

From: Matthew Barnett - Head of Strategic Commissioning and Policy [REDACTED]
Sent: Thursday, January 18, 2024 2:37 PM
To: Wallis, Carol <[REDACTED]>
Subject: 23/01994/FUL The Woodlands Hotel, Coupals Road, Sturmer, CB9 7UW - Needs of Care Home

You don't often get email from [REDACTED] [Learn why this is important](#) Hi Carol,

Essex County Council has recently published a Market Shaping Strategy: www.essexproviderhub.org/the-essex-market/market-shaping-strategy-2023-2030

We also have a Market Position Statement which sets out in more detail the current provision of residential care across Essex: <https://www.essexproviderhub.org/the-essex-market/market-position-statement/residential-care-market/older-people-residential-care/>

The Market Shaping Strategy places greater emphasis on supporting people at home and increasing extra care housing for older people. This is based on the choices people are making and technology and health care developments making it easier to provide more care at home. The County Council will be making fewer residential care placements, with the smaller number of adults that do need a care home placement having more complex needs later in life (including complex dementia and nursing care needs).

The current care home provision in Braintree is under-used. For a care homes long term viability it needs to be running at around 95% occupancy and the average occupancy in Braintree currently is 88% as shown in the table below. So we do not think there is a need for additional care home provision in the area at present and we have not identified Braintree as a current area for growth in the sector.

Adult Social Care has not been approached by the developer and it is unclear whether the care home will be aimed at adults known to social care or at self-funders. We would expect suppliers developing provision to have undertaken their own due diligence on demand and future direction.

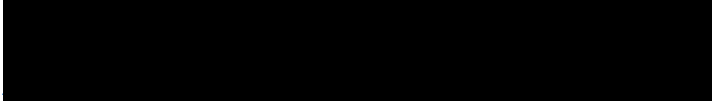
It is a time of some uncertainty for the care home sector. There have been recent legislative changes in relation to social care rates and charging which are waiting to be enacted. These will further alter the demand for and shape of the care home sector. The County Council will be undertaking further demand projections as the detail of these become clearer through national guidance.

Braintree Care Home Market, December 2023

Number of Care Homes (residential and residential with nursing)	26
Number of Care Homes with ECC placements	24
Percentage of homes CQC rated Good or Outstanding	69%
Number of beds	1454
Total occupied beds (including ECC funded)	1142
Percentage of beds occupied (including ECC funded)	79%
Total beds funded by ECC	460
Percentage of total beds funded by ECC	32%

Market entrants since April 2022	1
Market exits since April 2022	0

Matthew Barnett
Head of Strategic Commissioning and Policy
Adult Social Care
Essex County Council



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