

Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB

Planning Needs Assessment

June 2023

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1.

Instruction

Instruction



Purpose

Knight Frank has been instructed to prepare a planning needs assessment report on behalf of Propco (Maidenhead) Ltd. This report is for the proposed elderly care home development at Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB.

An analysis of the demographics of elderly population and existing and future supply has been carried out as part of the planning needs assessment review.

Methodology and Data Sources

In order to establish whether there is a need for the proposed development, a supply and demand model has been applied where current and future supply bed numbers are assessed and demand is calculated using LaingBuisson's elderly care requirement penetration percentages against projected Census population data. Deducting existing and future bed numbers from bed demand numbers will determine either an under-supply or an over-supply of beds within the selected catchment area.

We have estimated the quality of existing bed provision using the measure of market standard beds with wet rooms in care homes which are bedrooms with an en suite wet room. This will include a WC, wash basin and en suite wet room or shower/bath facility. The quality of the existing en suite bedrooms that have wet rooms has been obtained via online sources and telephone conversations with the existing care homes.

Knight Frank believes homes that have 30 or fewer registered beds are unsustainable as the majority of these homes may not be viable to operate in the future. This has been elaborated on in section 5.3.

With the dataset available, analysing bedrooms with en suite wet rooms is considered the most appropriate measure of assessing existing supply from an asset quality perspective. Bedrooms excluding en suite wet room facilities are not considered to be suitable for modern standards of care and do not conform to the current market standard requirements.

We have utilised a number of different sources to collate information on the demand, existing and future care provision and demographics on a desktop basis. The following sources have been used to support this report:

Tomorrow's Guides

2023 A-Z dataset for details of existing provision within a defined search area.

LaingBuisson

Old age bed requirements as a percentage, based on people in nursing and residential homes, NHS long stay hospitals and units for older and older mentally ill people.

Online Sources

www.carehome.co.uk, www.cqc.org.uk, www.housingcare.co.uk and local authority planning application web searches.

Instruction



CACI

This tool has been used to assess the supply and demand position, which collects information from various data sources including A-Z dataset and Census 2011 population. This system also comprises ACORN's consumer classification tool. The applicable copyright notices can be found at <http://www.caci.co.uk/copyrightnotices.pdf>.

Future Supply

The future supply was researched on 25/05/2023 via local planning authority websites. Any planning applications submitted after this date have not been researched.

Within the catchment area, we analyse care home schemes for the elderly that have been submitted, pending consideration and granted. We then review and exclude any schemes that have been refused or withdrawn. We carry out a detailed review of the floor plans within the planned schemes to quantify bed numbers where possible. This includes new builds, conversions and extensions. Where information is not available, we contact the local authority directly in order to arrive at an accurate conclusion.

Dementia Analysis

We analyse the statistics for dementia demand within the UK using our own research, as well as external sources (*Tomorrow's Guides, Alzheimer's Research UK*).

Trading Performance Research

Supported by data provided to Knight Frank by care home operators within the United Kingdom, the Care Home Trading Performance Research provides industry-leading benchmarks on occupancy rates, average weekly fees, costs such as staff and agency outlays, and profitability. Knight Frank aggregates the data provided and produces benchmarks on key performance indicators at national, regional and county levels.

Modern Purpose-Built Developments

We have carried out a review of all the modern purpose-built elderly care homes that have opened in the UK since 2016, as well as a separate review of the relevant county. This exercise highlights the percentage of homes that fall within their respective bed bands.

T.1 Instruction Summary

Client	Propco (Maidenhead) Ltd
Site Address	Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB
Purpose of advice	Planning Needs Assessment
Date of engagement	25/05/2023
Prepared by	Joe Brame, joe.brame@knightfrank.com, 020 8106 1366
Reviewed by	Mandip Bhogal mandip.bhogal@knightfrank.com 020 3869 4702

2.

Proposed Scheme

Proposed Scheme

2.1 Proposed Site and Situation

The care home development site is located at Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB. The town of Maidenhead lies circa seven miles west of Slough and circa six miles south of Marlow. The site fronts on to Westmorland Road and the A4 Bath Road which connects the proposed scheme to Maidenhead town centre.

We are advised that Propco (Maidenhead) Ltd are proposing a 70+ bed modern purpose-built care home on the subject site. The scheme will benefit from 100% en suite wet room provision.

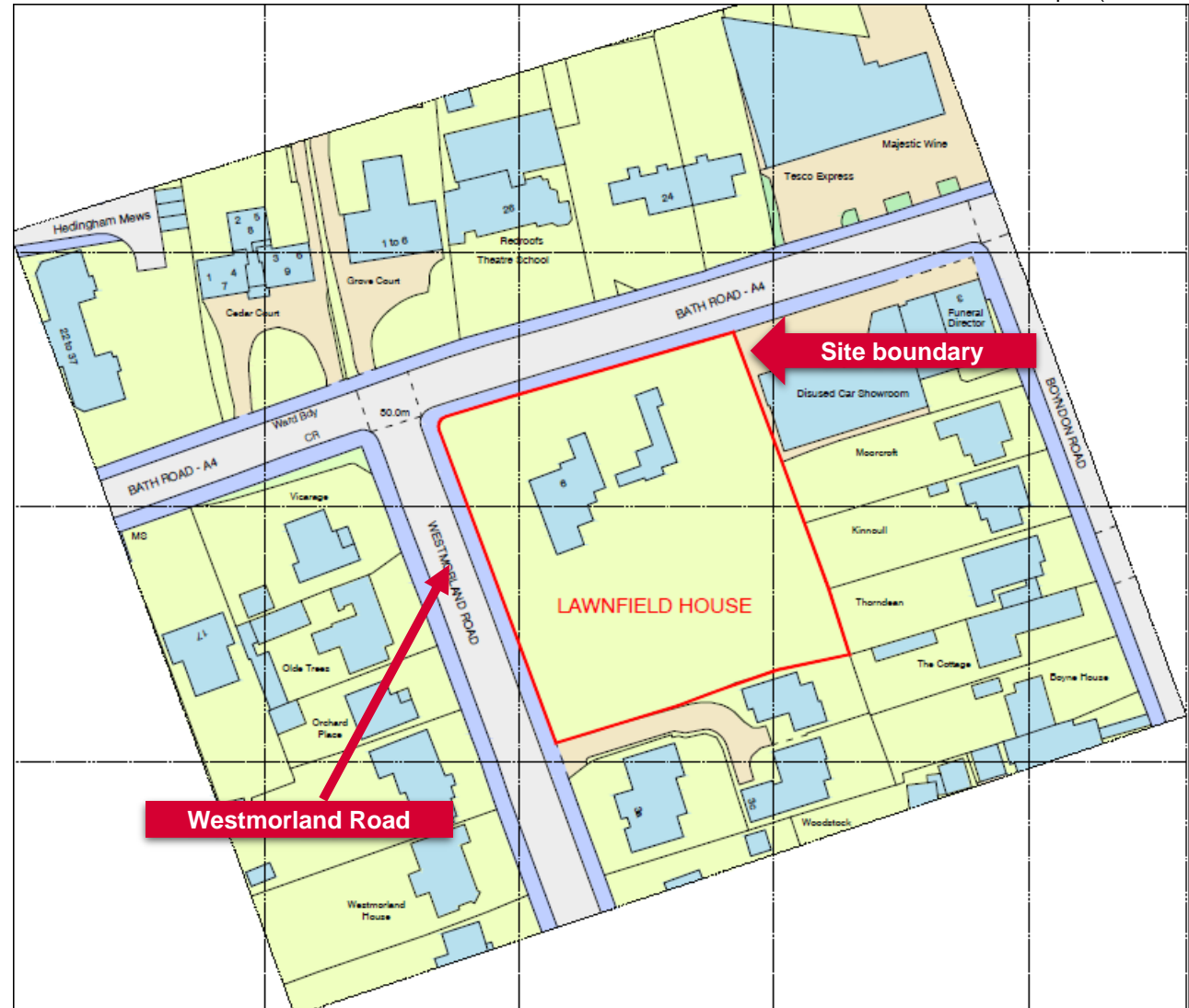
We understand that the regular shaped site extends to 1.02 acres. The site is therefore suitable to support a 70+ bed modern purpose-built care home development.

Figure 1 illustrates the site boundary and its location in regard to Westmorland Road and Bath Road (A4).

A planning application submission is currently being prepared at the time of writing this report.

Figure 1

Source: Propco (Maidenhead) Ltd



3.

Definitions

Definitions

3.1 Definition of a Care Home

A care home falls within Class C2 use of the Town and Country Planning (Uses Classes) Order 1987. Class C2 use is classified as “Residential Institutions” which comprises residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

The Care Standards Act 2000 provides legislation regulating a variety of care institutions including residential care homes and nursing homes.

Care homes operate in a highly regulated sector and are administered by the Care Quality Commission (CQC). The CQC regulates all health and social care services in England and registers and monitors care homes to ensure that the quality and safety of care is adequate.

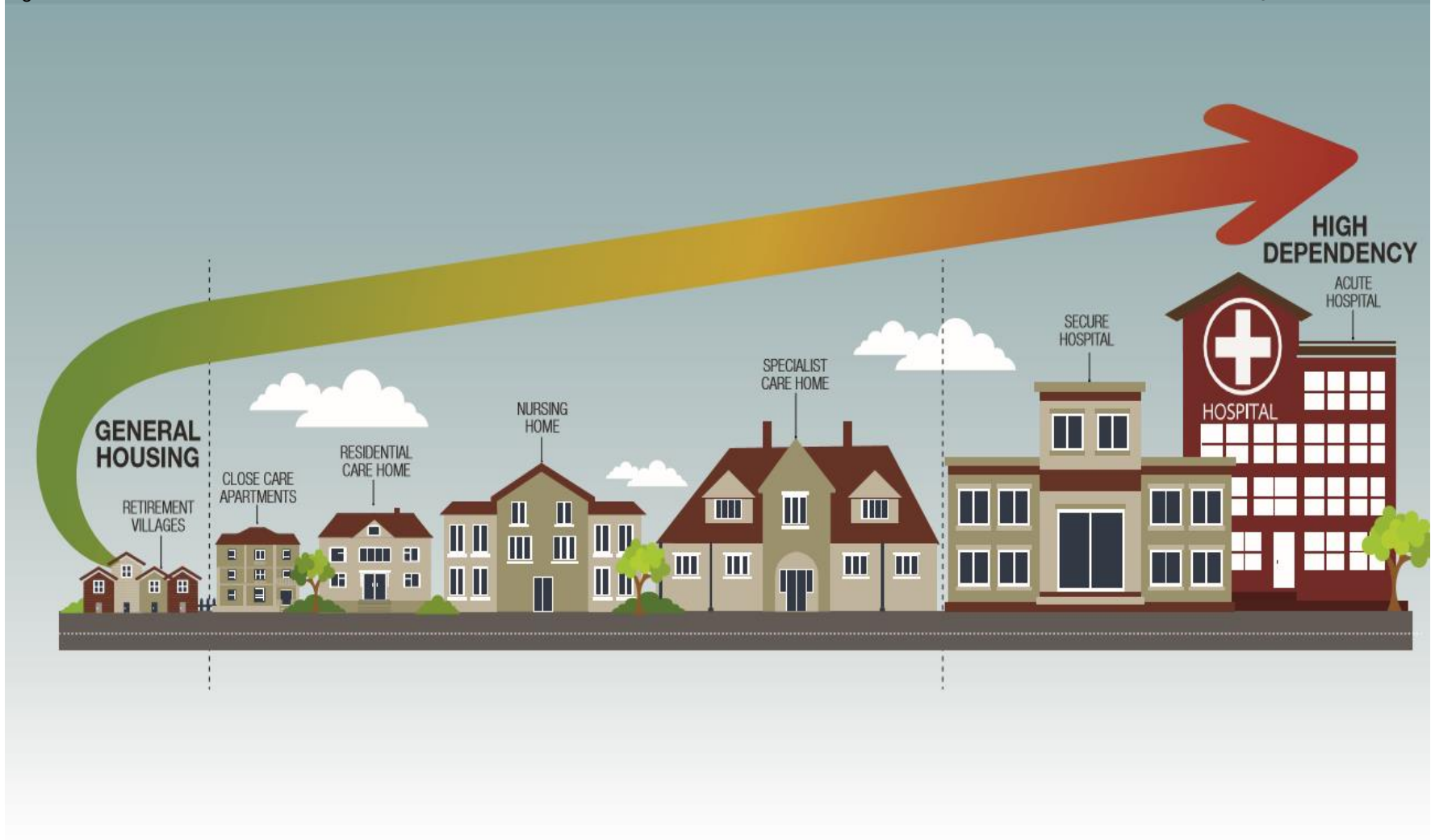
Figure 2 demonstrates the transition in accommodation for residents as their needs become acute. Personal care homes (also known as residential care homes) provide both long-term and short-term (also known as respite) care for the elderly residents, cared for by staff including Senior Carers and Care Assistants on a 24 hour basis. Staff will assist residents with dressing, personal hygiene, incontinence management, food and diet management and assist with basic treatments.

In addition to the level of care provided in personal care homes, nursing homes provide medical care via registered nurses on a 24 hour basis for residents with complex health issues. Nursing care will provide for residents with a higher level of dependency due to their frail nature and medical requirements. Similarly, residents diagnosed with dementia will have high dependency. Both personal care and nursing homes can provide care for residents with dementia or Alzheimer's.

The subject scheme will be registered as either a residential or nursing home offering 24/7 care to residents aged 65+. The subject scheme will be positioned to provide care for residents with medium to high level dependency as shown in Figure 2.

Figure 2

Source: Knight Frank Research



4.

Executive Summary

Executive Summary

10 minute drive-time catchment area

T.2 Demand	2027	2032	5 Year Var.
Aged 65-74	38	44	6
Aged 75-84	183	179	-4
Aged 85+	310	382	72
Total Beds Required	531	605	74

T.3 Supply	No. of Homes	Beds with En Suite Wet Rooms
Personal Care	7	137
Nursing Care	5	202
Future Supply (Excluding Subject Scheme)	2	23
Total Supply	14	362

T.4 Gap	2027	2032
Gap – market standard beds * (with wet rooms)	+169	+243

Census 2011, LaingBuisson, A-Z Care Homes, CACI

* Bedrooms with en suite facilities

Gap showing a minus represents an over-supply and gap showing a positive represents an under-supply

TOTAL BEDS BY REGISTRATION TYPE OF EXISTING SUPPLY

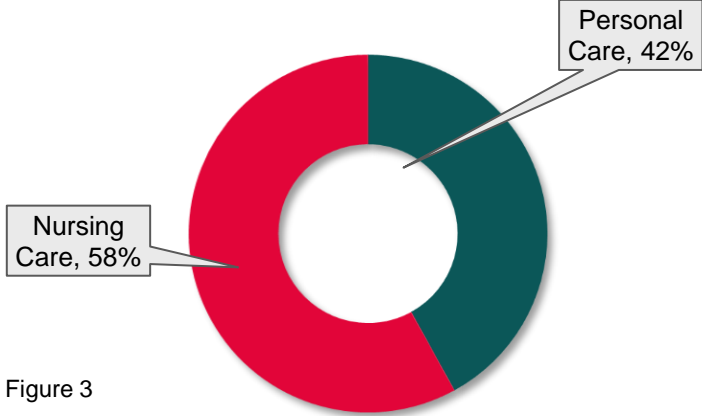


Figure 3

WET ROOM EN SUITE BEDS VS ALL OTHER BEDS OF EXISTING SUPPLY



Figure 4

Executive Summary

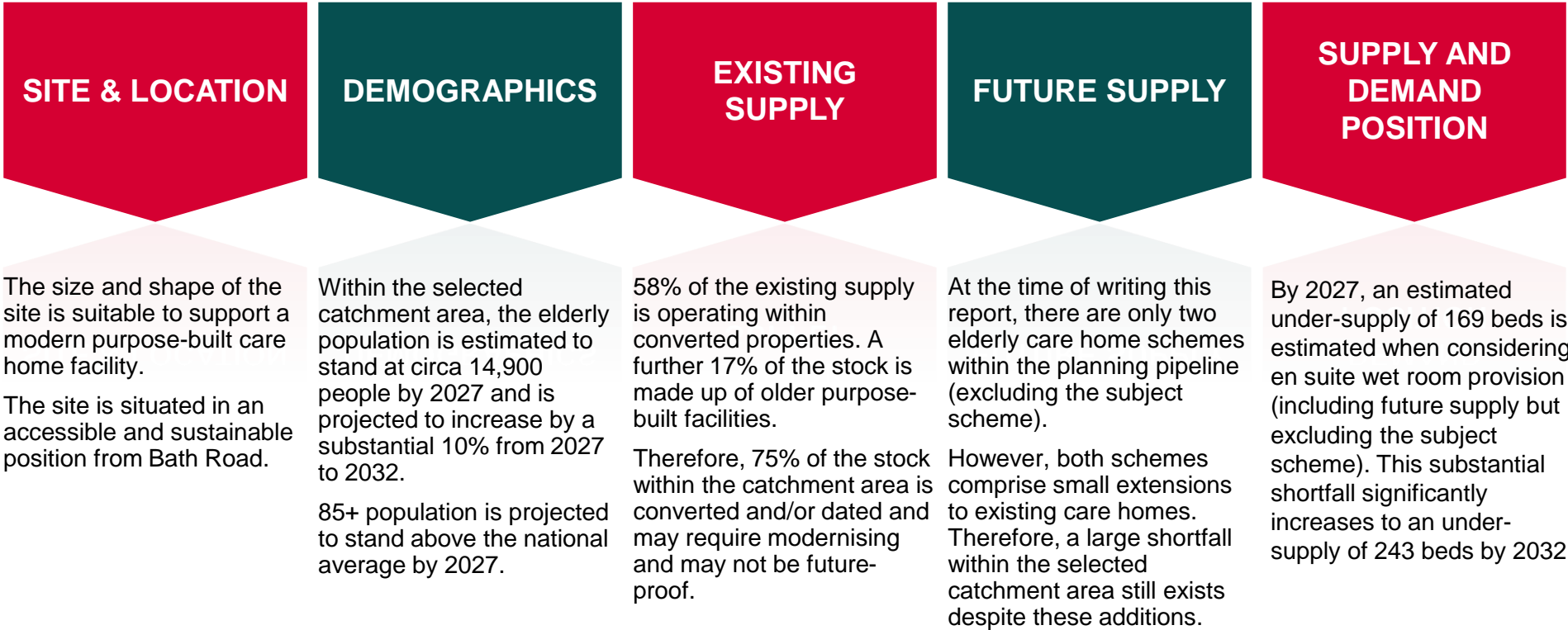


By 2027, an estimated under-supply of 169 beds is estimated when considering en suite wet room provision (excluding the subject scheme). This substantial shortfall significantly increases to an under-supply of 243 beds by 2032.

Within the selected catchment area, 34% of existing bedrooms do not comprise future-proof en suite wet rooms. In a post Covid-19 environment, the requirement for en suite wet rooms has accelerated even further as it allows residents to limit the use of shared assisted bathrooms and improve infection control.

Therefore, a substantial under-supply of bed provision is established within the catchment area, particularly when assessing the existing provision from an asset quality perspective. Furthermore, the two care home extensions identified within the planning pipeline do not fulfil the shortfall of market standard beds.

Due to the ageing population within the selected catchment area, the lack of modern care home facilities and demand outstripping supply, a substantial need is estimated for the subject scheme.



5.

UK Care Home Market

UK Care Home Market



5.1 UK Population and Bed Demand

As illustrated in Figure 5, the elderly population is projected to reach 15.8 million by 2033 with 23% of the overall population aged 65 and 3.5% of the overall population aged 85 and over. As shown in Figure 5, the 65+ population will increase by a substantial 2% from 2023 to 2033.

As the UK population ages, the demand for care also increases. LaingBuisson calculates demand for elderly care beds based upon their 2020 estimation of general old age bed requirements. This calculation is based upon their research on elderly people in nursing and personal care homes, NHS long stay hospitals and units for older and older mentally ill people. They have identified the following percentages to calculate demand:

T.5 Age	Percentage
65-74	0.54%
75-84	3.30%
85+	13.40%

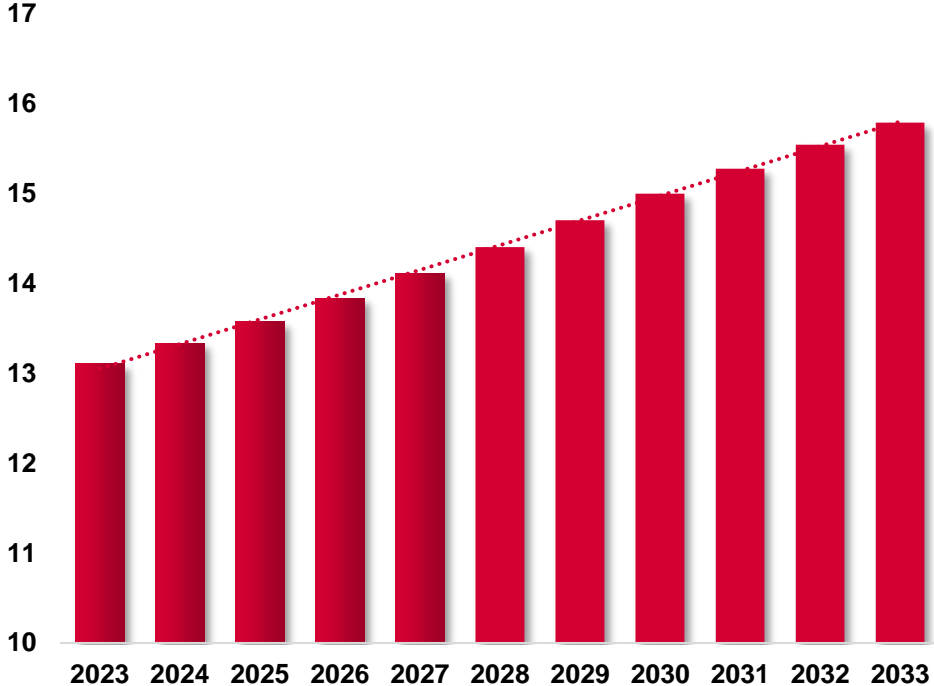
By applying the percentages shown in T.5 to elderly population statistics by the relevant age bands, UK bed demand will increase to 458,758 by 2027, and 544,196 by 2033.

5.2 Supply

Currently within the UK there are 11,907 personal care homes and nursing homes providing care for the elderly. These homes include specialist dementia care and exclude any specialist care homes for younger adults. The existing supply of beds are measured by analysing market standard beds, which at a minimum contains en suite comprising toilet and basin. Currently 28% of bed provision does not conform to the current market standard in the UK, which equates to 134,171 beds.

Figure 5

UK POPULATION PROJECTIONS FOR 65+, MILLION



Knight Frank Research, 2020-based Principal projection - Office for National Statistics
Note: 2020 ONS projections were released in January 2022 and account for population changes as a result of the Covid-19 pandemic.

UK Care Home Market



As shown in Figure 6, the current supply of market standard beds within the UK stands at 346,407. The bed demand by 2027 is estimated at 458,758 beds which will create a substantial shortfall of 104,936 market standard beds by 2027. This study assumes that the existing provision will grow at the same rate as the last decade.

5.3 Challenges for the Sector Ahead

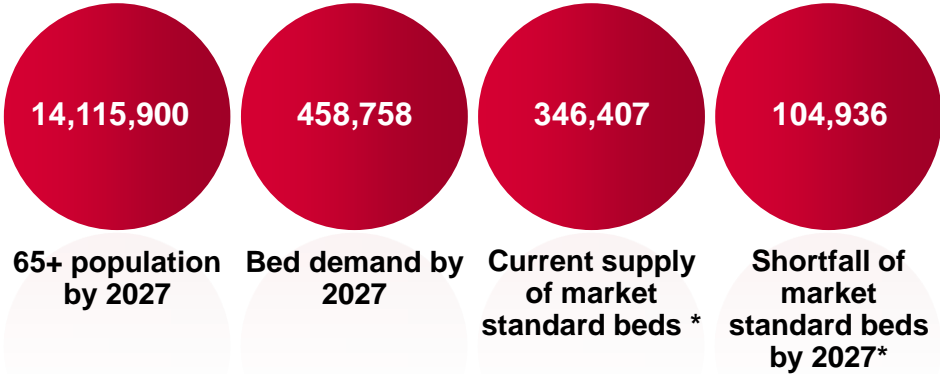
Knight Frank’s Research predicts that at least 6,000 care homes are at risk of closure within the next ten years as the UK care home sector faces staffing challenges post Brexit; increases in the National Living Wage; a shortfall of qualified nurses, the issues relating to social care funding and additionally the legacy effect of Covid-19 in 2020. These challenges will most likely have a greater effect on smaller care homes, which offer less than 30 registered beds, where economies of scale are not achieved and where the buildings are typically old converted stock, lacking facilities required for modern care standards. This consequently restricts the operator’s ability to increase fee rates to sufficient levels to compensate for the rising staff costs.

This is supported by Knight Frank’s Research shown in Figure 7 overleaf. There was a net loss of 313 beds in the South East in the six year period to April 2023. In the same period, this region saw a net loss of 147 care homes and the average size of the care homes closing was 31 beds, with new registrations at 78 beds on average. This places a further emphasis on many smaller care home schemes not being viable to operate, thus highlighting the requirement for modern facilities within this region such as the subject scheme.

It is generally accepted for modern, future-proof care home schemes to comprise at least 60 beds to gain operational efficiencies.

This national crisis in provision will also place greater pressure on the government to provide sufficient funding for social care and encourage local authorities to support care home developments in order to speed up the rate of delivery to meet the demand.

Figure 6



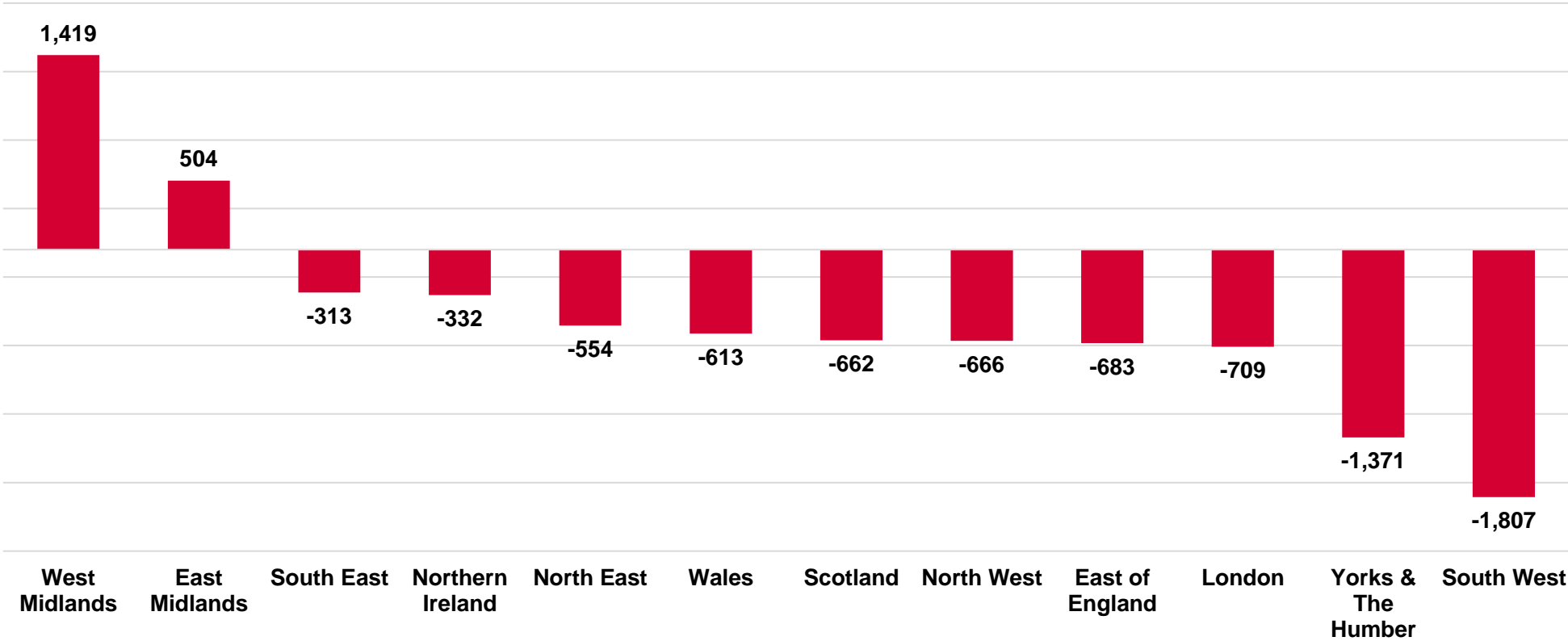
* In this analysis, market standard beds are rooms with en suite facilities
Knight Frank Research, Laing Buisson, Knight Frank, Office for National Statistics

UK Care Home Market



Figure 7

Net Gain/Loss of Beds by Region 2017/18 to 2022/23

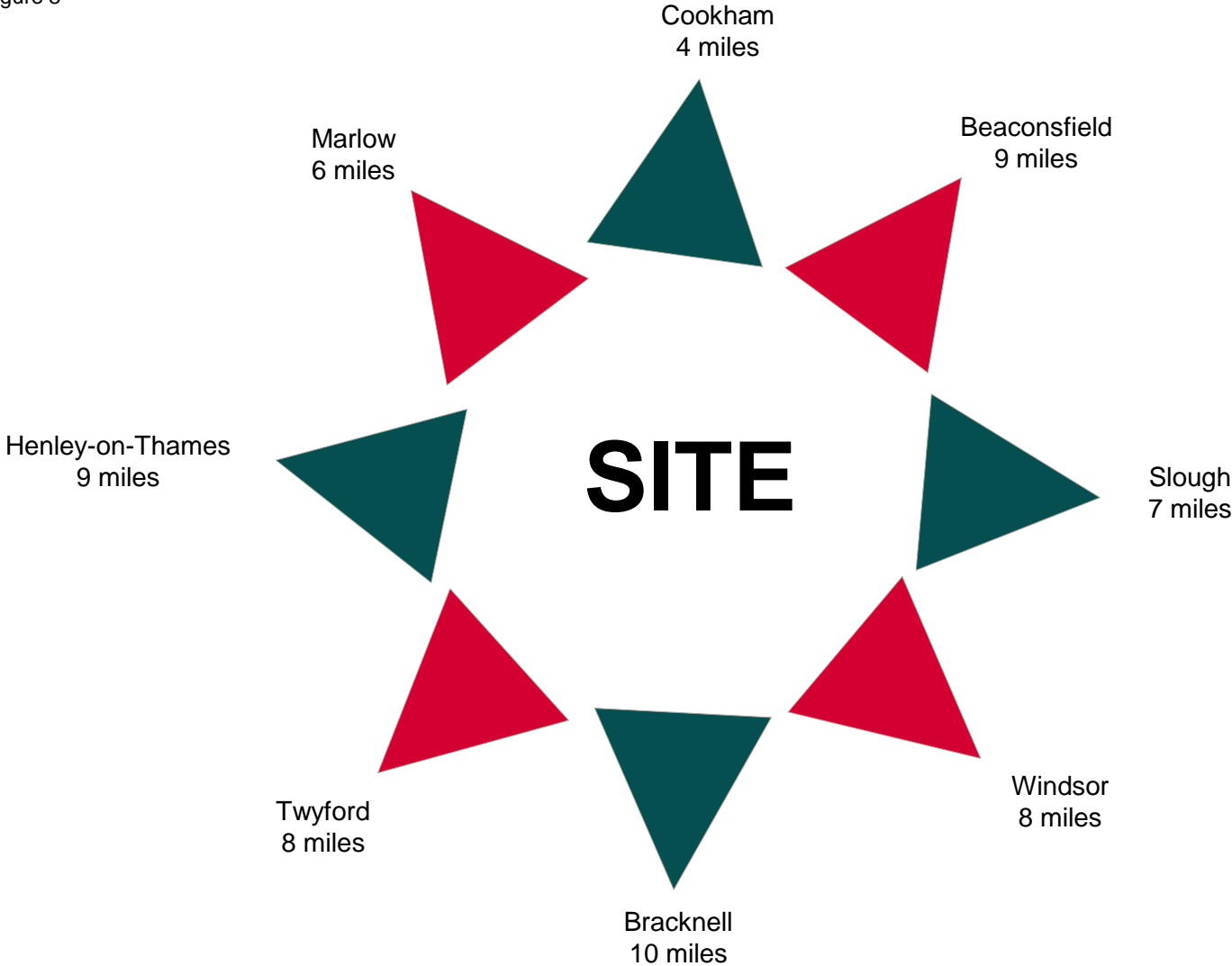


6.

Location

Location

Figure 8



Location

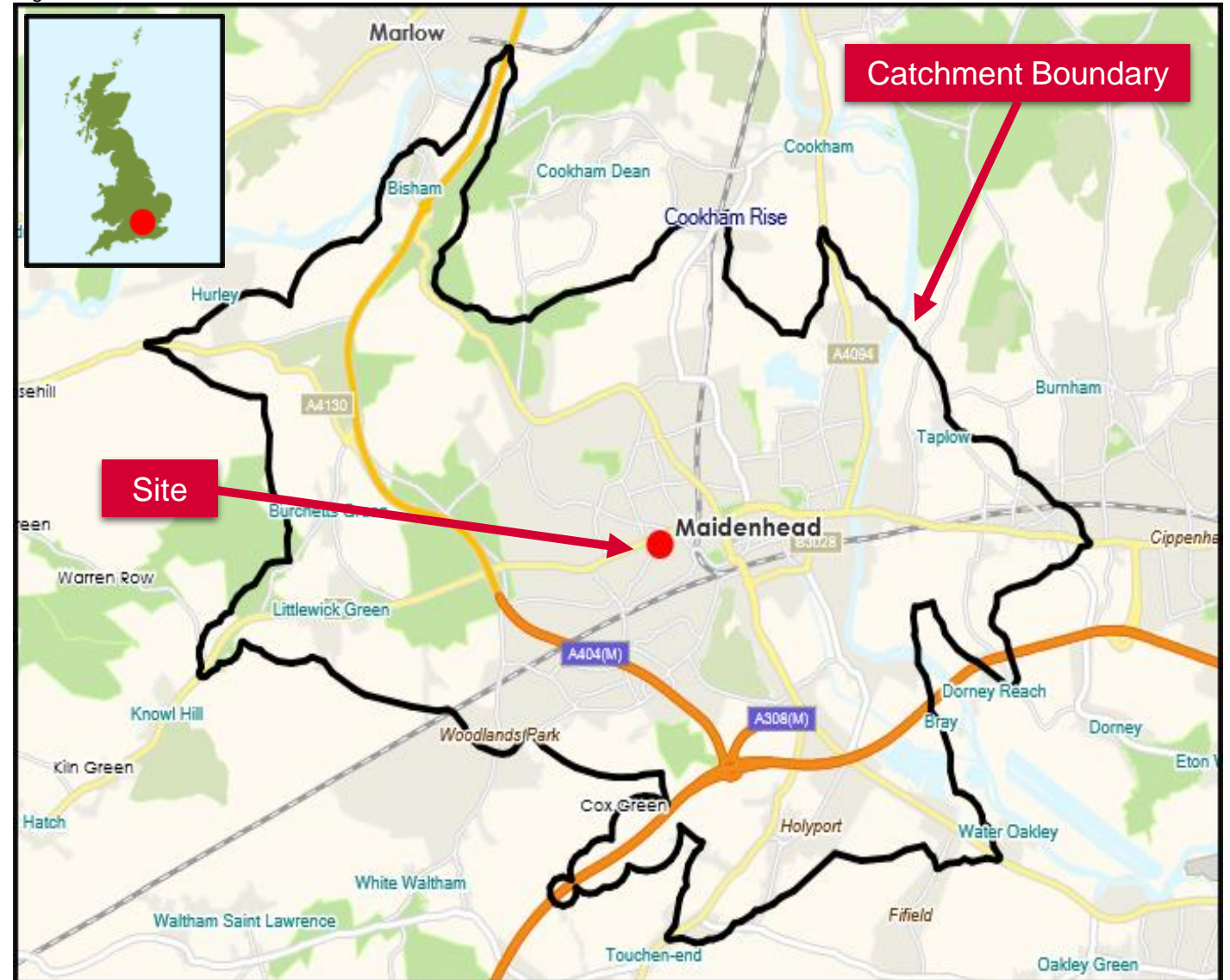
6.1 Selected Catchment Area

Catchment areas are selected using local knowledge of the care market, size of settlements, accessibility and intelligence on how far residents travel from.

We assess catchment areas using distance in drive-time from the subject site, which is calculated based on an average of off-peak and peak drive-times. This is a more accurate approach to generating catchment areas when compared with analysing a radius in miles (“as the crow flies”) which will not take into consideration any obstacles which will increase the journey time to the subject scheme, such as rivers, national parks etc.

Service users will typically come from areas between 10-20 minutes / 3-8 miles of a care home. The catchment area can be distorted in the instances where say a family member is the decision maker who is situated in the area but their relative, the service user, is located a further distance away.

Figure 9



Source: CACI

Location

6.2 Selected Catchment Area

As Maidenhead is a densely populated area, we believe that the draw will come from the immediate settlement as shown in Figure 9, as well the neighbouring settlements of Cookham and Taplow. As a result, we have considered a 10-minute drive-time catchment area.

6.3 Accessibility

The site is located on the junction of Westmorland road and Bath Road (A4), connecting the site to the centre of Maidenhead and the wider settlement.

Also, the site is a 1.5 mile drive from the well-connected A404(M), further increasing the accessibility of the subject site.

6.4 Prominence

The scheme is visible from both Westmorland Road and Bath Road which increases its prominence. The former is an attractive residential road while the latter benefits from significant traffic to and from Maidenhead centre. The passing traffic will assist the operational care home from a marketing perspective, particularly during its commissioning phase.

Figure 9



Source: CACI

Location

6.5 Local Transport

Figure 10 illustrates the bus and rail services prevalent in the catchment area. The nearest bus stop is located one minute walk away on the nearby Bath Road (A4). This stop services the 127 and F10 routes which connects the site to the wider Maidenhead settlement, Twyford and Reading. A further nearby bus stop services the 16, 234, 238/239 which also connect the site to the wider settlement and the settlements of Henley-on-Thames, Marlow and Windsor. This points to the subject scheme being situated in a sustainable location.

Maidenhead train station is located approximately 0.5 miles from the subject site. Trains run east to the settlements of Taplow (3 mins), Burnham (6 mins) and Slough (10 mins). Trains run west to Twyford (6 mins) and Reading (13 mins). Trains also run north to Cookham in 7 minutes. Again, this points to the scheme being situated in a sustainable location.

Please note, the regularity of these services has not been analysed for the purposes of this report.

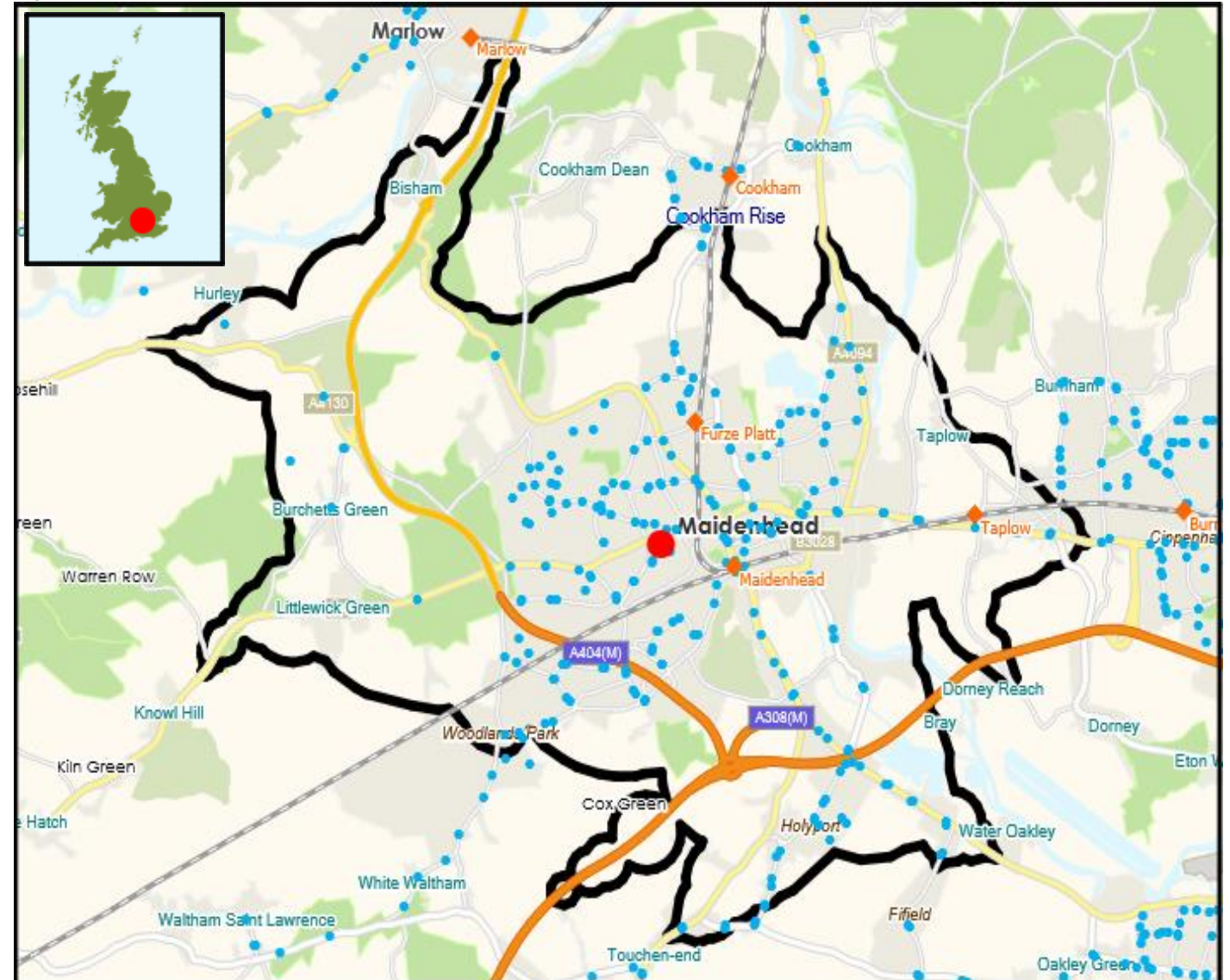
Bus Stops



Railway Stations



Figure 10



7.

Population and Demographics

Population and Demographics



7.1 Population

Population statistics for 2027 and forthcoming years are projected using the 2011 census dataset. T.6 and T.7 illustrate estimated population for 2027 and 2032 within the catchment area, showing population by age band and the percentage of the population within each age band against the total. The percentages are also compared against the national averages by age band.

Within the 10 minute drive-time catchment area, the elderly population is estimated to stand at circa 14,900 by 2027 and is due to increase by a substantial 10% from 2027 to 2032. Demand for elderly care beds will increase by 74 beds in the same period. 85+ population is projected to stand above the national average by 2027.

As elaborated on in section 9, only three homes are modern purpose-built. Therefore, due to the ageing population in the selected catchment area, the lack of modern care home facilities and with demand outstripping the supply, there is a large need for the subject scheme.

Moreover, the demographics show a similar proportion of elderly females (53%) to males within the catchment area. The life expectancy for females is typically higher than males and usually a higher proportion of female residents to male are admitted. Recent trends suggest that this gap is closing, and this catchment is consistent with this trend.

T.6 2027 Age Bands	Population	Area %	GB %	Index av =100
0 - 3	3,258	4.4	4.2	106
4 - 14	9,854	13.4	12.5	107
15 - 24	7,540	10.2	12.2	84
25 - 44	17,945	24.3	25.5	95
45 - 54	10,401	14.1	12.1	117
55 - 64	9,873	13.4	13.0	103
65 - 74	7,025	9.5	10.4	92
75 - 84	5,539	7.5	7.4	101
85+	2,316	3.1	2.8	114
Total	73,751			

T.7 2032 Age Bands	Population	Area %	GB %	Index av =100
0 - 3	3,202	4.3	4.1	106
4 - 14	9,222	12.5	11.8	106
15 - 24	7,601	10.3	12.5	82
25 - 44	17,188	23.3	24.8	94
45 - 54	10,398	14.1	12.4	114
55 - 64	9,740	13.2	12.0	110
65 - 74	8,073	11.0	11.4	96
75 - 84	5,431	7.4	7.5	98
85+	2,852	3.9	3.4	115
Total	73,707			

Population and Demographics



7.2 Demographics

CACI's consumer classification tool segments the UK population by analysing demographic dataset, consumer behaviour and takes into account social factors. This study helps us understand the types of people that live within the selected catchment area and whether the demographics support the proposed care home scheme. This is because a care home operator is not only selling the home to a service user but also to their relatives or friends. Therefore, we are analysing population in its entirety.

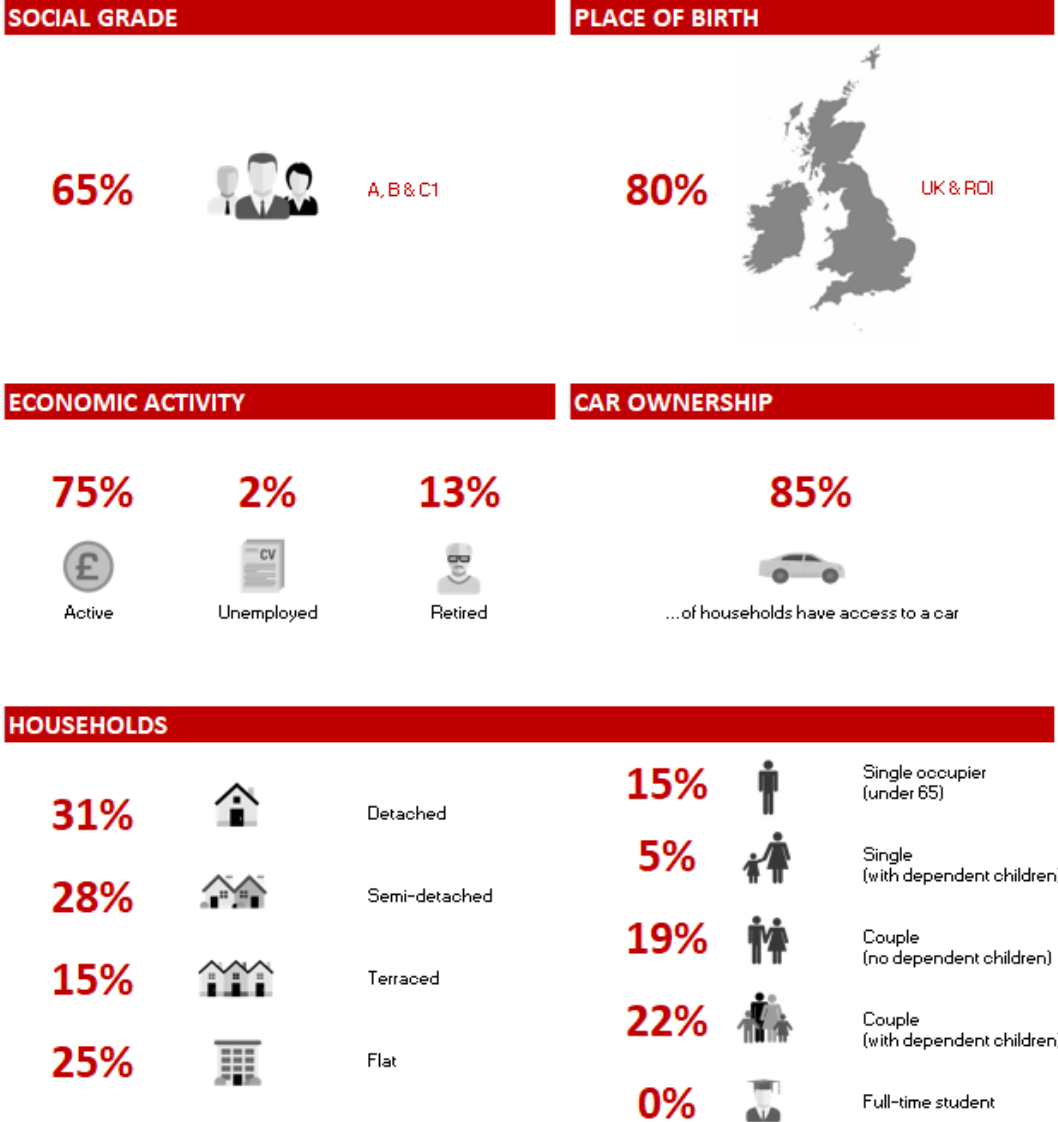
65% of the population in the catchment area fall within the social grade groups A, B and C1 who are individuals with higher or intermediate managerial/admin/professional positions and supervisory, clerical, junior managerial/admin/professional jobs. In addition, 17% of the demographics within the catchment area are skilled manual workers and 18% are semi-skilled and unskilled manual workers.

This shows a balanced mix of professionals and non-professionals, therefore comprising potential for bill payers as well as potential staff for the care home.

13% of the population are retired which is just below the national average (14%). This highlights the encouraging number of elderly people living within the selected catchment area.

Figure 11

Source: CACI



8.

Demand

Demand

8.1 Demand

Demand is based upon LaingBuisson's 2020 estimation of general old age bed requirements. Using their research on elderly people in nursing and personal care homes, NHS long stay hospitals and units for older and older mentally ill people, they have identified the following percentages to calculate demand:

T.8 Age	Percentage
65-74	0.54%
75-84	3.30%
85+	13.40%

The percentages shown in T.8 are then applied to the Census 2011 projected population numbers per age band. For clarification, 13.40% of 85+ population are forecasted to require care beds. Please note, this is an indicator for demand only and is not a direct measure.

T.9 illustrates a high number of elderly population within a 10 minute drive-time catchment area. As previously mentioned, the proportion of the elderly population stands at circa 14,900 people by 2027.

Estimated demand as at 2027 stands at 531 beds, increasing to 605 beds by 2032. In the five years from 2027, the elderly population is projected to increase by 1,476, meaning demand will increase by 74 beds.

One of the limitations to predicting demand for the future is to predict future trends in the market that will effect bed requirements i.e. in the instance where technology allows for residents to stay in their own homes or regulatory or political changes as well as events such as Covid-19.

T.9 Projected Population (aged)	2027	2032	5 Year Variance
65-74	7,025	8,073	1,048
75-84	5,539	5,431	-108
85+	2,316	2,852	536
Total	14,880	16,356	1,476

T.10 Bed Demand (aged)	2027	2032	5 Year Variance
65-74	38	44	6
75-84	183	179	-4
85+	310	382	72
Total Requirement	531	605	74

9.

Current Supply

Current Supply

9.1 Current Supply

As illustrated in T.11, there are 12 care homes in total within the 10 minute drive-time catchment area comprising seven personal care homes and five nursing homes. Five homes have 30 or less registered beds, further highlighting the unsustainable stock within the selected catchment area.

When considering beds with en suite wet rooms, the total supply stands at 339 beds, further highlighting the need for an upgrading of stock in the catchment. There is a higher proportion of beds within the nursing home market when compared to the personal care home market within the catchment area.

Moreover, 58% of the existing stock comprises converted property. 17% of stock consists of older purpose-built facilities, meaning the remaining 25% of existing stock is modern purpose-built. Therefore, a vast majority of the existing care home stock is converted and/or dated and may require modernising and may not be future-proof.

T.11 Current Supply	No. of Homes	Beds with En Suite Wet Rooms
Personal Care	7	137
Nursing	5	202
Total Supply	12	339

Figure 12
NUMBER OF HOMES BY CARE TYPE



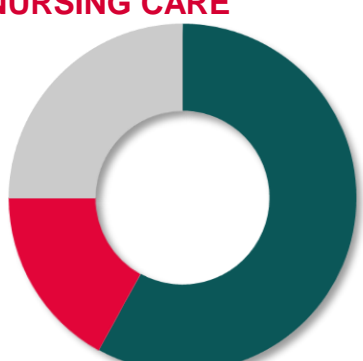
■ Personal Care ■ Nursing Care

Figure 13
OWNERSHIP – PERSONAL & NURSING CARE



■ Private ■ Voluntary/Charity ■ Local Authority

Figure 14
PROPERTY TYPE – PERSONAL & NURSING CARE



■ Converted ■ Older Purpose-Built ■ Modern Purpose-Built

Current Supply

9.2 Supply by Service Type

Figures 15 and 16 illustrate the number of homes per care type providing specialist, mental health and dementia care for the elderly. We have not quantified bed numbers allocated or designed for these service types as they are subject to change dependant upon the needs of individual residents.

Homes providing dementia care are often designed and fitted with dementia care facilities such as colour-coded door signs, switches, tailored furniture and memory boxes to navigate a dementia resident to their rooms etc. These rooms can also be occupied by residents that are not diagnosed with dementia.

For the purpose of this exercise, we have quantified the number of homes that provide the following service types for the elderly:

- Specialist care which may comprise hearing impairment and deafness, Parkinson's disease, schizophrenia and visual impairment
- Mental health condition
- Dementia or Alzheimer's

As shown in Figure 15, of the seven personal care homes identified within the selected catchment area five provide dementia care, five provide specialist care and two provide mental health care.

As shown in Figure 16, of the five nursing homes within the selected catchment area, four provide dementia care and five provide specialist care.

In total, of the 12 care homes, nine provide dementia care, highlighting the demand for this care type. This will be elaborated on further in section 11.

Figure 15

SERVICE TYPE – PERSONAL CARE

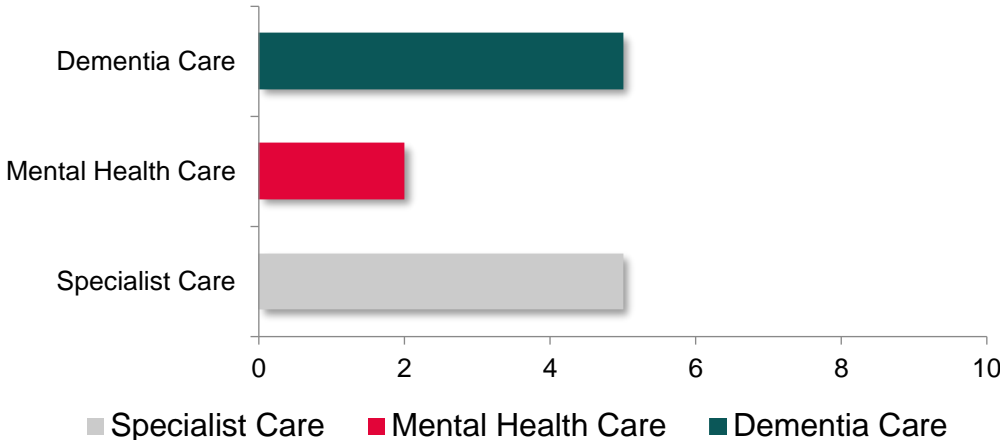
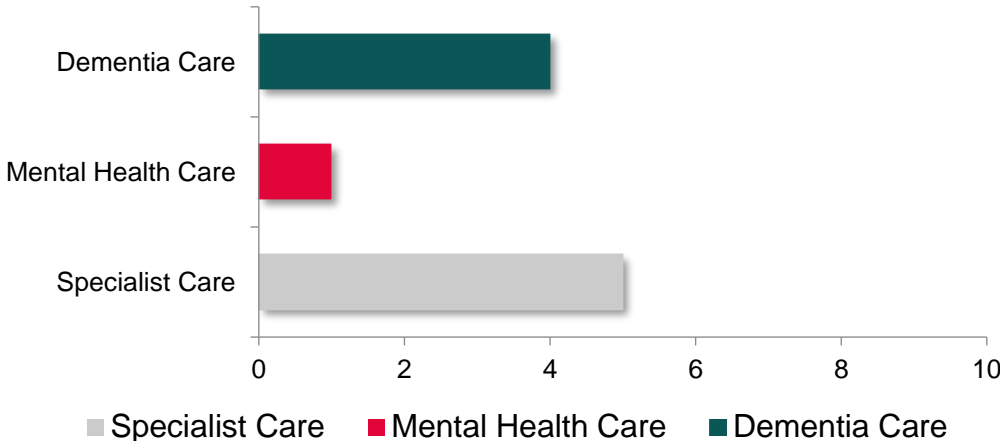


Figure 16

SERVICE TYPE – NURSING CARE



Current Supply

9.3 Homes by Type and Size of Existing Supply

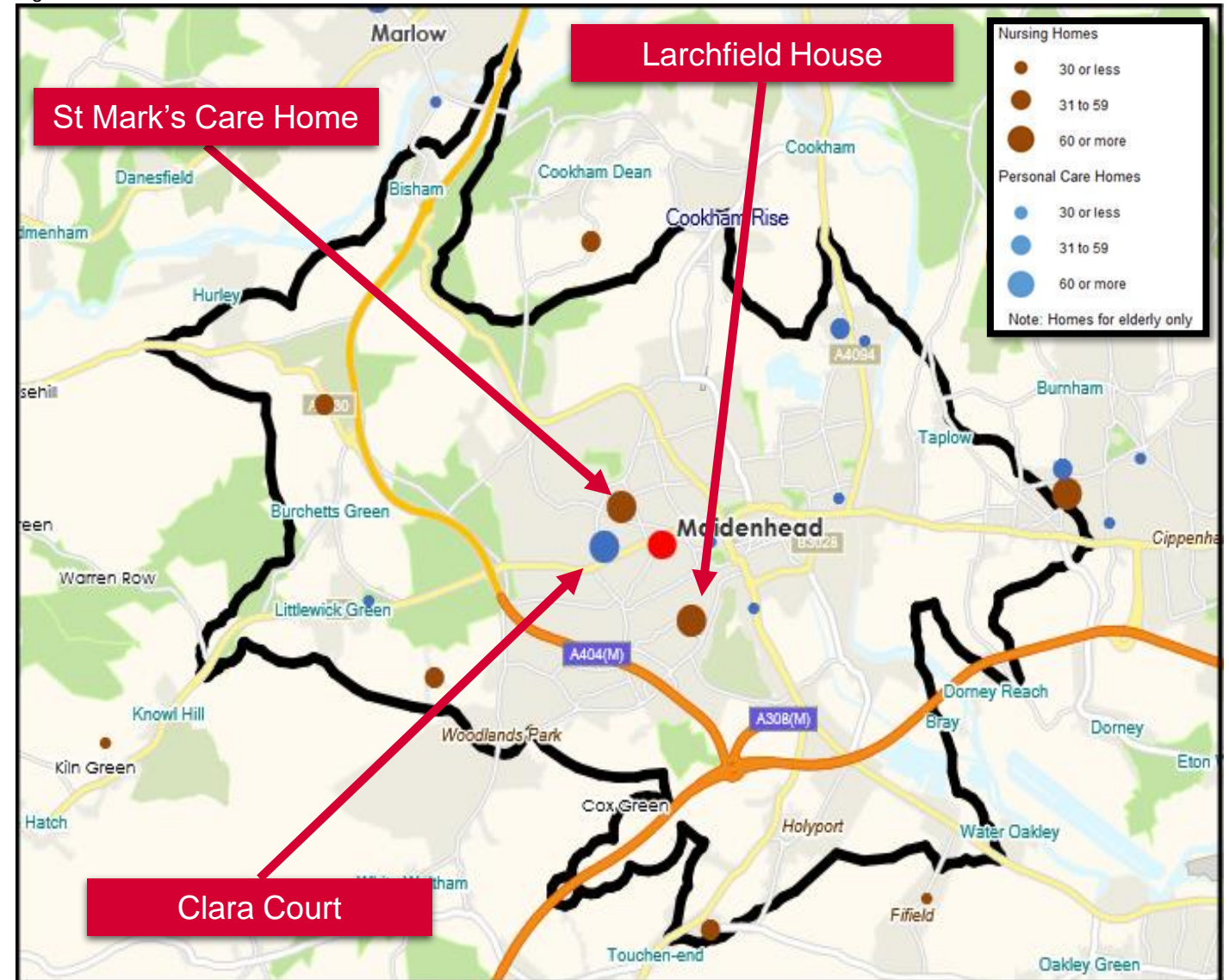
The mapping in Figure 17 shows homes by care type and size.

The catchment area includes seven homes with 30 or more beds and three of the homes captured are modern purpose-built.

In terms of the existing personal care home stock, two out of seven homes are purpose-built. The only modern purpose-built personal care home is Care UK's Clara Court facility which comprises 76 beds and 76 en suite wet rooms. This is the only personal care care home facility with 60+ beds comprising 100% en suite wet room provision within the selected catchment area. Albeit this care home is now 17 years old.

In terms of the existing nursing home stock, three out of five homes are purpose-built, two of which are modern purpose-built. Larchfield House is the largest modern purpose-built home with 98 beds and is the only modern purpose-built facility with 100% en suite wet room provision. Bupa's St Mark's Care Home has 100% wet room provision but is an older purpose-built facility constructed in the 1990's.

Figure 17



10.

Future Supply

Future Supply

10.1 List of Future Supply

Future supply has been identified using online searches via local planning authority websites. Although reasonable endeavours have been made to ensure that all planning applications are captured, at the time of the searches, planning portals may not be up-to-date or schemes could have changed to effect future supply within the search area. The future supply for this report was analysed on 25/05/2023. Any planning applications submitted after 25/05/2023 have not been included.

We have reviewed all planning applications in relation to care home developments that are pending consideration, approved, appealed or in appeal and schemes under construction. We have reviewed and excluded any schemes that have been refused or withdrawn.

Within the selected catchment area, there are two proposals within the planning pipeline that add elderly care home beds, excluding the subject site. Both of these schemes comprise small extensions to existing facilities.

Despite these additions, given the projected shortfall of beds on an asset quality basis and the existence of older, converted facilities within the selected catchment area, there is a need for more modern purpose-built facilities (such as the subject site) to satisfy the demand.

T.12 Address	Applicant/Developer/Operator	Proposal	Planning Application Number	Planning Application Status	Net Care Home Bed Increase	Distance in Miles From Subject Site
Meadowbank, 44 Braywick Road, Maidenhead, Berkshire, SL6 1DA	Mr. Andrew Cohen	Scheme comprises internal alterations and extension to existing care home with 3 three additional bedrooms.	21/03195/FULL	Detail Plans Granted (21/03/2022)	3 beds (3 wet rooms)	0.8
Apple Hill Care Home, Henley Road, Hurley, Maidenhead, Berkshire, SL6 5LH	Windsor Care Limited	Scheme comprises two storey side extension to provide 20 additional bedrooms, new entrance, alterations to existing courtyard and patio, and 2 outbuildings.	22/03434/FULL	Detailed Plans Submitted (23/01/2023)	20 beds (20 wet rooms)	2.6

11.

Dementia Analysis

Dementia Analysis

11.1 Projected Number of People Living with Dementia

Dementia care is becoming more and more important for modern purpose-built facilities in providing a 21st century quality offering. Specialist dementia care is high on the agenda given the rising number of projected people living with dementia in the UK.

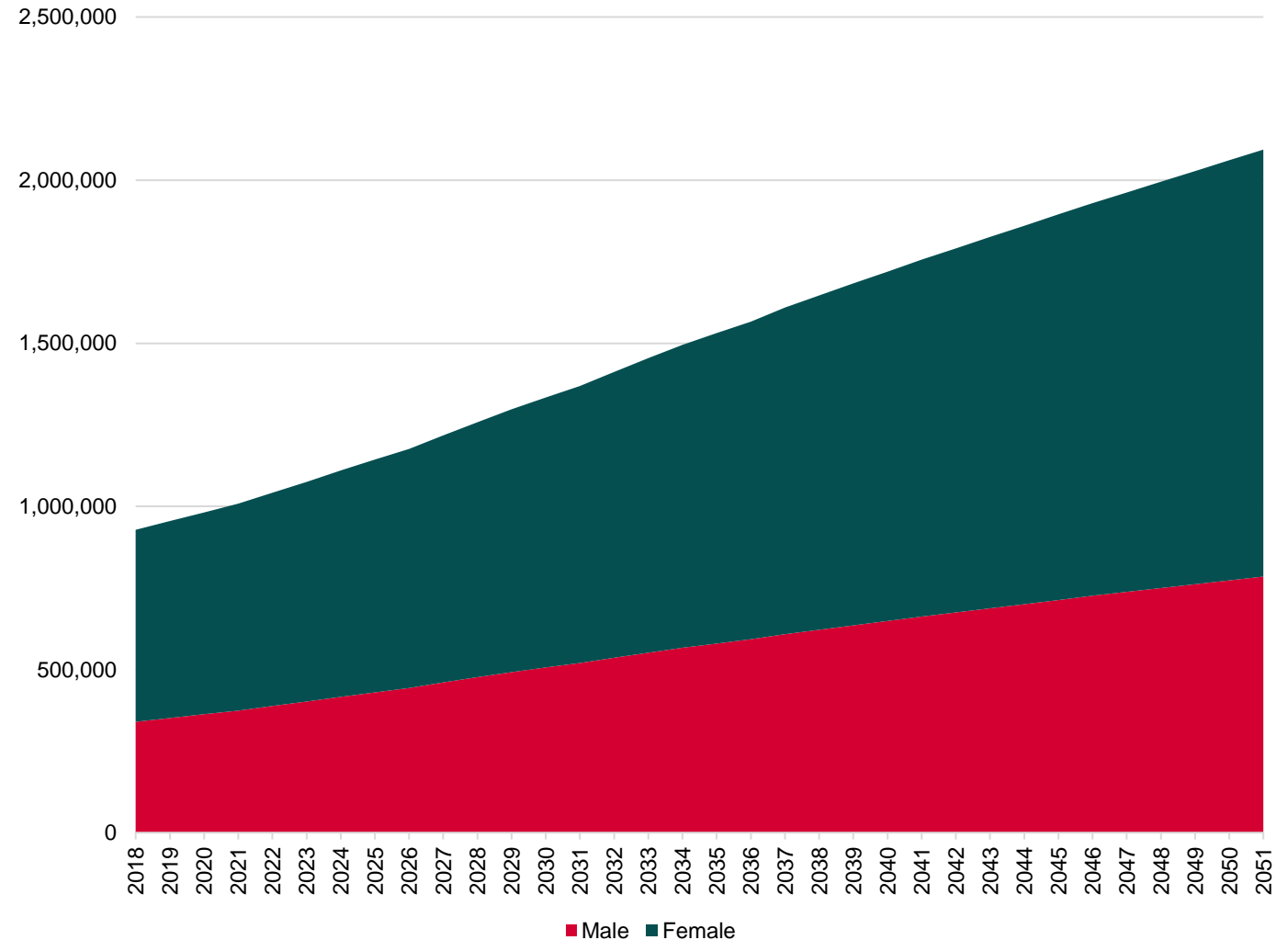
The Alzheimer's Research UK website defines dementia as a "word used to describe a group of symptoms including memory loss, confusion, mood changes and difficulty with day-to-day tasks". Moreover, dementia is caused by specific age-related diseases, including Alzheimer's, which affects the brain and results in the decline in one or more cognitive functions. Dementia is a diverse and complex disease. This is evident as for some it is a rapid and inconsistent decline in multiple cognitive functions.

Figure 18 highlights the projected number of people living with dementia in the UK. In 2020 the number of people living with dementia in the UK will be circa 981,700. Notably, dementia is more dominant within females as they accounted for 618,550 (63%) of people living with dementia in the UK in 2020 compared to 363,150 (37%) males.

By 2030, as expected with population growth, this number will increase to 1,334,170 people suffering with dementia in the UK. The trend of dementia being more prevalent among females continues as they will account for 827,480 of this number. The number of people suffering from dementia is expected to reach two million by 2050, reflecting an increase of 110% in 30 years.

Figure 18

PROJECTED NUMBER OF PEOPLE LIVING WITH DEMENTIA – UK



Dementia Analysis

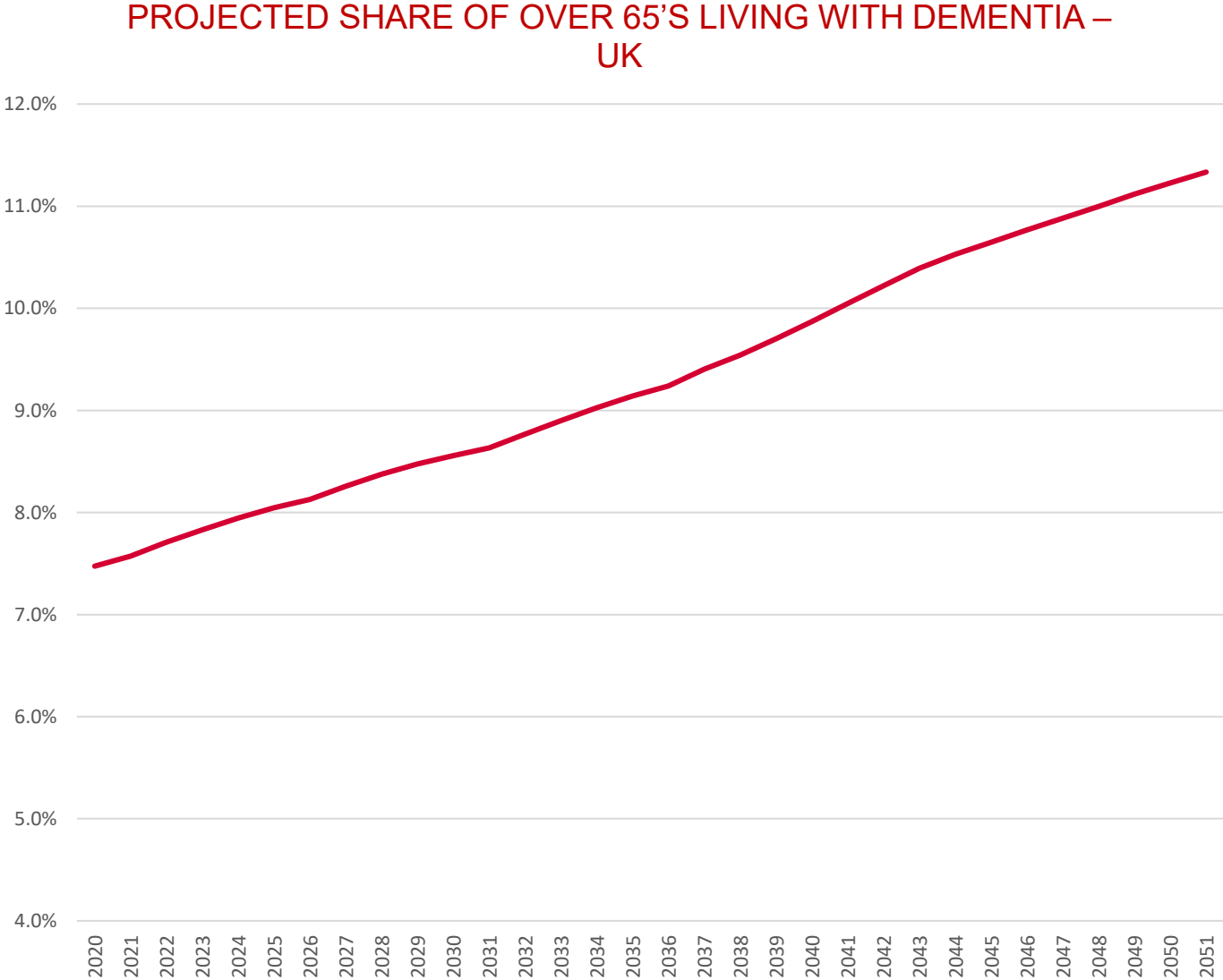


Source: Alzheimer's Research UK

11.2 Projected Share of Over 65's Living with Dementia

Figure 19 displays the projected share of over 65's living with dementia in the UK. The number expected to rise annually as dementia becomes more common and prevalent among the elderly population. As shown, 7.5% of over 65's were living with dementia in the UK in 2020, compared to 8.6% by 2030, 9.9% in 2040 and 11.2% by 2050.

Figure 19



Dementia Analysis

11.3 Age Group Analysis

Figure 20 categorises the number of people living with dementia by age group, as well as highlighting the male and female differences.

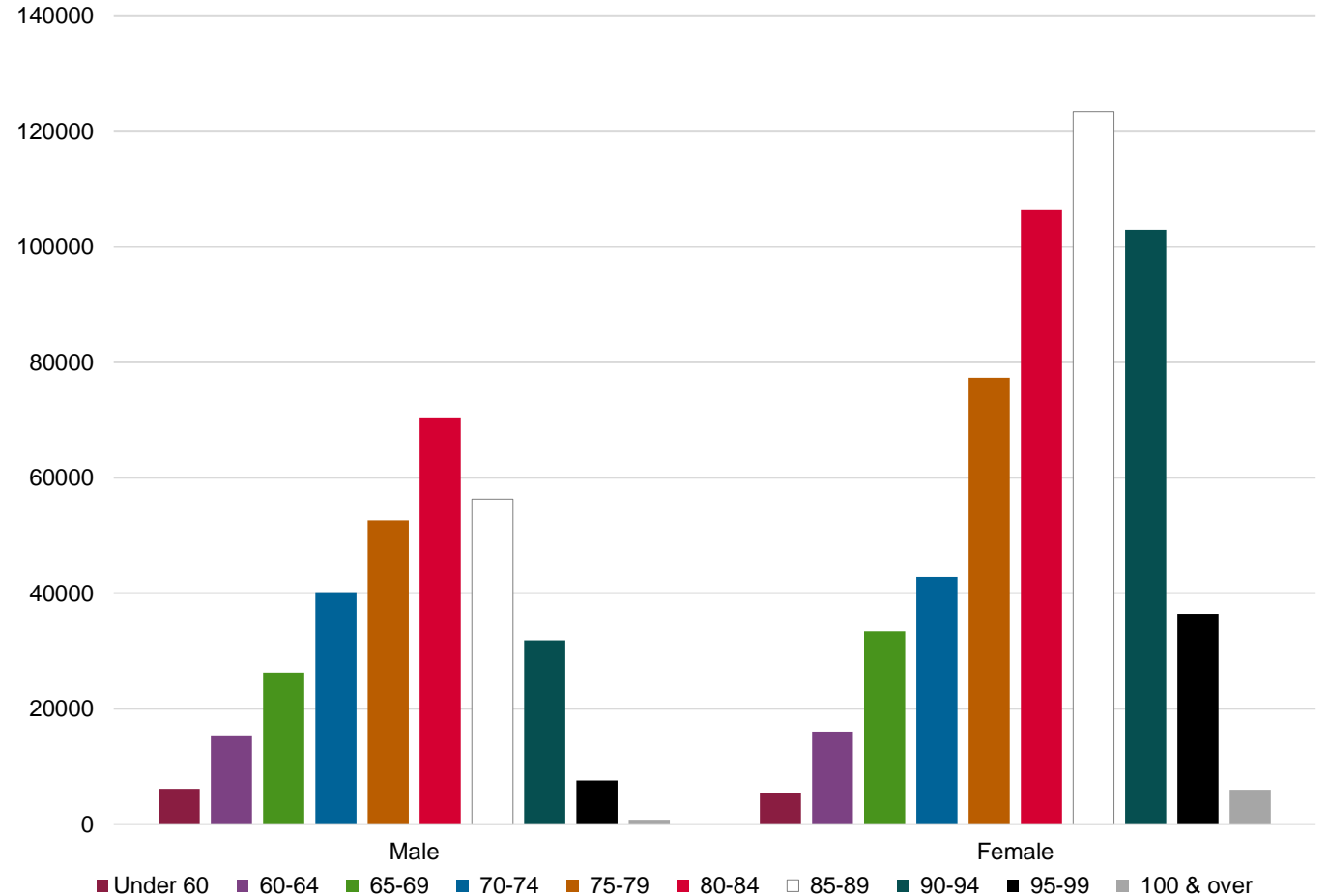
It will come as no surprise that the dominant female age group with dementia is older than that of the male. This is because females have a higher life expectancy than males. As a result, the highest number of males with dementia are in the 80-84 age group, whereas the highest number of women with dementia are in the 85-89 age group.

As per Knight Frank’s research, the average age of residents entering an elderly care home is 85. This is supported by Figure 20 as the graph highlights the dominant ages of people suffering from dementia are between 80-89 years old.

Figure 20

Source: Alzheimer’s Research UK

ESTIMATED NUMBER OF MEN AND WOMEN LIVING WITH DEMENTIA BY AGE GROUP



Dementia Analysis



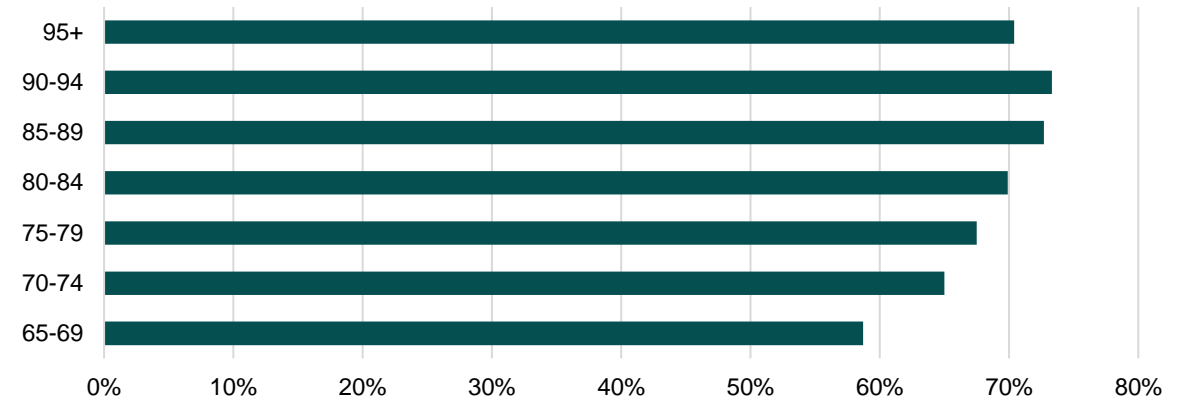
11.4 Prevalence of Dementia in Care Homes

Estimates for the prevalence of dementia in UK care homes produced by the Alzheimer’s Society showed that rates vary by both age and setting. As shown in Figure 21, between 60% and 70% of residents have some form of dementia. The same consensus estimates also showed that the prevalence of dementia was higher in nursing homes (73%) compared to personal care homes (58%).

As the severity of dementia conditions and the level of care required can vary significantly, it is important to understand the number of elderly people that are admitted into care with dementia as a primary cause and are the most likely to require specialist dementia facilities, including dedicated bedrooms. Based on data from Knight Frank’s Trading Performance Index 2021-22, Figure 22 shows circa 46% of residents were admitted into residential care with dementia as the primary reason. With rates of dementia growing, this figure is likely to increase in the future.

PREVALENCE OF DEMENTIA IN ALL CARE HOME RESIDENTS BY AGE GROUP

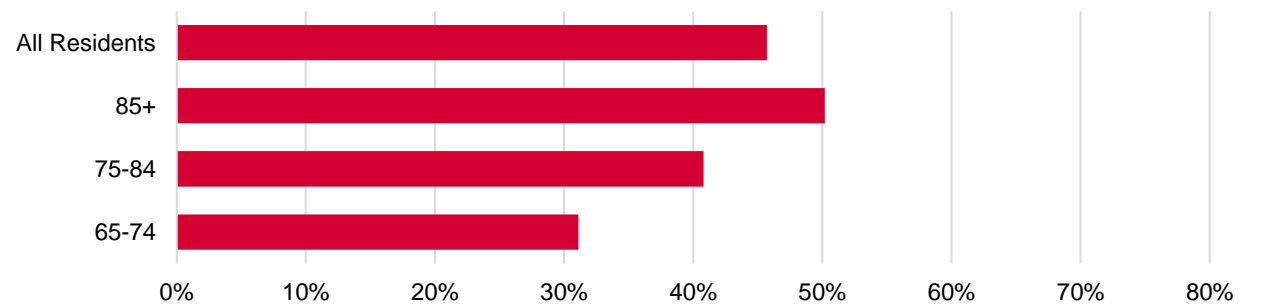
Figure 21



Source: Alzheimer’s Research UK

PREVALENCE OF DEMENTIA IN NEWLY ADMITTED CARE HOME RESIDENTS BY AGE GROUP*

Figure 22



* Refers to residents admitted with dementia as the primary reason

Source: Knight Frank Research

Dementia Analysis

11.5 Dementia Shortages

T.13 highlights the current supply of care homes with specialist dementia resources within the UK, Isle of Man and the Channel Islands.

Our sources have segregated the supply by region. On a national level 71% of care homes in England specialise in dementia care.

For Propco (Maidenhead) Ltd's purposes, 67% of the South East of England's homes provide specialist dementia care, with 1,286 old age and specialist dementia homes out of 1,919 in the region. This shows that 33% of current homes within the South East of England fall short of providing specialist dementia care.

T.13 Region	Specialist Dementia Care Homes	Share of Homes
Channel Islands	13	28%
East Midlands	757	74%
East of England	845	76%
Isle of Man	7	29%
London	525	72%
North East England	434	79%
North West England	973	67%
Northern Ireland	188	57%
Scotland	448	54%
South East England	1,286	67%
South West England	923	66%
Wales	344	54%
West Midlands	815	74%
Yorkshire & The Humber	741	74%
Grand Total	8,299	68%
England Only	7,299	71%

12.

Trading Performance by Bed Size

Trading Performance by Bed Size

12.1 Background

For the past nine years Knight Frank's Research team has reviewed the trading performance in the UK care home sector, supported by data kindly provided by leading care home operators. The Care Home Trading Performance Index (CHTPI) provides industry-leading benchmarks on various key performance indicators.

12.2 Methodology

Using our trading performance research database, we have benchmarked key performance indicators against bed bands. As part of this review, we have analysed the following seven key performance indicators:

- Occupancy %
- Average weekly fees (£)
- Income per occupied bed (£)
- Staff costs as a percentage of Income
- Property costs per bed (£)
- EBITDARM (earnings before interest, taxes, depreciation, amortisation, rent and management fees) per occupied bed
- EBITDARM as a percentage of income

The dataset includes mature trading homes only and excludes any new homes that were introduced to the index within the 2021-22 financial year. Financial numbers have not been presented to ensure operator data remains confidential and for research purposes only.

The bed bands comprise 1-39, 40-59, 60-79, 80-99 and 100+.

12.3 Purpose

This exercise links trading performance with the care home sizes to identify which bed bands achieve the optimum trading performance. We have carried out this exercise by analysing the trading performance trends for the United Kingdom.

12.4 Summary

United Kingdom

When analysing elderly care homes within the United Kingdom, it is apparent that the lowest performing bed band is the 1-39 category as four out of the seven key performance indicators were worse than the other bed bands. This implies that smaller care home schemes are less efficient to operate when compared with the larger care homes.

The proposed subject site falls within the 60-79 bed band which presents the most robust trading performance, with five out of seven key performance indicators ranking at the top. The research indicates lower staff costs as a percentage of income and low property costs per bed as well as occupancy being on par with the national average. This bodes well for the proposed scheme which will comprise at least 70 beds.

The 80-99 bed band is the second best performer with low property costs per bed. The size of the care home enables economies of scale to be achieved and to remain sustainable.

Profit margins were very low for older purpose-built and converted homes due to operational challenges in regards to staff recruitment, retention and costs. This greatly affects smaller care homes operating in older and converted buildings where sufficient fee increases are not obtained to compensate for the rising costs to run a home.

13.

Modern Purpose-Built Developments

Modern Purpose-Built Care Homes

13.1 Great Britain

We have carried out a review of all the modern purpose-built elderly care homes that have opened in Great Britain since 2016, as well as a separate review of openings by county (accurate as at 31/03/2023).

This exercise highlights the percentage of homes that fall within their respective bed bands. Within our research, we have identified 588 modern purpose-built elderly care homes that have opened in Great Britain in this period.

We have excluded newly registered homes that comprise of converted stock, i.e., non-purpose-built. New care homes in this period comprising less than 40 beds only make up 6% of the stock.

A substantial 59% of new care home stock that opened in this period comprises 60-79 beds followed by 19% within the 80-99 bed band.

This highlights that the smaller schemes are not as popular as a result of their inefficiencies in comparison to 60+ bed elderly care homes.

MODERN PURPOSE-BUILT ELDERLY CARE HOMES OPENED SINCE 2016 (GB)

T.14 Bed Bands	No. of modern purpose-built elderly care homes opened (since 2016)	%	Average number of beds
1-39 beds	36	6%	30
40-59 beds	77	13%	49
60-79 beds	347	59%	68
80-99 beds	109	19%	84
100+ beds	19	3%	108
TOTAL	588	100%	67

Source: Tomorrow's Guides, Knight Frank Research

Modern Purpose-Built Care Homes

13.2 Berkshire

At a county level, there has been new modern purpose-built developments in all five bed bands except the 1-39 band since 2016. The most popular bed band in Berkshire is the 60-79 bracket, making up 64% of all new care home developments.

Overall, 93% of new care home developments in Berkshire since 2016 comprise at least 60 beds.

This is another positive indicator for the proposed scheme at 70+ beds. Care home operators continue to prefer larger care home developments as a result of the need to replenish older and converted stock with more sustainable and modern facilities.

MODERN PURPOSE-BUILT ELDERLY CARE HOMES OPENED SINCE 2016 (Berkshire)

T.15 Bed Bands	No. of modern purpose-built elderly care homes opened (since 2016)	%	Average number of beds
1-39 beds	0	0%	0
40-59 beds	1	7%	46
60-79 beds	9	64%	67
80-99 beds	2	14%	80
100+ beds	2	14%	103
TOTAL	14	100%	73

Source: Tomorrow's Guides, Knight Frank Research

14.

Conclusion

Conclusion

10 minute drive-time catchment area

T.16 Demand	2027	2032	5 Year Var.
Aged 65-74	38	44	6
Aged 75-84	183	179	-4
Aged 85+	310	382	72
Total Beds Required	531	605	74

T.17 Supply	No. of Homes	Beds with En Suite Wet Rooms
Personal Care	7	137
Nursing Care	5	202
Future Supply (Excluding Subject Scheme)	2	23
Total Supply	14	362

T.18 Gap	2027	2032
Gap – market standard beds * (with wet rooms)	+169	+243

Census 2011, LaingBuisson, A-Z
Care Homes, CACI

* Bedrooms with en
suite facilities

Gap showing a minus represents an over-supply and gap showing a
positive represents an under-supply

14.1 Conclusion

Having reviewed the supply and demand position of the proposed development, we are able to provide final comments on the general provision of care within the selected catchment area of the subject care home site at Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB. Our view is provided using the following key considerations:

Proposed Scheme & Location

We are advised that Propco (Maidenhead) Ltd are proposing a 70+ bed modern purpose-built care home on the subject site. The scheme will comprise 100% future proof en suite wet room provision, the need for which has been documented throughout this report. The size of this scheme at 70 beds is in line with market standards for a future-proof asset.

The site appears to be very well situated to deliver a good quality care home scheme due to its regular sized shape and being situated on a sizable plot of land. This will assist in providing a suitable layout of the care home and sufficient amenity space.

The proposed scheme is also situated in an accessible location given the nearby well connected road networks and proximity to Maidenhead centre.

Conclusion

Demographics

The elderly population within the selected catchment area is estimated at circa 14,900 by 2027 and is projected to increase by 10% from 2027 to 2032.

As mentioned in the current supply section of this report, within the selected catchment area, only three homes are modern purpose-built and five out of the twelve homes captured lack en suite wet room provision. This study points to an insufficient number of future-proof care homes to meet the rapidly growing ageing population within this market.

Demand

The elderly population within the catchment area points to estimated demand for 531 beds by 2027, increasing to 605 beds by 2032.

Supply

With regard to existing supply, there are seven personal care homes and five nursing homes in total within the selected catchment area.

58% of existing care home properties are converted with a further 17% older purpose-built.

Five care homes comprise 30 or less beds and the studies carried out in sections 12 and 13 point to the appetite for larger care home developments in order to achieve operational efficiencies. There is a risk that these homes will close due to rising operational costs, insufficient fee rate increases and inflexible accommodation.

With regard to planned schemes, excluding the subject site, there are two schemes both comprising small extensions in the pipeline within the selected catchment area. Therefore, there remains a significant shortfall of beds (on a qualitative basis) within the selected catchment area. This further highlights the need for the subject site which will help mitigate the shortfall of beds within the selected catchment area.

Supply and Demand Position

By 2027, an under-supply of 169 beds is estimated when considering en suite wet room provision (excluding the subject site). This under-supply increases to 243 beds by 2032. In a post Covid-19 environment, the requirement for en suite wet rooms has accelerated even further as it allows residents to limit the use of shared assisted living bathrooms and improve infection control.

To conclude, an under-supply of bed provision is established when analysing the supply and demand position from an asset quality perspective and the development of the subject site will help mitigate the shortfall of elderly care home beds within the selected catchment area. As the catchment area only comprises a small number of modern purpose-built elderly care homes (representing only 25% of the stock within the selected catchment area) a number of new 60+ bed modern purpose-built facilities are required to satisfy the shortfall of modern standard care homes.

Conclusion

General Market Comment

On a national level, Knight Frank Research predicts a shortfall of 104,936 en suite beds by 2027 and circa 6,000 homes are at risk of closure within the next ten years due to the following challenges facing the sector:

- Ageing population
- A large proportion of existing care stock is converted and below 30 registered beds which may be unsuitable for current and future market requirements
- Operational challenges in regards to staff recruitment, retention and costs which will more greatly affect smaller care homes operating in older, converted buildings where sufficient fee increases are not obtained to compensate for the rising costs to run a home
- Increasing demand for dementia care which will increase the need for specialist care provision and accommodation.
- The legacy effect of Covid-19 in 2020 which has accelerated the requirement for en suite wet room provision.



Appendix

List of Current Supply of Personal Care Homes

The home services shown below represent the following: D = Dementia, SP = Specialist Services, MH = Mental Health, YA = Younger Adults.

T.19 Address	Group name, owner, private or voluntary	Care home service*	Beds with En Suite Wet rooms	Purpose-built? / Build type / First year as care home	Distance in miles from subject site
Normanhurst 26 High Town Road	Private	D,SP	23	N	0.36
Maidenhead SL6 1PB					
Clara Court 21 Courthouse Road	Care UK Nursing & Residential Care Services Private	D,MH,SP	76	Y	0.42
Maidenhead SL6 6JE				Modern Purpose-built 2006	
Meadowbank Care Home 44 Braywick Road	Owned by an Individual Private	SP	20	Y	0.80
Maidenhead SL6 1DA				Older Purpose-built 2001	
Herwards House 15 Ray Park Avenue	Private	D	0	N	1.33
Maidenhead SL6 8DP				1940	
Boulter's Lock Residential Home 56 Sheephouse Road	Hartford Care Group Ltd Private	D,SP	0	N	1.96
Maidenhead SL6 8HP					
Nightingales Residential Home Islet Road	Private		0	N	2.03
Maidenhead SL6 8LD					
The Riders Bath Road	Windsor Clinical and Home Care Services Group Ltd Private	D,MH,SP	18	N	2.18
Littlewick Green Maidenhead SL6 3QR					

List of Current Supply of Nursing Homes

The home services shown below represent the following: D = Dementia, SP = Specialist Services, MH = Mental Health, YA = Younger Adults.

T.20 Address	Group name, owner, private or voluntary	Care home service*	Beds with En Suite Wet rooms	Purpose-built? / Build type / First year as care home	Distance in miles from subject site
St Mark's Care Home 110 St Mark's Road	Bupa Care Homes Private	D,SP	80	Y	0.39
Maidenhead SL6 6DN				Older Purpose-built 1995	
Larchfield House Larchfield Road	H Plus Care Ltd Private	D,SP,YA	96	Y	0.56
Maidenhead SL6 2SJ				Modern Purpose-built 2006	
Cherry Garden Nursing Home Breadcroft Lane Littlewick Green Maidenhead SL6 3QF	Cherry Garden Properties Ltd Private	D,SP,YA	0	N	1.89
Maidenhead SL6 3QF				2019	
Foxleigh Grove Nursing Home Forest Green Road Holyport Maidenhead SL6 3LQ	Private	SP	5	N	2.63
Maidenhead SL6 3LQ				1983	
Apple Hill Henley Road Hurley Maidenhead SL6 5LH	Windsor Clinical and Home Care Services Group Ltd Private	D,MH,SP	21	Y	2.65
Maidenhead SL6 5LH				Modern Purpose-built 2009	

Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB

Planning Needs Assessment

June 2023

Important Notice

The report has been prepared as a consultancy report on the behalf of Propco (Maidenhead) Ltd in relation to their planning application at the site located at Lawnfield, Westmorland Road, Maidenhead, Berkshire SL6 4HB.

It must not be used for any other purpose. It must not be disclosed to any other parties except to the relevant planning authority. We are not advising on your planning application or providing any planning services. Propco (Maidenhead) Ltd agrees that (and the report will be endorsed): "This report was prepared according to the information and instructions provided to us by Propco (Maidenhead) Ltd and is provided on a non-reliance basis. Knight Frank LLP (and our affiliates, members and employees) will have no responsibility or liability whatsoever in relation to the accuracy, reliability, currency, completeness or otherwise of its contents or as to any assumption made or as to any errors or for any loss or damage resulting from any use of or reference to the contents."

We have utilised a number of different resources to collate information on existing and future care provision and trading performance data. We have relied upon the information supplied by the data sources used and assume this information to be correct for the purposes of this consultancy report.

The increase in attrition rates within care homes, due to Covid-19, has had an impact on occupancy rates. Also, this event may increase the rate of care home closures within the UK even further. It is generally accepted that occupancy rates within care homes will normalise to pre-Covid-19 level by the time the subject scheme is developed and its commissioning phase has commenced.

