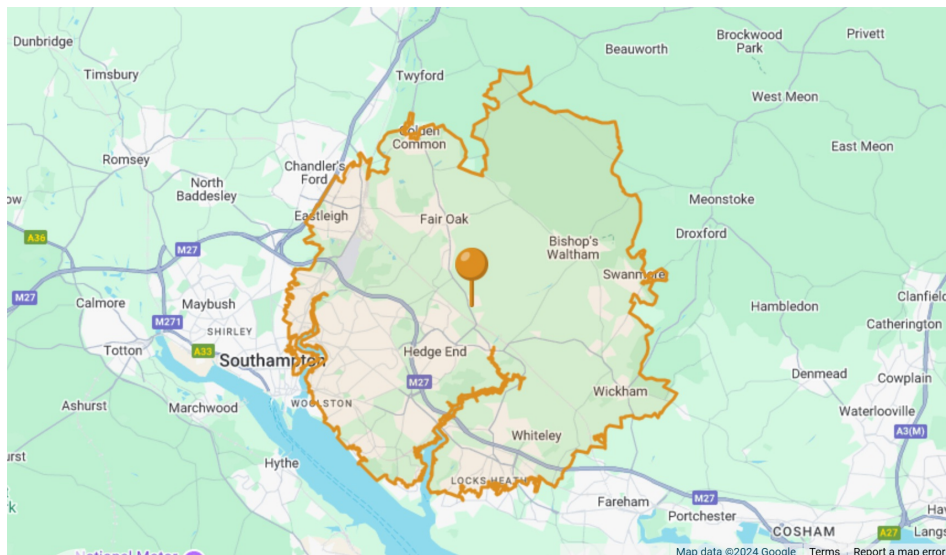


PARAMETERS

Catchment area: 5-mile radius
MPR Geography: Regional

Demand base year: 2027

Catchment area map



BED REQUIREMENT

Basis of assessment	All elderly beds	En-suite beds	Wetroom beds
Including all planned beds (347)	-485	-163	507
Including granted planned beds only (196)	-334	-12	658
Excluding all planned beds	-138	184	854

DEMAND AND DEMOGRAPHICS

Type	5-mile catchment
Total population	279,869
Demand for care home beds	1,716 (Large)
Age profile: 85 years plus	2.6% 0.1% lower than the GB average of 2.7%

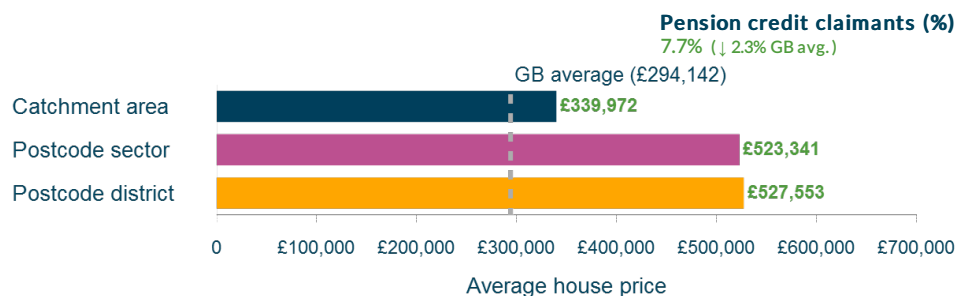
Demand map



Demand for care home beds per 100,000 total population

≤ 150	151 - 300	301 - 450	451 - 600
601 - 750	751 - 1,000	≥ 1,001	

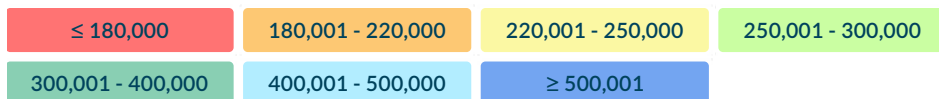
HOUSE PRICES AND WEALTH



House prices map



Average house price by postcode sector (£)



AVERAGE PRIVATE FEES

First registration date	N/OP (£)	N/DE (£)	PC/OP (£)	PC/DE (£)
2016+	1,790	1,865	1,534	1,609
2015 - 2010	1,465	1,515	1,355	1,369
2009 - 2000	1,570	1,570	—	—
1999 - 1990	1,669	1,753	1,198	1,186
1989 - 1980	1,546	1,500	1,114	1,138
pre-1980s / unknown	—	—	1,197	1,182
All homes	1,623	1,660	1,241	1,257

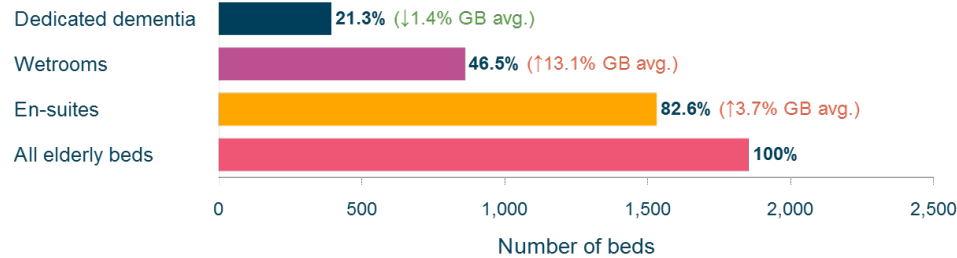
Ownership	N/OP (£)	N/DE (£)	PC/OP (£)	PC/DE (£)
Private (P)	1,623	1,660	1,208	1,229
Voluntary (V)	—	—	1,542	1,542
NHS (N)	—	—	—	—
Local Authority (L)	—	—	—	—
All homes	1,623	1,660	1,241	1,257

CQC rating	N/OP (£)	N/DE (£)	PC/OP (£)	PC/DE (£)
☆ Outstanding	—	—	1,438	1,373
● Good	1,630	1,652	1,232	1,227
● Requires improvement	1,538	1,598	1,219	1,248
● Inadequate	—	—	—	—
● No rating / Not assessed	1,825	1,900	1,450	1,550
— Not CQC regulated	—	—	—	—
All homes	1,623	1,660	1,241	1,257

AUTHORITY FEE RATES

Authority	N/OP (£)	N/DE (£)	PC/OP (£)	PC/DE (£)
Eastleigh Borough Council	1,286	1,386	900	1,000
Other authorities in the catchment				
Southampton City Council	1,364	1,364	958	958
Fareham Borough Council	1,286	1,386	900	1,000
Winchester City Council	1,286	1,386	900	1,000
Test Valley Borough Council	1,286	1,386	900	1,000

SUPPLY QUALITY



PLANNED SUPPLY

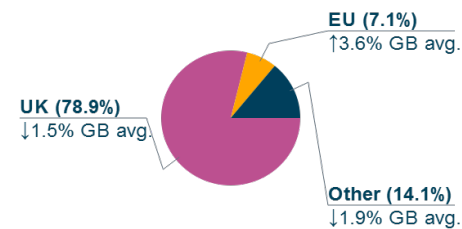
Planning status	Schemes	Proposed beds
Granted permission	3	196
Pending decision	3	151
Total	6	347

STAFFING

Registered nurses market size:
2,811 (Large)

Care assistants market size:
9,427 (Very large)

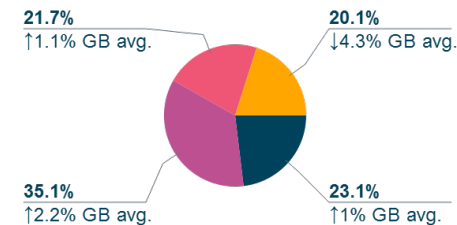
RN Nationality



SOCIO-ECONOMIC CLASSIFICATION

Approximated Social Grade (%)

- AB - Higher & intermediate occupations
- C1 - Supervisory, clerical & junior occupations
- C2 - Skilled manual occupations
- DE - Semi- / un-skilled and unemployed



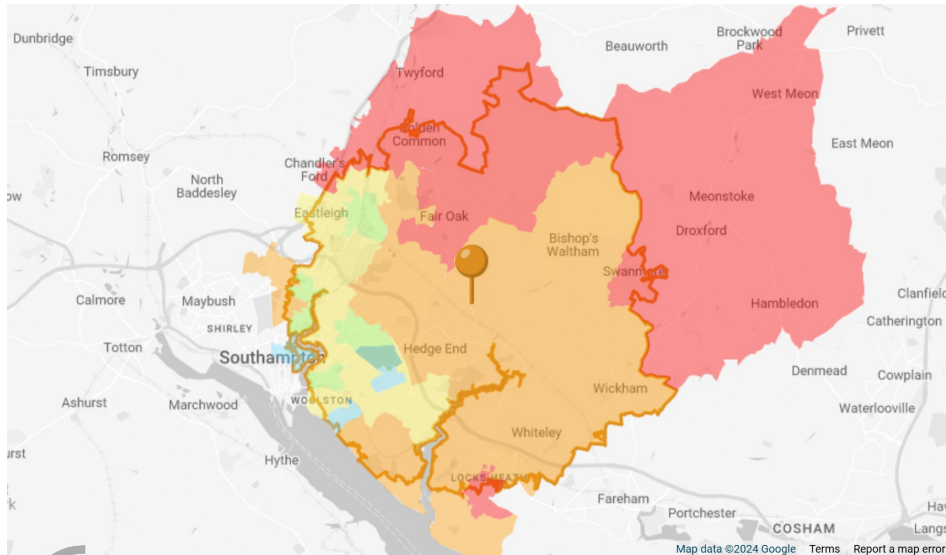
Registered nurses map



Density of registered nurses per 100,000 total population



Care assistants map



Density of care assistants per 100,000 total population



COMPETITION LIST - EXISTING CARE HOMES

Home name	Operator	First reg date	Registration	CQC rating	Distance (miles)	Private fee rates (£ pw)				Types of beds			
						N Min	N Max	PC Min	PC Max	Elderly Beds	En-suites	Wetrooms	Dedicated dementia beds
Snowdrop Place Care Home	Barchester Healthcare	2020	PC	●	1.0	—	—	1,650	1,750	68	68	68	34
Hollybank Rest Home	Hollybank Rest Home	1988	PC	●	1.1	—	—	1,300	1,400	23	22	20	0
Maypole Care Home	Bupa Care Homes	1997	N	●	1.2	1,570	1,650	1,350	1,400	53	53	53	0
The White House (Curdridge)	The White House	1983	PC	☆	1.3	—	—	1,427	1,496	46	46	29	46
Sunnycroft Residential Care Home	Sunnycroft Residential Care Home	1987	PC	☆	1.5	—	—	1,300	1,575	32	30	0	0
Dawson Lodge	Anchor	1992	PC	●	1.8	—	—	1,548	1,548	43	43	0	0
The Grange Nursing Home	The Grange Nursing Home	1991	N	●	1.8	1,445	1,800	—	—	63	47	30	0
Home Park Nursing Home	Kendalcourt	2000	N	●	1.8	1,570	1,570	—	—	35	15	0	0
Sunnybank House	Cinnamon Care Collection	2014	PC	●	2.2	—	—	1,450	1,600	60	60	60	25
Oaklands House Care Centre	Future Care Group	1990	N	●	2.2	1,720	1,900	1,350	1,450	78	72	40	0
Speedwell Court	The Abbeyfield Society	2019	PC	●	3.2	—	—	1,528	1,528	80	80	80	32
Shedfield Lodge	English Oak Care Homes	1960	PC	●	3.3	—	—	1,050	1,250	36	19	0	36
Ridgemedes Care	Ridgemedes Care	1950	PC	●	3.8	—	—	1,250	1,400	36	36	0	0
Hamble Heights	Welford Healthcare	2013	N	●	3.9	1,650	1,800	1,400	1,500	60	60	60	0
Oak Lodge Care Home	Bupa Care Homes	2010	N	●	3.9	1,540	1,540	1,304	1,304	71	71	71	71
Stoke Knoll Rest Home	Mr & Mrs R C Northover	1987	PC	●	4.1	—	—	1,039	1,039	25	3	0	0
St Katherine Care Home	Bitterne Care Homes	1987	PC	●	4.1	—	—	900	975	24	4	0	0
Orchard Gardens	Anchor	2015	PC	●	4.1	—	—	1,550	1,550	48	48	48	24
Hawthorne Court Nursing Home	Hampshire County Council	2005	N	●	4.2	—	—	—	—	80	80	0	0
Lavender House Care Home	M&B Care Group	1981	PC	●	4.3	—	—	800	860	22	22	0	0
Alston House Care Home	Hamberley Care Homes	2023	N	●	4.3	1,750	2,000	1,400	1,600	84	84	84	18

Home name	Operator	First reg date	Registration	CQC rating	Distance (miles)	Private fee rates (£ pw)				Types of beds			
						N Min	N Max	PC Min	PC Max	Elderly Beds	En-suites	Wetrooms	Dedicated dementia beds
Aspen Lodge Care Home	Aspen Care	1992	PC	●	4.3	—	—	849	899	20	10	0	0
Ancasta Grove	Care UK	2021	N	●	4.3	1,755	1,830	1,525	1,600	75	75	75	31
Brook Lane Rest Home	Brook Lane Rest Home	1984	PC	☆	4.5	—	—	1,039	1,400	28	10	0	28
The Hawthorns Care Centre	Bondcare Care Homes	2011	N	●	4.5	1,158	1,280	922	1,016	74	73	55	24
Avon Park Residential Home	Avon Care Holdings	1988	PC	●	4.5	—	—	1,050	1,200	38	38	7	0
Florence Court Care Home	Barchester Healthcare	2021	PC	●	4.5	—	—	1,336	1,900	75	75	75	0
Springfield House Care Home	R & E Kitchen Care	1983	PC	●	4.6	—	—	950	995	25	12	0	25
South Haven Lodge Care Home	Aurem Care	1990	N	●	4.6	1,628	1,845	—	—	46	7	0	0
Fleming House Care Home with Nursing	Hampshire County Council	1994	N	●	4.7	—	—	—	—	55	20	0	0
Buttercup House Care Home	Shivron Care Home	1985	PC	●	4.7	—	—	975	1,200	20	17	0	0
The Gables	Sonrisa Care	1973	PC	●	4.8	—	—	1,039	1,100	24	12	0	0
Rosewood Care Home	MyCare Homes	1990	PC	●	4.8	—	—	1,180	1,180	35	35	0	0
The Firs	Caldwell Care	1989	PC	●	4.8	—	—	1,200	1,200	22	19	0	0
Shaftesbury Rest Home	Mr & Mrs R C Northover	1987	PC	●	4.8	—	—	850	980	17	0	0	0
Rose Villa	Rose Villa Care	1983	PC	●	4.8	—	—	1,039	1,100	20	1	0	0
Lawnbrook Care Home	Lawnbrook Care Home	1997	PC	●	4.9	—	—	1,100	1,150	30	30	0	0
St Elizabeth	RG Care Homes	1992	PC	●	4.9	—	—	900	975	17	5	0	0
Abbey House Nursing Home	Millennium Care Homes	1984	N	●	5.0	1,593	1,593	—	—	48	25	0	0
Little Brook House	Little Brook House	1989	PC	●	5.0	—	—	1,250	1,400	25	25	7	0
Brookvale House	Brookvale Healthcare	1987	PC	●	5.0	—	—	1,050	1,106	35	22	0	0
St Annes Nursing Home	Pegmar	1987	N	●	5.0	1,400	1,600	—	—	58	58	0	0
Total catchment area beds:										1,854	1,532	862	394

COMPETITION LIST - CLOSED CARE HOMES

Home name	Operator	First reg date	Registration	CQC rating	Distance (miles)	Private fee rates (£ pw)				Types of beds			
						N Min	N Max	PC Min	PC Max	Elderly Beds	En-suites	Wetrooms	Dedicated dementia beds
Pinewood Rest Home	G & A Investments Projects	1986	Closed		2.3	—	—	900	900	16	0	0	0
Holcroft House	Southampton City Council	1994	Closed		2.5	—	—	—	—	34	0	0	34
Oakwood Residential Home	G & A Investments Projects	1988	Closed		3.1	—	—	935	995	28	10	0	0
Glen Lee	Southampton City Council	1994	Closed		3.5	—	—	—	—	34	0	0	34
Bishops Waltham House Care Home	Hampshire County Council	1994	Closed		3.7	—	—	—	—	32	0	0	0
Ashley Manor	Strand Care	—	Closed		3.8	—	—	—	—	45	25	0	0
Precious Care Home	Precious Caring	1983	Closed		4.1	—	—	—	—	11	9	0	0
St Catherine's Care Home	Bitterne Care Homes	1994	Closed		4.1	—	—	600	700	14	1	0	0
45 Westridge Road	Owned by an Individual	1999	Closed		4.8	—	—	—	—	3	3	0	0
Total catchment area beds:										217	48	0	68

COMPETITION LIST - PLANNED CARE HOMES

Address	Applicant	Distance (miles)	Application status	Date of validation	Date of decision	Application reference	Net en-suite beds	Total beds
The Barn, Winchester Road, Land at Fieldfare Road, Botley, Southampton, Hampshire, SO32 2SZ	Halebourne Group Ltd	0.2	Pending	11/01/2024	—	F/23/96629	70	70
Moorhill, Moorhill Road, West End, Southampton, SO30 3AY	Highwood Homes Limited	2.3	Granted	20/10/2022	03/08/2023	F/22/94034	70	70
Providence Hill, Bursledon, Southampton, Hampshire, SO31 8AU	Colten Care Ltd	3.0	Pending	29/04/2024	—	F/24/97312	73	73
Station Road, Bishops Waltham, Southampton, SO32 1DH	Beechcroft Developments Limited	3.1	Granted	14/08/2017	22/02/2023	17/02075/FUL	66	66
Queens Head, Portsmouth Road, Fishers Pond, Eastleigh, Hampshire, SO50 7HF	Gillings Planning Ltd	3.9	Pending	20/02/2023	—	23/00446/FUL	8	8
Queens Head, Portsmouth Road, Fishers Pond, Eastleigh, Hampshire, SO50 7HF	Frontier Estates Limited	3.9	Granted	16/10/2020	22/12/2021	20/02269/FUL	60	60
The list above does not include extensions or reconfigurations of existing homes. We estimate that the platform has 97%+ coverage of new build planning applications. However, the Carterwood Analytics platform is a high-level market analysis tool - please undertake additional due diligence prior to committing any costs.			Total catchment area beds:				347	347

Address	Applicant	Distance (miles)	Application status	Date of validation	Date of decision	Application reference	Net en-suite beds	Total beds
The Ageas Bowl, Marshall Drive, West End, Southampton, SO30 3XH	Land & Development Advisory Ltd and RB Sports & Leisure Holdings Ltd	1.9	Refused (no appeal submitted)	06/06/2022	07/02/2024	F/22/93194	71	71