

PRESS RELEASE, 1st October 2024

Zephyr X on track to open Oxfordshire care home in 2025

Commercial and residential property developer Zephyr X today announced that its latest care home redevelopment in Oxfordshire is on track to open in the first quarter of 2025.

The announcement marks a significant milestone in the revitalisation of the historic Eastfield House, a former care home at Whitchurch-on-Thames, which had become outdated, unfit for purpose and was attracting unwanted attention.



By restoring and extending the original building, Zephyr X is bringing the facility back to life while also helping to address the critical undersupply of care beds in the area, which currently has a shortfall of 679 wetroom beds.

The new care home will have 45 ensuite bedrooms, employ over 100 local team members, be equipped with cutting-edge technology, and will be operated by the award-winning dementia specialist Bracebridge Care Group.

Zephyr X has a proud track record of delivering high quality care homes across the UK. Founder Adam Faulkner said: "We are excited to be redeveloping an unloved building in Whitchurch-on-Thames, bringing it back to life for the community. This project is particularly important as it tackles the significant undersupply of care home beds in the area."

Bracebridge Care Group chief executive officer Samantha Crawley said: "This is an exciting milestone for all involved. With our expertise in dementia care and Zephyr X's innovative approach to care home development, we're creating a space that will not only enhance the lives of our residents but also ease the pressure on local GPs by providing much-needed fit-for-purpose accommodation."

The project underscores Zephyr X's commitment to improving care sector spaces. Over the past 24 months the company has successfully delivered 276 beds and is set to continue this growth with a pledge to create hundreds of additional care home beds annually. By focusing on underserved areas, particularly those with lower fees and different demographics, Zephyr X provides equal access to high-quality care for all communities.

Zephyr X specialises in creating innovative spaces within the care sector, focusing on markets that traditional developers and operators often overlook. By working closely with local authorities and Integrated Care Boards, Zephyr X ensures that high-quality, fit-for-purpose care home beds are available to all, regardless of geographic or demographic challenges.

According to new analysis from Age UK, two million older people in England are living with some unmet need for social care. The finding is one of many in a major new Age UK report: *The State of Health and Care of Older People in England 2024*.

Drawing on the latest available data, the report concludes that England's health and care services continue to be under enormous pressure so that, despite the best efforts of many dedicated staff, they are currently unable to meet the needs of all the older people presenting who require treatment, care and support. Long-standing problems were greatly exacerbated during the pandemic years and despite some recovery since then in some areas, in others it has not yet proved possible to prevent a decline in capacity, service availability and performance, with worrying implications for older people and their families and unpaid carers, says the report.

For more information please contact [020 3649 9900](tel:02036499900) or email info@zephyrx.co.uk.

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CAPTION: Zephyr X is on track to open a new care home at Whitchurch Upon Thames in 2025.

About Zephyr X:

As residential and commercial property developers, we create beautiful environments that blend state-of-the-art technology with cutting-edge designs to warmly welcome people home. Our developments include build to rent properties, from [residential development](#) to commercial property development, and healthcare spaces such as [care home development](#). We take pride in creating exceptional properties, built around beautiful living and community wellbeing that meet today's needs, while anticipating tomorrow's demands.

About Bracebridge Care Group:

Bracebridge Care Group is an award-winning provider of dementia care services, recognised for its innovative approach to enhancing the quality of life for its residents. The group is renowned for its expertise in specialist care, offering homes that feel like home while catering to the needs of individuals living with dementia.

Media:

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