (65+) in residential settings by provider sector, UK, 1990-2020	64
Table 1.11	Reconciliation of occupancy rates measured by reference to registered and available or 'effective' beds - Four Seasons Health Care, calendar 2018	74
Table 1.12	Regional variations in care home occupancy rates, England, September 2020	77
Table 1.13	Components of net change in bed capacity in registered homes (independent and public sector) for older people and dementia (65+), UK, 2008-2020	79
Table 1.14	Components of net change in numbers of registered homes (independent and public sector) for older people and dementia (65+), UK, 2008-2020	80
Table 1.15	Index of supply of care home capacity for older people and dementia (65+) by standard region, 2020 all sectors, UK = 1.00	81
Table 1.16	Capacity changes by region, independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), between March 2019 and March 2020	82

Table 1.17	Estimated full time equivalent staff and staff costs in independent sector care homes for older people and dementia (65+) excluding regional and head office staff, UK, 2020 (at pre-Covid-19 staffing levels and 2020/21 pay rates)	84
Table 1.18	Estimated market value of supply of agency staff to registered care homes, UK, 2020 (pre-Covid-19 at 2020/21 pay rates)	84
Table 1.19	Pro forma cost structures for nursing care, residential care and residential care (dementia) in an efficient, larger scale (50-bed plus) for-profit care home for older people with an 'intermediate' specification of 50m ² per resident including communal areas, £ per resident per week, England 2020/21 counterfactual, at 2020/21 pay rates but assuming no additional coronavirus costs	93
Table 1.20	Rostered staff benchmarks (hours per resident per week) for care homes of an efficient scale (25+ beds) for older people, hours per resident per week, UK 2002–2020 (excludes management, administration and reception staff)	99
Table 1.21	Average weekly fees (public and private payers combined)– for-profit homes for older people and dementia (65+), public and private payers combined), UK, 1997/98–2020/21	104
Table 1.22	Average weekly fees (public and private payers combined) – for-profit homes for older people and dementia (65+), by region, UK, 2019/20	105
Table 1.23	Average occupancy rate reported in statutory accounts by major providers of care homes for older people and dementia	111
Table 1.24	Latest available (2018 and 2019) full year financial results (£000) of the largest operators of care homes for older people in the UK	119
Table 1.25	Fundamental Standards – performance of English care homes for older people and dementia (65+), by provider sector, snapshot at September 2020	121
Table 1.26	Overall satisfaction of local authority funded social care service users by type of service received, England, 2018/2019	124
Table 2.1	Selected unit cost differentials: outsourced versus local authority in-house provision of social care services, gross of SSMSS council overheads, England, 2019/20	132
Table 2.2	Indicative potential cost to the public sector of increasing local authority fees for older (65+) care home residents of independent sector homes to levels sufficient to reimburse reasonable capital and current costs, taking account of the distribution of physical environment standards in existing care home stock, England, 2019/20	135
Table 2.3	Direct payments and self-directed care, people using services commissioned by English councils during 2019/20	147
Table 2.4a	Concentration of local markets, share of capacity held by leading four providers of nursing homes for older people (65+) and dementia, UK, 2020	165
Table 2.4b	Concentration of local markets, share of capacity held by leading four providers of residential homes for older people (65+) and dementia, UK, 2020	171

Table 2.5	National Minimum Wage (NMW) and National Living Wage (NLW) rates, £ per hour, 1999–2021	179
Table 3.1a	Age and gender profile of the care home population, older or physically disabled people, UK, 2006	199
Table 3.1b	Gender and marital status ¹ profile of the care home population aged 65+, England and Wales, 2011	199
Table 3.2	Census of Bupa care home residents, prevalence of some conditions, UK, 2003-2012	200
Table 3.3	Self-pay percentage of residents in independent sector care homes for older people and dementia (65+), UK by region, March 2020	216
Table 3.4	Evidence of fee differentials between private payers and council funded care home residents in homes for older people and dementia (65+) owned by a sample of care home groups operating in 12 English counties, 2015	218
Table 3.5	Average fee levels and price differentials by region, 2016	219
Table 3.6	Average fee levels and price differentials by proportion of council funded residents, CMA research 2016	219
Table 4.1	Market concentration (share controlled by the four largest providers) in different segments of the UK independent health and social care services sector	227
Table 4.2	Top ten market leaders by value of care home services for older people, UK, 2019/20	228
Table 4.3	Top 25 (by capacity) independent sector (for-profit and not-for-profit) providers of care homes older people and dementia (65+), UK, December 2020	229
Table 4.4	Segmentation of capacity by provider sector (for-profit and not-for-profit) and group penetration of each segment, care homes for older people and dementia (65+), UK, 31 March 2020	233
Table 4.5	Segmentation of registered care home capacity for older people and dementia (65+) by provider category, registration type and size of home, UK, 31 March 2020	234
Table 5.1	Private equity (broadly defined) owners of older people's care home groups, snapshot as at December 2020	251
Table 5.2	Aggregate turnover and lease rental payments reported by care home groups for older people and dementia (65+) which have reported full accounts to Companies House, by accounts year end	253
Table 5.3	Older people's care home deals with an enterprise value of £50m-plus, 2005–2020	258

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LIST OF FIGURES

Figure ES1	Volume of demand for care in residential settings for older people and dementia (65+), UK, 1990–2020 (actuals) and to 2031 (projections)	1
Figure ES2a	Weekly provisional figures on deaths registered where coronavirus (Covid-19) was mentioned on the death certificate, by place of occurrence, England, all persons	2
Figure ES2b	Weekly figures on deaths involving Covid-19 by week of notification, England, older care home residents only, all places of occurrence	3
Figure ES2c	Care home resident share of all deaths attributed to Covid-19, England	3
Figure ES3	Occupants of housing with care units and occupied beds in residential settings for older people and dementia, UK, 1990–2019	5
Figure ES4	Trends in market value by payor group, care in residential settings for older people and people with dementia (65+), £m, UK, annualised at March, 2007–2020	5
Figure ES5	Share of bed capacity owned or leased by a) the ten largest independent sector care home groups and b) all groups with three or more homes - care homes for older people and dementia (65+), UK, 1992–2020	7
Figure 1.1	Annualised value of care services for older people (65+) in residential settings by provider sector, £m, UK, 31 March 2020	24
Figure 1.2a	Segmentation of independent sector market value into frail older and dementia clients, £m, UK, year ending March 31 2020	25
Figure 1.2b	Numbers and annual costs of older people (65+) with three different definitions of dementia in care homes and NHS long-stay residential settings, all sectors combined, UK, year ending March 31 2020	26
Figure 1.3	Market share by source of funding in volume terms, residents in independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), UK, March 2020	37
Figure 1.4	Market share by source of funding in value terms, annual revenue of independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), £m, UK, March 2020	38
Figure 1.5	Capacity (beds) for care in residential settings for older people (65+) by provider sector and type of care (nursing or residential) and total occupied beds, UK, 1967-2020	39
Figure 1.6	Trends in addressable market value of care in residential settings by provider sector, care of older people and people with dementia (65+) annualised value, UK, 2005-2020	42
Figure 1.7	Trends in market value by payor group (self-pay and state-pay), nursing, residential and long-stay hospital care of older people and people with dementia (65+), £m, UK, annualised at March 2007–2020	44

Figure 1.8	Trends in market volume by payor type, nursing, residential and long-stay hospital care of older people and people with dementia (65+), £m, UK, annualised at March 2007–2020	45
Figure 1.9	Share of council-supported residents in receipt of third-party top-ups, for-profit and not-for-profit care homes for older people and dementia (65+), three-year moving annual averages, UK, 2007–2018	47
Figure 1.10	Volume of demand for care in residential settings for older people and dementia (65+), UK, 1990–2020 (actuals) and to 2031 (projections)	49
Figure 1.11	Alternative approaches to projecting demand for care homes for older people and dementia (65+) in residential settings:- a) Raw index of population ageing; b) Adjusted index of population ageing and c) Index of deaths among people aged 80 and over, UK indices 1981 = 1.00 (Covid-19 dip ignored)	53
Figure 1.12	Occupants of housing with care units and occupied beds in residential settings for older people and dementia, UK, 1990–2019	54
Figure 1.13	Years spent in poor health from age 65, males and females, England, 2000–2002 up to 2014–2018	58
Figure 1.14	Regional variation in the average price of residential property sold in 2019/20, England and Wales	61
Figure 1.15	Capacity trends by registration type (nursing homes versus residential homes) in independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), UK, 1988–2020	65
Figure 1.16	Demand trends (000s occupied beds) by type of care (nursing care versus residential care) in independent sector care homes for older people (65+) and dementia, UK, 1990–2020	66
Figure 1.17	Demand for residential care (000s occupied beds) by payor type in independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), UK, 2007–2020	67
Figure 1.18	Demand for nursing care (000s occupied beds) by payor type in independent sector (for-profit and not-for-profit) care homes for older people and dementia (65+), UK, 2007–2020	67
Figure 1.19	Older people (65+ including dementia) receiving state-paid long-term care services, all provider sectors, 1990–2020	68
Figure 1.20	Estimated breakdown of registered bed capacity into available (occupied + unoccupied) and unavailable registered capacity, independent sector (for-profit and not-for-profit) care homes for older people and dementia, UK, March 2020	73
Figure 1.21	Occupancy changes during Q2 2020 (April–June) reported in Knight Frank’s review of the trading performance of mainly corporate portfolios of care homes totalling 120,000 registered beds, predominantly for older people, across the UK	76

Figure 1.22	Bed capacity gains and losses from new registrations, closures and other net changes including extensions and reductions in registered beds in existing homes – all independent and public sector care homes for older people and dementia (65+), UK, 1990–2020	78
Figure 1.23	Long-term care recipients in institutions (other than hospitals) as % of total population aged 80+, OECD countries, 2017	83
Figure 1.24	Vacancy rates by region for all social care jobs, England, October 2019/20	87
Figure 1.25	Vacancy rates in social care by role, England, 2012/13–2019/20	87
Figure 1.26	Projections of working population by age and demographic driver index of demand for care homes for older people, UK, 2020–2031	90
Figure 1.27	Care home pay indices (managers and composite hourly paid staff for care homes for older people and dementia (65+)) and whole economy comparators (average earnings and National Minimum/Living Wage), UK 2008 = 1.00	100
Figure 1.28	Average fees for care homes for older people and dementia, as reported by major groups, 2019/20	105
Figure 1.29a	Council paid, self-pay and average fees for residential care of older people and dementia (65+), England 2019/20 (estimates)	107
Figure 1.29b	Council paid, self-pay and average fees for nursing care of older people and dementia (65+), England 2019/20 (estimates)	107
Figure 1.30	Variations in average fees paid by councils for residential care of older (65+) people, England by council 2019/20	108
Figure 1.31	Fee inflation trends for residential care in for-profit homes for older people and dementia (public and private payors combined) compared with inflation in consumer price index, hourly paid staff costs and National Living/Minimum Wage, UK, financial years 1997/98–2019/20	109
Figure 1.32	Fee inflation trends for nursing care in for-profit homes for older people and dementia (public and private payors combined) compared with inflation in consumer price index, hourly paid staff costs and National Living/Minimum Wage, UK, financial years 1997/98–2019/20	110
Figure 1.33	Occupancy rate by time since first registration for care homes for older people and dementia (65+), England, 2020	112
Figure 1.34	Annual profit (EBITDARM) per bed, UK securitised care home portfolios, 2000–2015	118
Figure 1.35	Underlying profitability of major care home groups for older people, EBITDAR as a percentage of revenue, 2006–2019	120
Figure 1.36	Relationship between occupancy rates and ratings for care homes for older people and dementia, England latest CQC inspection data, November 2020	122
Figure 1.37	Percentage of care homes for older people and dementia rated Good or Outstanding by size of home (number of registered beds), England, all provider sectors, latest CQC ratings, November 2020	123

Figure 2.1	Capacity for care in residential settings for older people and dementia (65+), by provider sector, UK, 1967–2020	127
Figure 2.2	Trends in independent sector penetration of social care markets: Care homes for older people and dementia (65+); younger adults (18-64); and local authority funded home care (all ages), 1967–2020	129
Figure 2.3	Delayed transfers of care, patients in NHS beds, England, 1997–2020	145
Figure 2.4	Delayed discharges by length of delay, acute and community NHS beds, Scotland, 2000–2020	145
Figure 2.5	Delayed transfers of care, NHS patients, Wales, 2003–2019	146
Figure 2.6	NHS Funded Nursing Care (NHS FNC) standard weekly rates, England, for years ending March 31 2001–2021	151
Figure 3.1	Gross current expenditure on adult social care by local authorities, in cash and real terms, England, 2005/06–2019/20	206
Figure 3.2	Council-paid weekly fee rates for outsourced residential care of older people (65+) compared with LaingBuisson’s Care Cost Benchmarks, £ per week, England, 2004/05–2019/20	211
Figure 3.3	Individuals receiving NHS-funded continuing healthcare, UK, at 31 March, 2003–2020	213
Figure 3.4	Distribution of exposure to ‘pure’ council funding (no top-up) among independent sector care homes for older people and dementia (65+), average %, UK, 2010–2017	217
Figure 3.5	Price differentials by care home, UK, 2016	220
Figure 4.1	Share of bed capacity owned or leased by a) the ten largest independent sector care home groups and b) all groups with three or more homes - care homes for older people and dementia (65+), UK, 1992–2020	231
Figure 4.2	Trends in average size (registered beds) among care homes for older people and dementia (65+). UK, 2005–2020	245
Figure 4.3	Average home size by provider sector (for-profit or not-for-profit, with or without nursing and whether group owned) care homes for older people and dementia (65+), UK, 2020	246
Figure 4.4	Age of UK independent sector care home stock for older people and people with dementia (65+), bed capacity open at November 2020, according to date of first registration, <1980–2015+	247
Figure 4.5	Percentage of bed spaces which a) are in single rooms and b) have en suite WCs, full bathrooms or wet rooms, independent sector care homes for older people and dementia (65+), UK, 2000–2020	247