



Our Pricing & Fees

Choosing a care home is one of the most important decisions a family will ever make.

Unfortunately, one of the most frustrating parts of that process is understanding the cost of care.

Many providers avoid giving clear answers. You'll often hear things like:

- "It depends on the level of care"
- "We'll need to assess first"
- "Fees vary widely"

While care needs do matter, this approach often leaves families feeling uncertain and unable to plan. **At Jasmine, we believe families deserve clarity and transparency from the very beginning.**

That's why we explain and advertise our fees openly.

How Our Fees Work

Our weekly fees start from **£1200**

The most important thing to understand is this:

At Jasmine, your fees are based on the room you **choose** — not the level of care you require.

If we believe we can provide **the highest standards of care** for someone, the cost will not initially depend on their care needs, and future fees won't increase because their care needs do.

The only factor affecting price at Jasmine is which room within the home you select.

This is different from the majority of care providers.

Why Our Prices Vary

Unlike many modern care homes where every bedroom is identical, our homes are typically characterful properties, fully modernised while retaining their own unique layout.

Because of this, every room is a little different.

Some rooms may offer:

- **More space**
- **A larger bathroom**
- **Garden views**
- **Period features**
- **A quieter** location within the home

All rooms are designed to feel **homely**, comfortable and safe as a priority, but their individual characteristics mean prices vary.

- Small bedroom
- Large Bedroom with ensuite
- large bedroom with ensuite

Typical Weekly Fee Ranges

At Avenue House weekly fees start from **£1200 per week**, depending on the room selected.

We offer outstanding care with honest, transparent prices that compete with other local providers.

How Jasmine Achieves High Standards with Lower Fees

Our mission is at the heart of everything we do at Jasmine:

“By prioritising our people, our mission is to provide the highest standards of care, to as many elderly residents as possible.”

We pay our team members top industry salaries, cover the cost of training and development, and ensure they receive plenty of bonuses and rewards for their hard work. This may come at an additional cost up front, but long-term we are able to retain great team members, reducing agency and recruitment costs.



We believe the happier our teams, the better care they will provide, ensuring happy residents! With residents and their families being happy with the care we provide, our homes enjoy a high occupancy rate, meaning we do not need to offset the cost of empty rooms.

In addition, we keep our overheads low and invest in **high quality, long-lasting renovations and finishes**, rather than cheap quick fixes.

Fundamentally, Jasmine is a **values-driven** care home provider, motivated to provide care to as many elderly individuals as possible. This means ensuring we provide care at an accessible price point, rather than being solely profit-driven.

What Our Fees Include

Our fees are designed to cover the full experience of living at Jasmine, including:

- 24/7 professional care and support and companionship
- Personalised care planning
- Home-cooked meals and snacks
- Activities and wellbeing programmes
- Housekeeping and laundry
- Access to communal lounges and gardens

Our goal is to create a warm and homely environment, **not a clinical facility**.

When Fees Might Change

Changing care needs will not increase fees. This is unlike other providers, who increase fees when a change in care level is required.

Jasmine only implements a fee increase once per year based on cost-of-living increases and will always explain all the reasons for the increase necessary each year. Other providers often increase their fees more often than annually, especially in times of high inflation.

Social Services Funded Rooms

In addition, at Avenue House, we have rooms which are suitable for residents to be funded by social services.

To be eligible for your local authority to pay elderly care fees, the resident must not have savings of over **£23,250 (2026)**.

The Lifetime Cost of Care

Residential care is a significant financial decision.

The average stay in residential care is typically around **2–3 years**, though this varies greatly depending on individual circumstances.

We always encourage families to consider:

- Long-term affordability
- Potential local authority support
- The value of high-quality care and community

Our team can help guide families through these conversations.

At Jasmine, once you have paid private fee rates for 3 years or more and your assets fall below the threshold above for social services funding, we will not ask you to top up local authority funding to cover the cost of the care you have already been receiving, unlike most other operators. We will also never give you notice, unlike most other operators do when private funding runs out. However, we may require you to move to a social services room.

Our priority is always the wellbeing of the resident and continuity of care, not maintaining fee rates or profits.

Funding Support

Understanding funding can be complex.

Depending on circumstances, care may be funded by:

- Self-funding
- Local authority support
- NHS Continuing Healthcare

Our team can help explain the options and support families through the process.

Common Questions About Fees

Do you charge more if care needs increase?

No. If we can meet someone's care needs, the fee remains based on the room they choose.



Are there hidden costs?

We aim to keep pricing simple and transparent. Most services are included within the weekly fee.

Optional extras such as hairdressing or specialist services may have additional costs.

Can we choose a specific room?

Yes — where availability allows. Many families prefer to visit and see which room feels right.

What happens if care needs change significantly?

If a resident's needs change beyond what we feel we can safely provide, we will always be honest and help support a transition to a more suitable setting if needed.