PARAMETERS

Demand base year: 2022
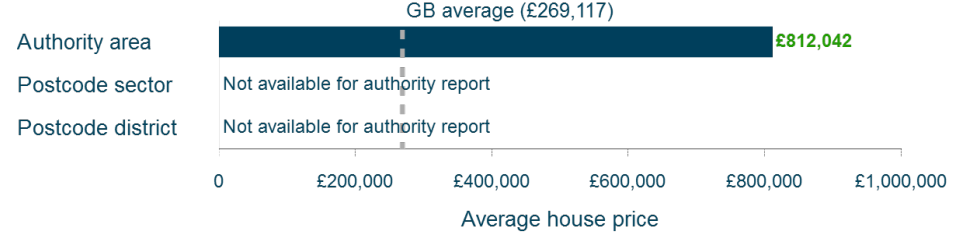**ASD geography:** Regional

ASD basis of demand: COVID-19 adjusted
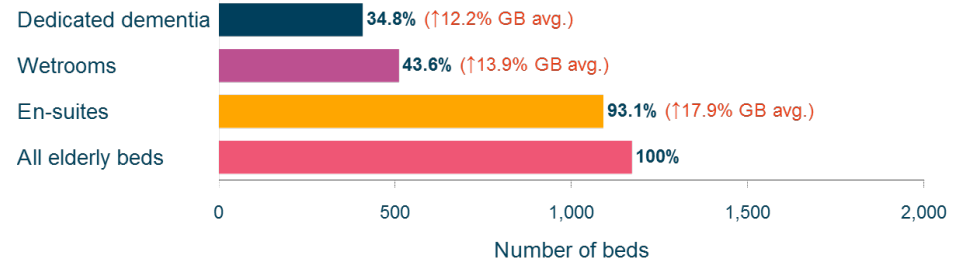
Authority Map

WEALTH

Authority area	£812,042
Postcode sector	Not available for authority report
Postcode district	Not available for authority report

GB average (£269,117)

Average house price

SUPPLY QUALITY

Dedicated dementia	34.8% (↑12.2% GB avg.)
Wetrooms	43.6% (↑13.9% GB avg.)
En-suites	93.1% (↑17.9% GB avg.)
All elderly beds	100%

Number of beds
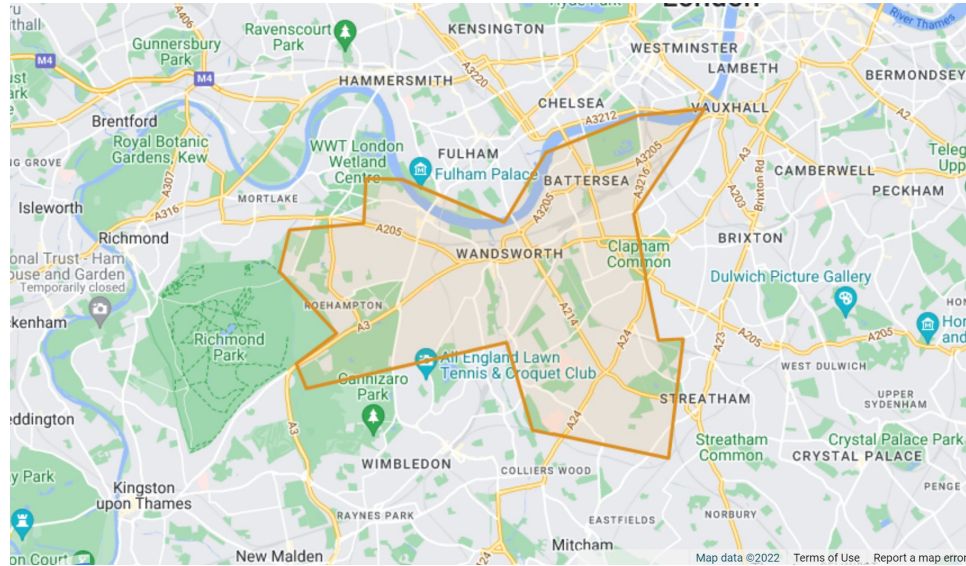
BED REQUIREMENT

Basis of assessment	All elderly beds	En-suite beds	Wetroom beds
Including all planned beds (104)	-582	-501	79
Including granted planned beds only (8)	-486	-405	175
Excluding all planned beds	-478	-397	183

DEMAND AND DEMOGRAPHICS

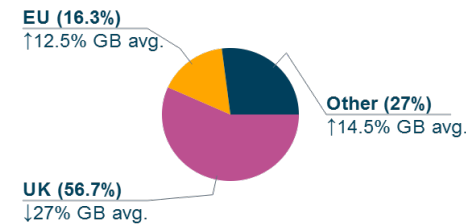| Type	Authority
Total population	335,886
Demand for care home beds	694 (Typical)
Age profile: 85 years plus	1.3% 1.3% lower than the UK average of 2.6%

STAFFING

Registered nurses market size:
2,953 (Large)

Care assistants market size:
11,597 (Very large)

RN Nationality

EU (16.3%)
↑12.5% GB avg.

Other (27%)
↑14.5% GB avg.

UK (56.7%)
↓27% GB avg.

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

9.9%
↓11.3% GB avg.

32%
↑1.1% GB avg.

14.8%
↓11% GB avg.

43.3%
↑21.2% GB avg.

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