



Small Care Home KPIs – 2020

- From Pinders' valuations in 2020
- Registrations 20 and below (based on effective maximum occupancy)
- OP and DE registration
- 42% of the valuations related to potential sales (36% in 2019)
- Average value was £1,100,000

Small care homes outperformed the rest of the care home market in 2020, according to business appraisals we undertook in the 2020 calendar year.

This is best illustrated by average fees of £728 a week, 5.3% higher than those in homes with over 21 beds. In fact, fees in smaller homes increased by 8.2% over 2019, compared to a 1.8% increase in homes over 20 beds.

FMOP (fair maintainable operating profit) increased by 6%, due to a combination of higher fees and reduced staff costs.

It is ironic that lending policies of the mainstream banks means that they will not support new monies for homes of this size. Fortunately, there are other lenders supporting this sector of the care market.

Average Fees

	2019	2020	Change 2019/20
Small care homes	£673	£728	+8.2%
Care over 20 beds	£679	£691	+1.8%

The range of fees was £494 in West Midlands to £948 in Hertfordshire.

Staff costs %

	2019	2020
Small care	56.1	52.3
Over 20 beds	53.9	54.1

The range of staff costs was 39% to 64%.

83% of staff costs were in the range 39% to 59% of income.

Salaries for Managers

	2020	2019	Care homes Over 20 beds
<i>Per annum</i>	£29,019	£29,104	£34,273

Seven homes did not have a salaried registered manager, the post being covered by owners.

The highest salary was £40,600 in Herts. This home also had the highest average fee at £948.

FMOP %

	2019	2020
Small care	26.7	28.3
Over 20 beds	28.8	27.7

FMOP for small care homes increased by 6% from 2019, while that for other care homes declined by 3.8%.



Care Home (over 20 beds) KPIs – 2020

- OP & DE registration only
- EMO between 21 and 80 (average 30)
- Non-corporate homes

Average Fees

	2020	2019	Change
Care 21 beds +	£691	£679	+1.8%

Three care homes had an average of less than £500 a week (Lancashire & Merseyside)

Two homes (Sussex & Cheshire) had an average of over £900.

One home in Cornwall had an average of £1,060 per week

Staff Costs

	2020	2019
Care 21 beds +	54.1%	53.9%

The range of staff costs was 37% to 79%.

65% of homes were in the range of 45-60%.

Salaries for Managers

	2020	2019
<i>Per annum</i>	£34,273	£33,460

The range of salaries:

£29,120 Merseyside

£57,500 Cornwall

FMOP

	2020	2019
<i>Per annum</i>	27.7%	28.7%
<i>Per bed</i>	£9,140	£10,600

FMOP fell by one percentage point in 2020, although staff costs only increased slightly. Other operating costs have therefore increased.

Regional Variations (all sizes of home)

	<i>Manager £</i>	<i>Ave fee £</i>	<i>Staff costs %</i>	<i>FMOP %</i>	<i>FMOP P bed £</i>	<i>MV P bed £</i>
North/East	30,880	643	55.1	25.7	11,000	480
South	31,888	846	47	32.4	14,800	870
Midlands	37,646	620	55.7	26.7	8,750	450
S West	36,380	802	51.3	32	12,300	790
Wales	27,892	627	60.8	24.3	12,200	380