

BRIDGEHEAD | SOCIAL CARE

MEDIA POWER LIST 2025

Top 20 Mid-size Care Home Groups

by Media Coverage and Social Media Reach



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1. FOREWORD

In social care, credibility matters. The way providers communicate what they do, and how they showcase life within their homes, shapes how claims of quality are received and believed.

Reputation in this sector is built not only on the standard of care delivered each day, but on how clearly that care is demonstrated to the outside world. For providers, communication is inseparable from credibility. When providers tell their story well, they don't just inform, they build trust.

This report, building on our previous Social Media Power Lists, looks at how the UK's leading mid-size care home groups are using that voice. Drawing on a year of data, we rank the top twenty providers by their combined presence across social and traditional media, offering a clear picture of how they engage audiences and shape their reputations.

Across the data, several patterns stand out. Local media remains the backbone of coverage, accounting for almost three-quarters of all stories published, largely focused on individual home news. Trade titles continue to share organisation-wide updates, while national coverage, though smaller in volume, still shapes broader public understanding of care.

On social media, Facebook continues to drive the highest engagement, with LinkedIn holding steady after several years of strong growth. X (formerly Twitter) and Instagram remain important, while TikTok is emerging as a space for recruitment, campaigning, and storytelling.

What stands out most is not the individual figures but what they reveal collectively: that communication and credibility are now deeply linked. The highest-performing groups, including Carebase, Berkley Care Group, and Care South, show that consistent, authentic storytelling builds lasting trust and recognition.

As the sector continues to expand, credible communication will be central to how it retains talent, attracts residents, and builds public trust. This report offers practical insight into how that credibility is earned and sustained. By identifying where communication is most effective, it provides a snapshot of current practice, helping providers see how others are performing, where progress is being made, and where further opportunity lies.

William Walter
Managing Director
Bridgehead Communications



BRIDGEHEAD

ABOUT US AND OUR SERVICES

Bridgehead Communications is a full-service PR and communications agency. Our care division, Bridgehead Social Care works with care providers and their suppliers to promote their brand, improve their reputation, and influence change among the audiences that matter to them. We do this through the media, online, and among policymakers.

01

PUBLIC RELATIONS

We work with care providers and their leaders to generate positive press coverage that enhances reputation, drives referrals, and positions you as a trusted leader.

02

CRISIS COMMUNICATIONS & REPUTATION MANAGEMENT

We protect and restore your reputation during crises, offering rapid, strategic communications support to manage media, reassure stakeholders, and rebuild trust.

03

DIGITAL MARKETING & SEO

We drive online visibility and lead generation through tailored digital campaigns, website optimisation, and strategic SEO designed specifically for the adult social care sector.

04

REGULATORY & POLITICAL ENGAGEMENT

We help you navigate and influence the regulatory and political landscape, ensuring your voice is heard by policymakers, regulators, and key sector influencers.

05

WEBSITE DESIGN & DEVELOPMENT

We create beautiful, user-friendly websites for care providers that boost enquiries, support recruitment, and communicate professionalism, compassion, and trust to families and commissioners.

06

EVENTS & THOUGHT LEADERSHIP

We position you at the forefront of the sector through expertly managed events, speaker opportunities, and compelling thought leadership campaigns that build authority and influence.

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3. INTRODUCTION

In today's adult social care sector, media is no longer a "nice-to-have" – it's a critical tool for communication, reputation, and influence.

For care providers, visibility across both social and traditional channels can directly shape how they are perceived by residents, families, staff, policymakers, and the wider public.

Social platforms such as Facebook, LinkedIn, and X, together with traditional outlets at local, trade, and national level, now act as the sector's shop window. They showcase life inside care homes – from resident activities and family engagement to staff development and community partnerships. They also provide reassurance to prospective families, highlight each organisation's culture and values, and offer a powerful way to celebrate staff successes, strengthening both morale and reputation.

Beyond day-to-day storytelling, media has become a campaigning force in its own right. Providers and representative bodies are increasingly using it to shine a spotlight on sector-wide challenges – from workforce pressures and rising costs to the persistent stigma that surrounds social care, and on industry campaigns. The ability of media to amplify the sector's voice was perhaps most visible during the pandemic, but its strategic importance has only deepened since.

Although hard data on return-on-investment is limited, evidence from healthcare and wider industries shows clear benefits: greater brand recognition, stronger trust, and a more resilient reputation in the eyes of stakeholders. For care providers competing in an increasingly crowded landscape, media presence is not just about visibility – it is about influence.

This report examines how the UK's Top 20 Mid-size Care Home Groups 2025 (as ranked by carehome.co.uk) perform across both social media platforms and traditional press. It ranks providers by reach and coverage – from total followers and platform breakdowns to media mentions at an individual-home and corporate level.

Taken together, these findings provide a unique picture of how today's leading care groups are harnessing media to tell their stories, engage audiences, and strengthen their reputation – at both a local and national level.

4. MEDIA COVERAGE

COVERAGE BY MEDIA TYPE

Coverage by Media Type (July 2024 – July 2025)

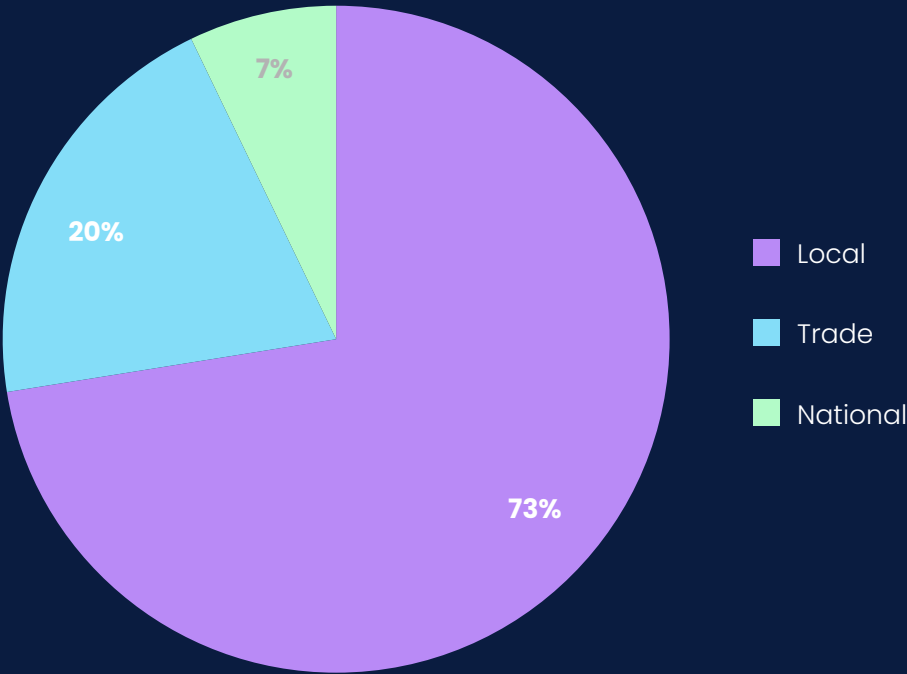


Chart 1

In total, the Top 20 Mid-size Care Home Groups 2025 secured more than 900 pieces of media coverage between July 2024 and July 2025.

Our research found that local media coverage dominated these figures – accounting for nearly three-quarters of total coverage in the period. News related to individual care homes accounted for the vast majority of these mentions.

Trade media represented just over one-fifth of the total, largely concentrated on company-level developments, while national outlets provided the remaining seven per cent. Every care group among the top twenty achieved at least some local coverage, while 16 secured mentions in trade publications, and 13 just featured in the national press.

MEDIA COVERAGE BY CARE GROUP

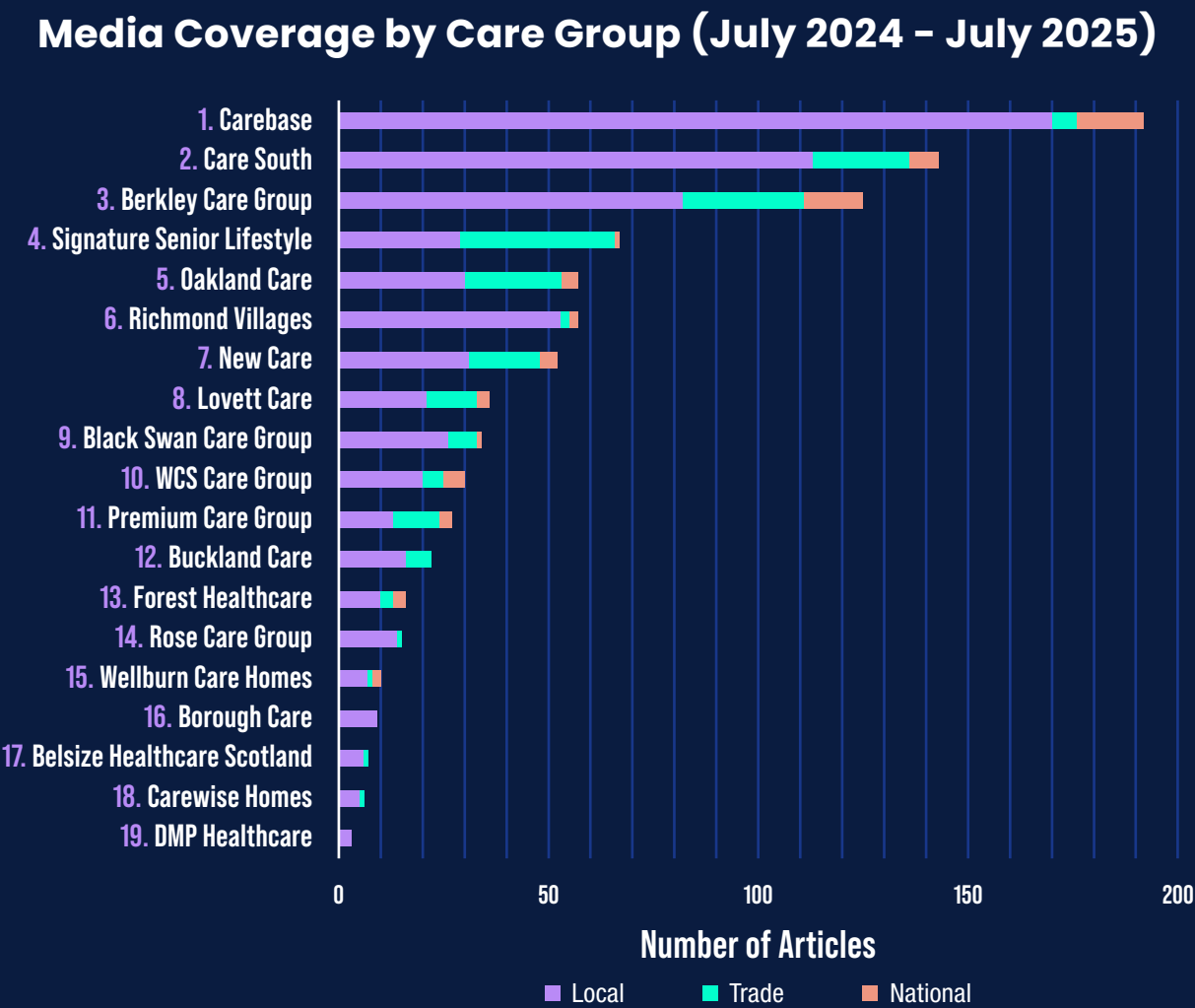


Chart 2

Of all care groups, **Carebase** dominated in total media coverage. Overall, it drew 192 pieces of coverage between July 2024 and July 2025. Local media provided the vast majority of this total (170). Trade media was responsible for six articles in which Carebase was mentioned, , while in national media it drew 16 pieces of coverage.

That Carebase secured more national than trade coverage is interesting to note. It goes against the established trend that national media provides the smallest portion of care groups’ total coverage. In fact, there was only one other care group among the top twenty that exhibited the same – **Wellburn Care Homes**.

Care South followed in second place, with 143 pieces of coverage, while **Berkley Care Group** ranked closely behind with 125. For both groups, local media coverage dominated, with a smaller number of articles in trade publications, and an even smaller proportion in national media.

A notable exception to the trend of local coverage dominating care groups’ media presence was **Signature Senior Lifestyle**. Ranking fourth overall overall, mentioned in 67 articles, more than half of Signature’s media coverage came in trade publications.

Oakland Care and **Richmond Villages** shared fifth place, securing a total of 57 pieces of media coverage in the time period.

AVERAGE NUMBER OF ARTICLES PER HOME

Average Number of Articles per Home (July 2024 – July 2025)

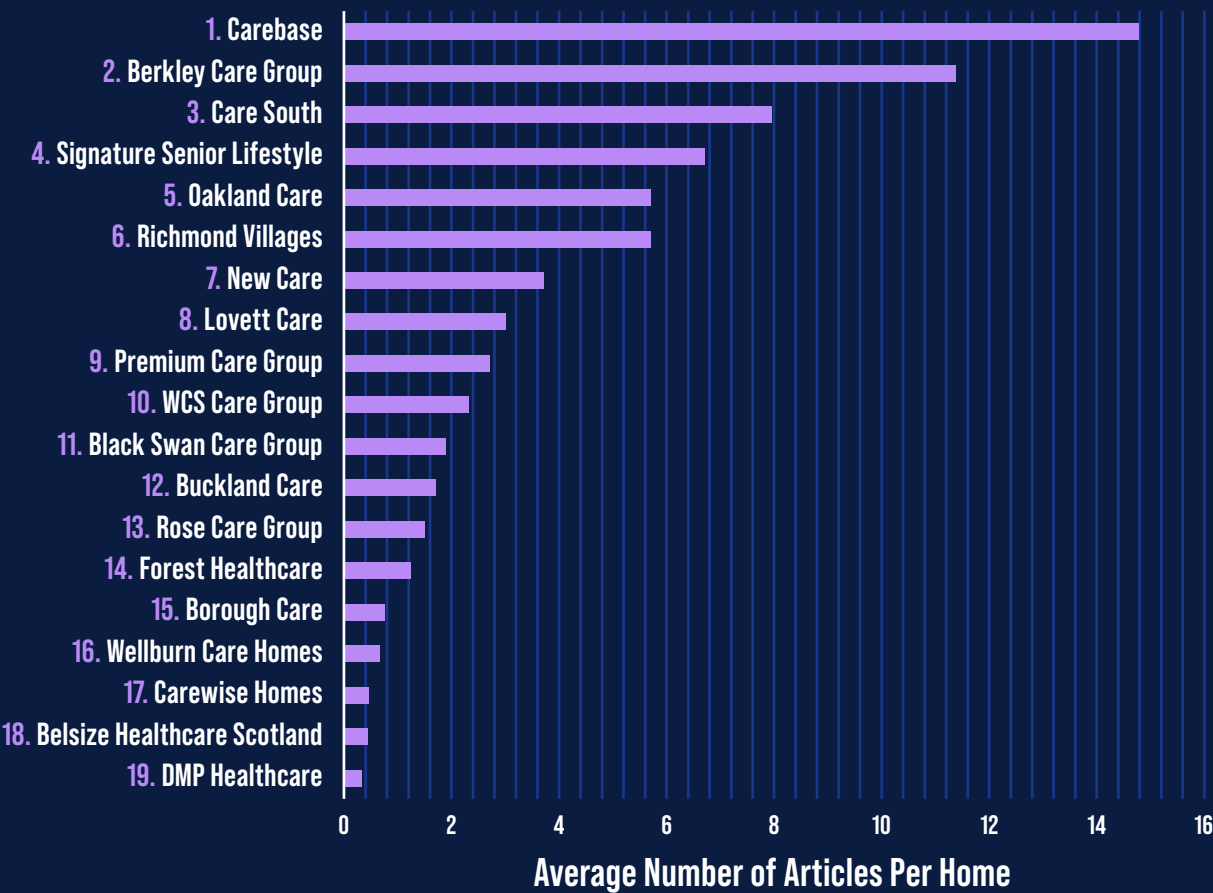


Chart 3

The three highest-ranked care groups by coverage per home (total number of articles divided by the number of homes) are the same as those overall: **Carebase**, **Berkley Care Group**, and **Care South**. **Berkley Care Group**, however, leapfrog Care South into second place, with 11 articles per home compared to Care South's eight.

This chart illustrates the notable disparity between these standout performers and the lower-ranked care groups. In fact, the articles-per-home of the bottom twelve *combined* remains less than **Carebase's** leading average of 14.69.

DMP Healthcare, the care group with the fewest homes, sits at the bottom of the rankings both overall and at a per-home level, with only two pieces of media coverage between 9 homes.

Care South and **Black Swan Care Group** have the most homes, at 18 each. While **Care South** secured 7 articles per home, **Black Swan Care Group** lags a distance behind at 1.44. With a notable focus on local media coverage, **Richmond Villages** enjoyed a jump from sixth for overall media coverage to fourth at a per-home level. By contrast, **Signature Senior Lifestyle**, whose media coverage has a significant trade focus, fell to sixth in the article-per-home ranking.

CORPORATE MEDIA COVERAGE BY CARE GROUP

Corporate Media Coverage by Group (July 2024 – July 2025)

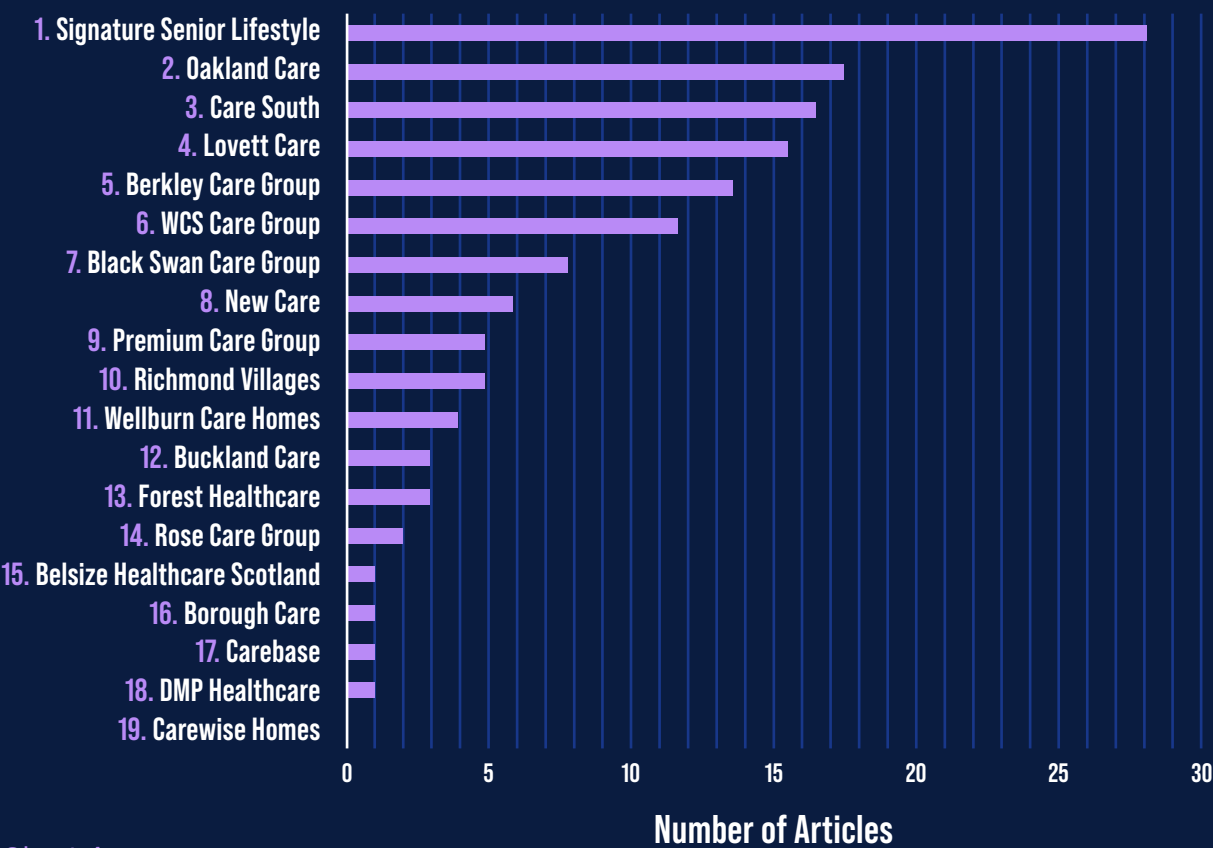


Chart 4

Signature Senior Lifestyle topped the rankings for media coverage specifically regarding the wider care group with 29 articles, boasting a convincing lead on second-ranked Oakland Care, who drew 18. A cluster of strong mid-tier performers then emerges in **Care South** (17), **Lovett Care** (16), **Berkley Care Group** and **WCS Care Group** (12).

Carebase, the leading care group for overall media coverage, dropped to 17th place at the company level: corporate makes up only 0.5 per cent of its total coverage. By contrast, **Signature Senior Lifestyle** jumped from fourth in overall media coverage to first for corporate coverage, which comprised 43 per cent of its total.

TOP 10 CARE HOMES BY MEDIA COVERAGE

Top 10 Care Homes by Media Coverage (July 2024 – July 2025)

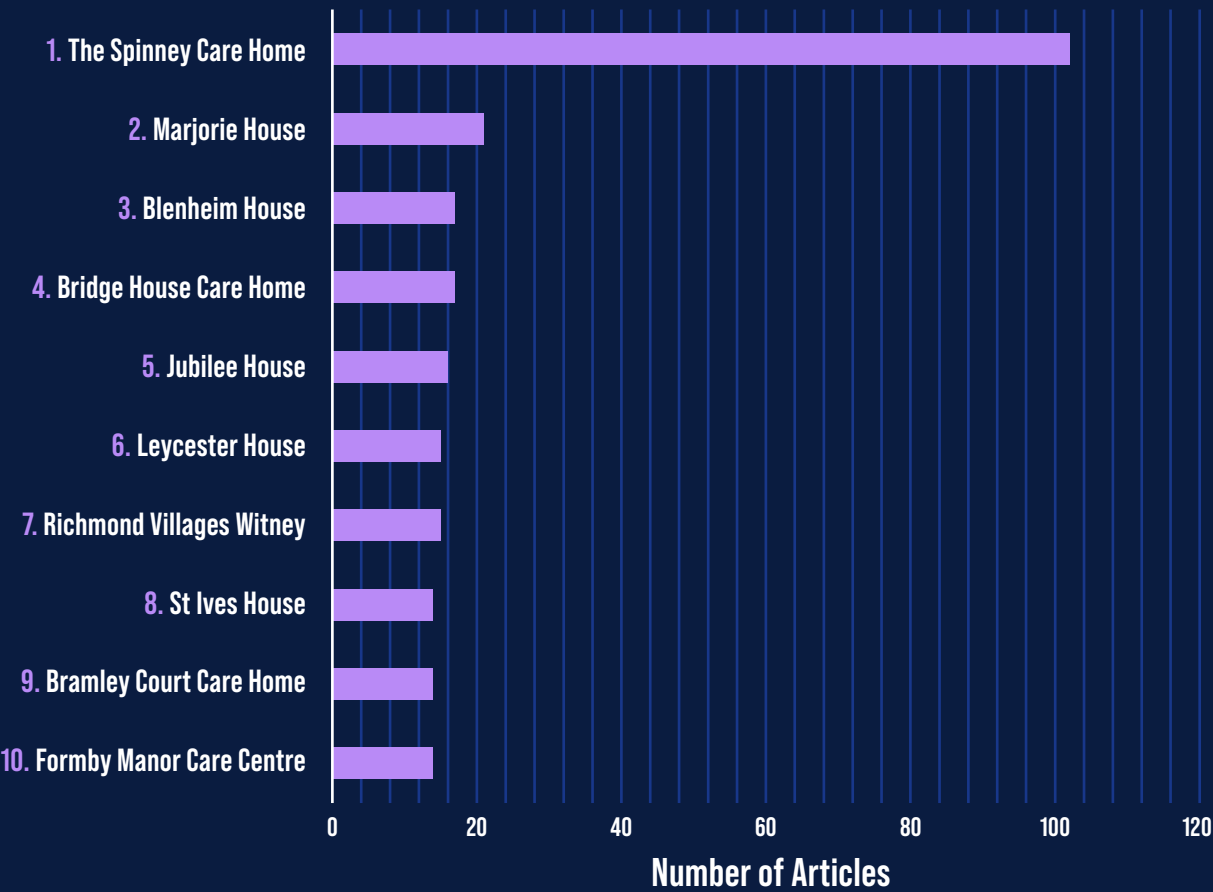


Chart 5

Of all care homes belonging to the Top 20 Mid-size Care Home Groups, one stood out in particular for the sheer volume of its media coverage. This was **The Spinney Care Home**, which belongs to **Carebase**.

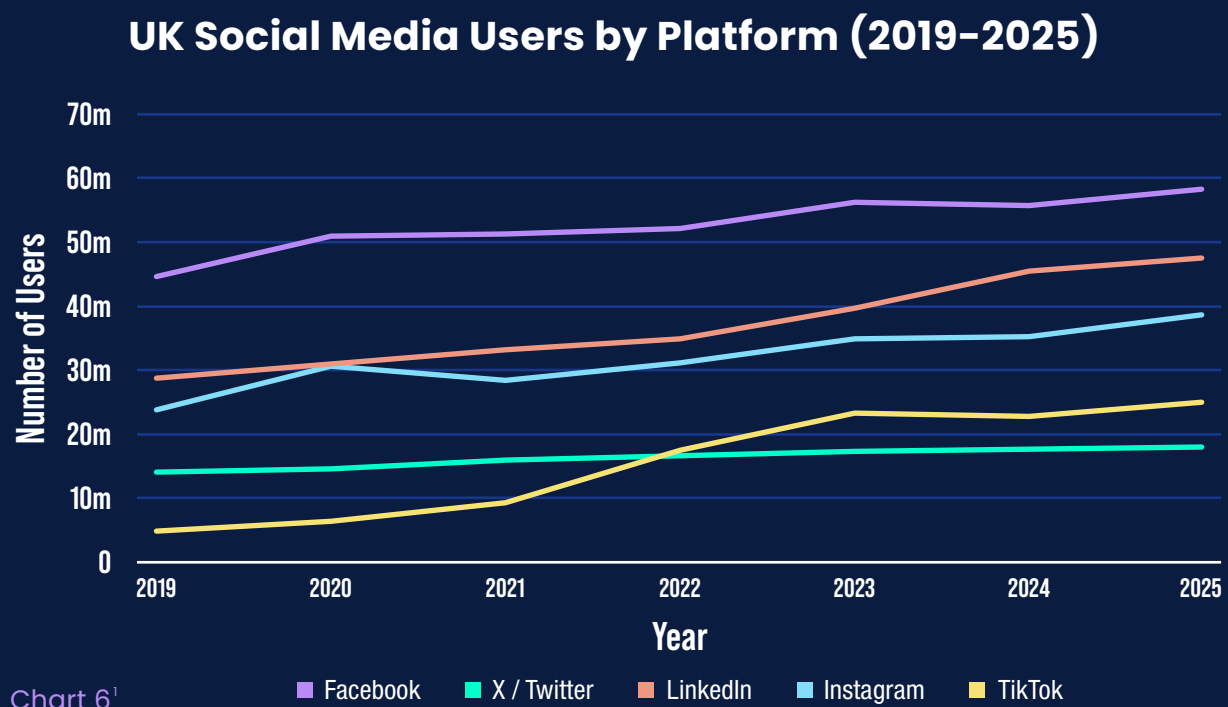
Its huge lead over peers came as a result of extensive coverage of one particular event in the home. In April 2025, The Spinney hosted a wedding to allow one of its residents to walk their daughter “down the aisle”.

The story was covered widely across a large number of national and regional publications.

After The Spinney came a cluster of care homes, led by **Marjorie House (Carebase)** with 21 pieces of coverage in the period. **Blenheim House (Berkley Care Group)** and **Bridge House Care Home (Carebase)** tied third with 17 pieces of coverage. **Jubilee House (Berkley Care Group)** ranked fifth, with 16 pieces of coverage.

5. SOCIAL MEDIA

USERS BY PLATFORM



This chart shows the growth in UK users of the five most used social media platforms in the social care sector. Perhaps unsurprisingly, Facebook leads the pack, with an estimated 58.3 million users in the UK in September 2025. The platform accounts for 31 per cent of the total users across all five platforms.

LinkedIn, the fastest growing platform between 2023 and 2025, is not far behind, however, with an estimated 47.5 million users this year.

Instagram's growth since 2020 has been steady, rising from 30.6 million to 38.6 million in five years.

The use of X (formerly Twitter) has remained relatively flat since 2019 – with users rising by just four million over the period. TikTok has seen the opposite – growing by more than 500 per cent since 2019. Its growth has slowed, however, since 2023.

¹ Sources: Facebook ([NapoleonCat](#) – September 2025), Instagram ([NapoleonCat](#) – September 2025), X / Twitter (Statista) LinkedIn ([NapoleonCat](#) – September 2025), TikTok (2023: Ofcom data, reported in [The Sun](#), [MSN](#), [GB News](#); 2024: [DataReportal](#), 2025: [SQMagazine](#)).

FOLLOWERS BY PLATFORM

Combined Followers by Platform (August 2025)

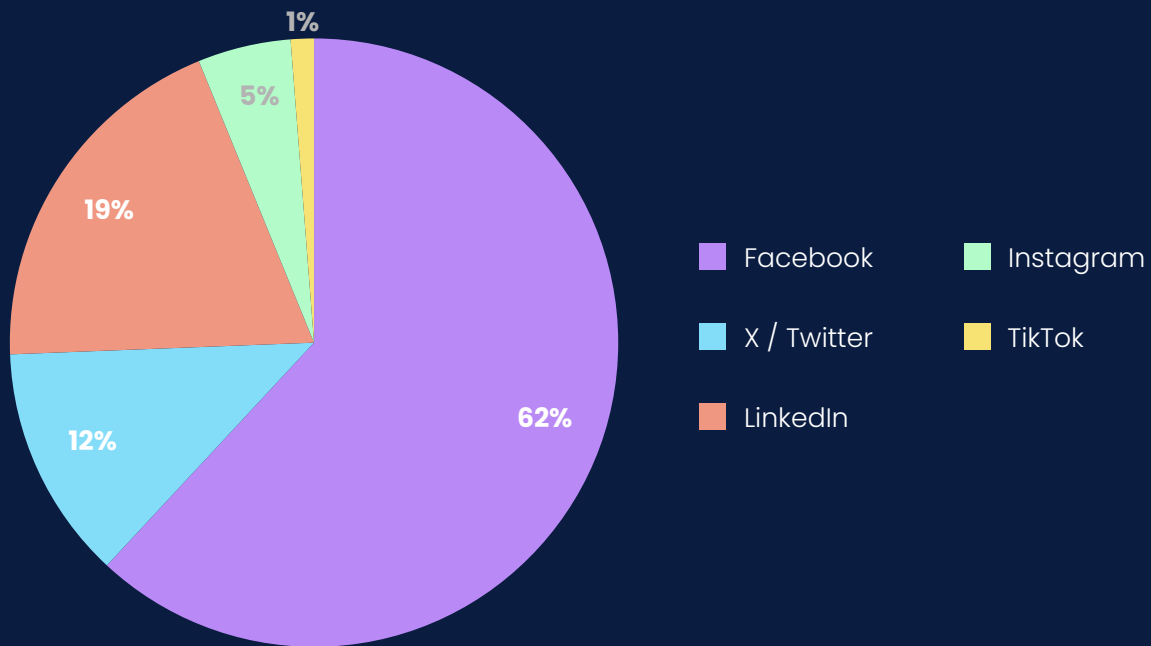


Chart 7

As of August 2025, the total social media following of the Top 20 Mid-size Care Home Groups stood at 293,920.

The chart above breaks down this total by platform. It found that, as in 2023 and 2024, Facebook dominates. In 2025 it accounts for 62 per cent of the 294,000 total. LinkedIn is the second-most popular, at just under 20 per cent.

Interestingly, this marks a decline on LinkedIn's 2024's figures, where it accounted for 21 per cent, and bucks the expected trend of LinkedIn's growing prominence in the adult social care sector. It had, between 2023 and 2024, grown from 12 per cent to 21.

Instagram suffered a similar decline. In 2023, it accounted for just over eight per cent of the overall following of the leading mid-size care home groups. In 2024, it accounted for 11 per cent. This year, it has declined to just five. X / Twitter's percentage remained virtually the same.

TikTok has grown ever so slightly to just over one per cent of the total following of the top mid-size care groups, from near-zero in 2024. The chart below demonstrates the change in followers on each platform since our 2023 power list.

Power Lists Compared: Combined Followers by Platform (2023 – 2025)

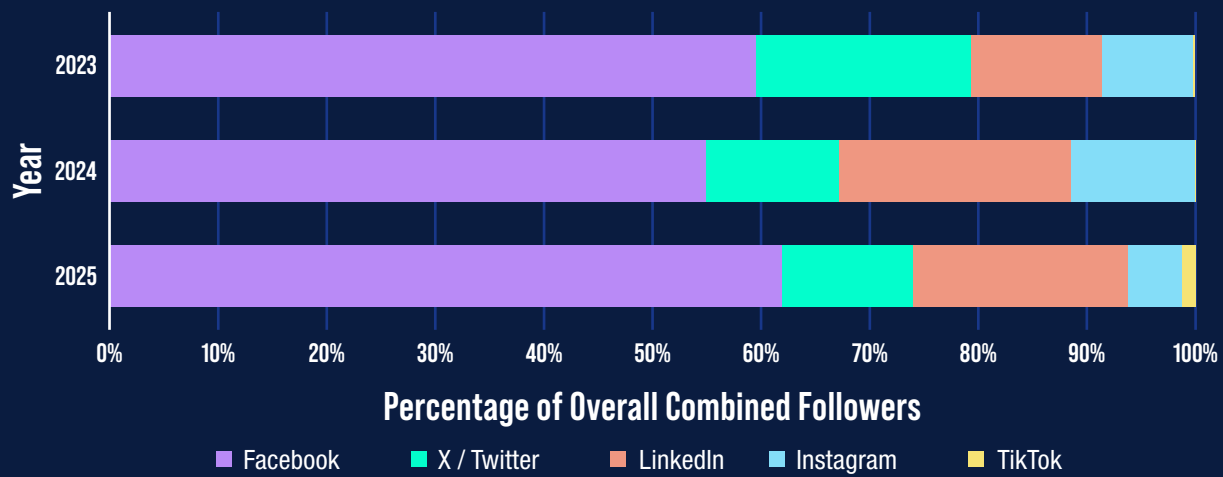


Chart 8

OVERALL FOLLOWERS BY CARE GROUP

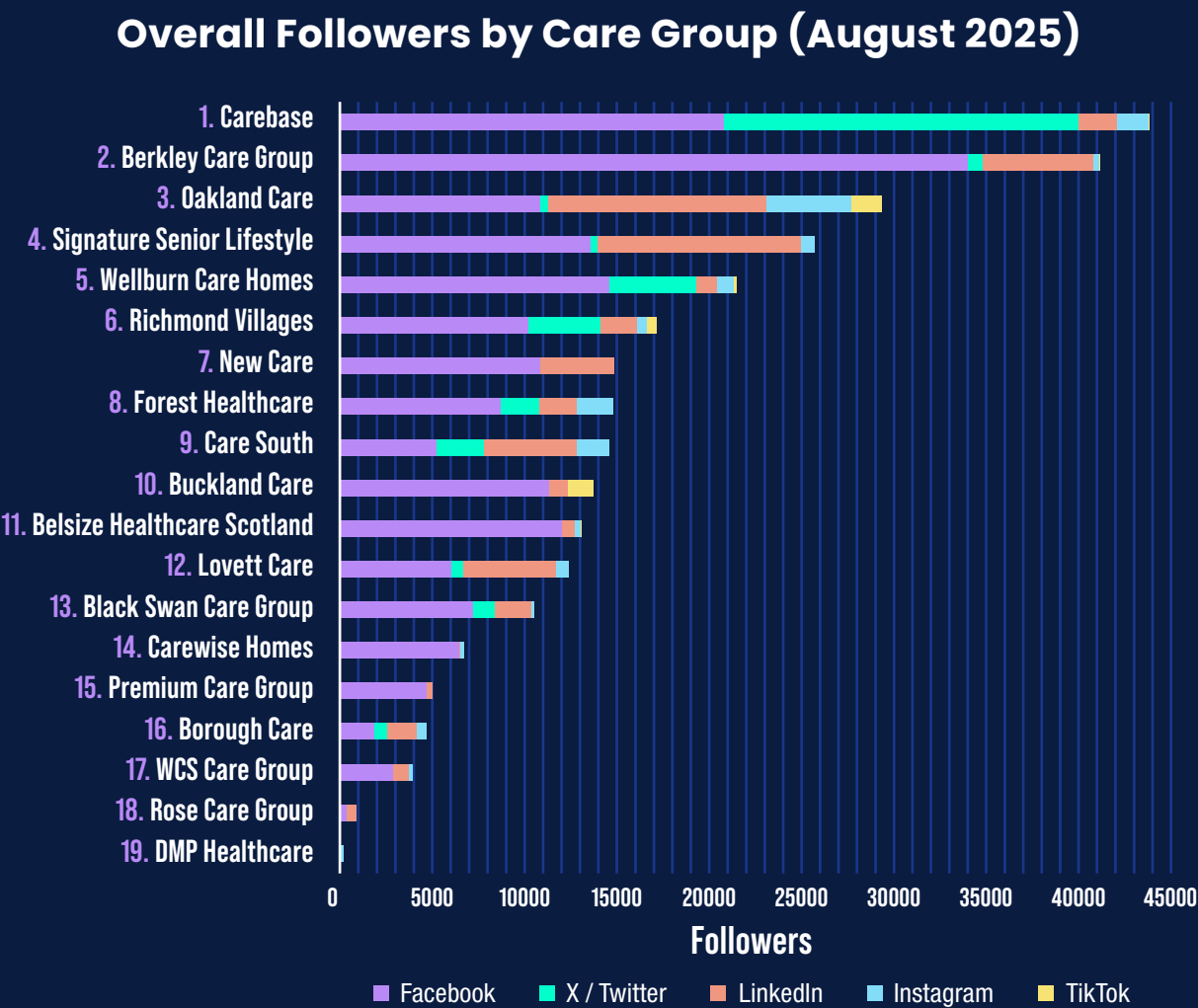


Chart 9

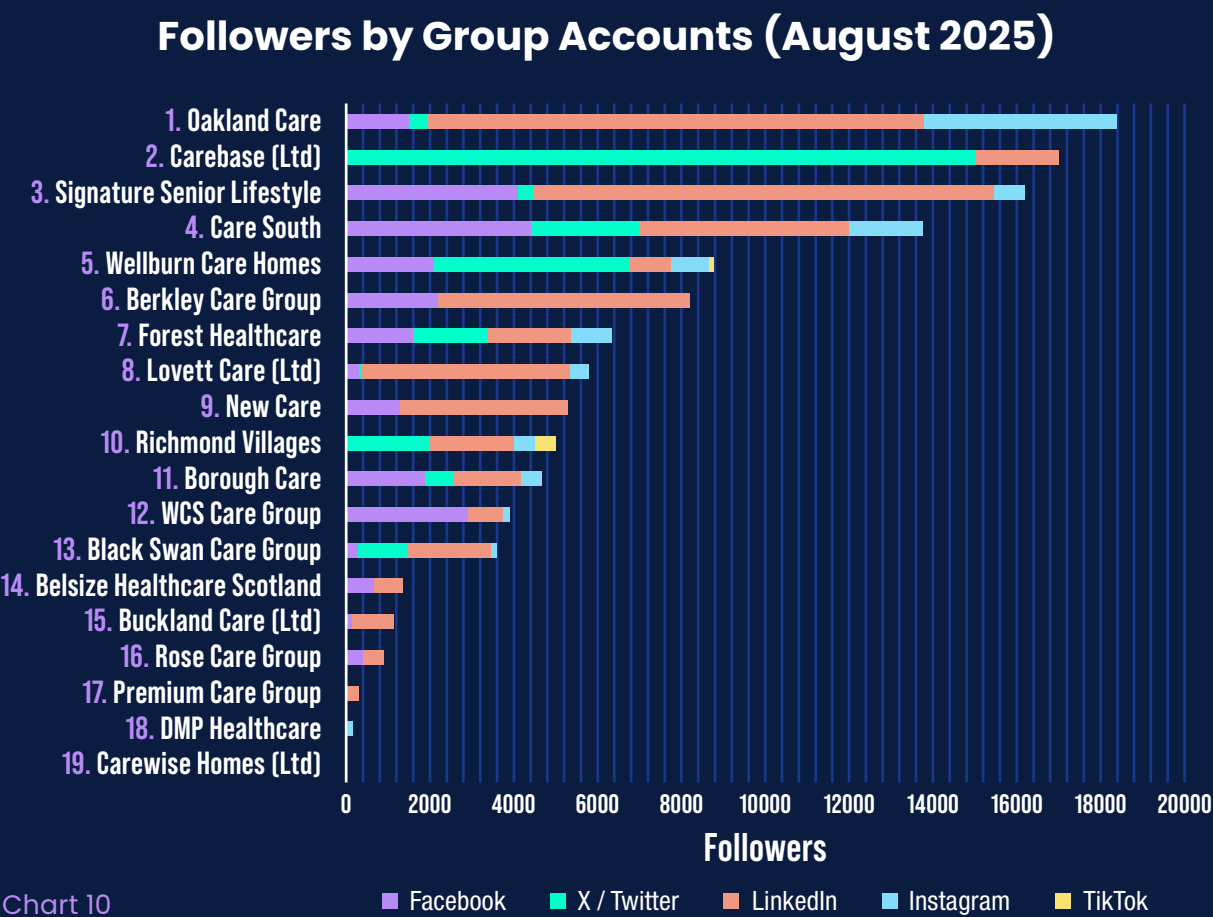
Carebase topped the social media rankings with a total of 43,800 followers, split largely across Facebook and X (Twitter). Following closely behind was **Berkley Care Group**, who had a total of 41,200 followers. The majority of Berkley’s following (34,000) came from Facebook, followed next by LinkedIn (6,000).

Oakland Care (29,400), **Signature Senior Lifestyle** (25,700), and **Wellburn Care Homes** (21,500) complete the top five. Of these, it was Oakland who exhibited the most diverse use of social media - with significant followings on Facebook (10,900), LinkedIn (11,800) and Instagram (4,600).

Berkley Care Group, Belsize Healthcare Scotland and **Buckland Care** stand out particularly in this regard, with their Facebook followings comprising 83 per cent, 92 per cent and 82 per cent of their total followings respectively. A notable exception is **Carebase**, whose Facebook following comprises less than half, at 47 per cent.

Instead, **Carebase** enjoys a huge lead in Twitter followers: its following makes up 50 per cent of the total X followers across all care groups. **New Care, Forest Healthcare, Care South, Buckland Care, Belsize Healthcare Scotland** and **Lovett Care** form a cluster of mid-tier performers.

FOLLOWERS BY GROUP ACCOUNTS



This graph illustrates the Top 20 Mid-size Care Home Groups’ company-wide social media followings, excluding individual care home accounts. **Oakland Care** leads with 18,387 followers, mostly on account of its dominant LinkedIn presence which makes up 64 per cent of its total corporate social media following.

Carebase follows, bolstered by a significant X / Twitter following which is larger than all the other care group’s X / Twitter followings combined.

Signature Senior Lifestyle came in close behind in third – with a following again dominated by LinkedIn.

Only two care groups, **Richmond Villages** and **Wellburn Care Homes**, have a company-wide TikTok account, though neither have a particularly large following. **Carewise Homes** ranks last with no corporate social media accounts except LinkedIn, which has 26 followers.

For almost all care groups, LinkedIn proves much more prominent at the corporate level, with Facebook more widely used by individual homes.

TOP 10 CARE HOMES BY FOLLOWERS

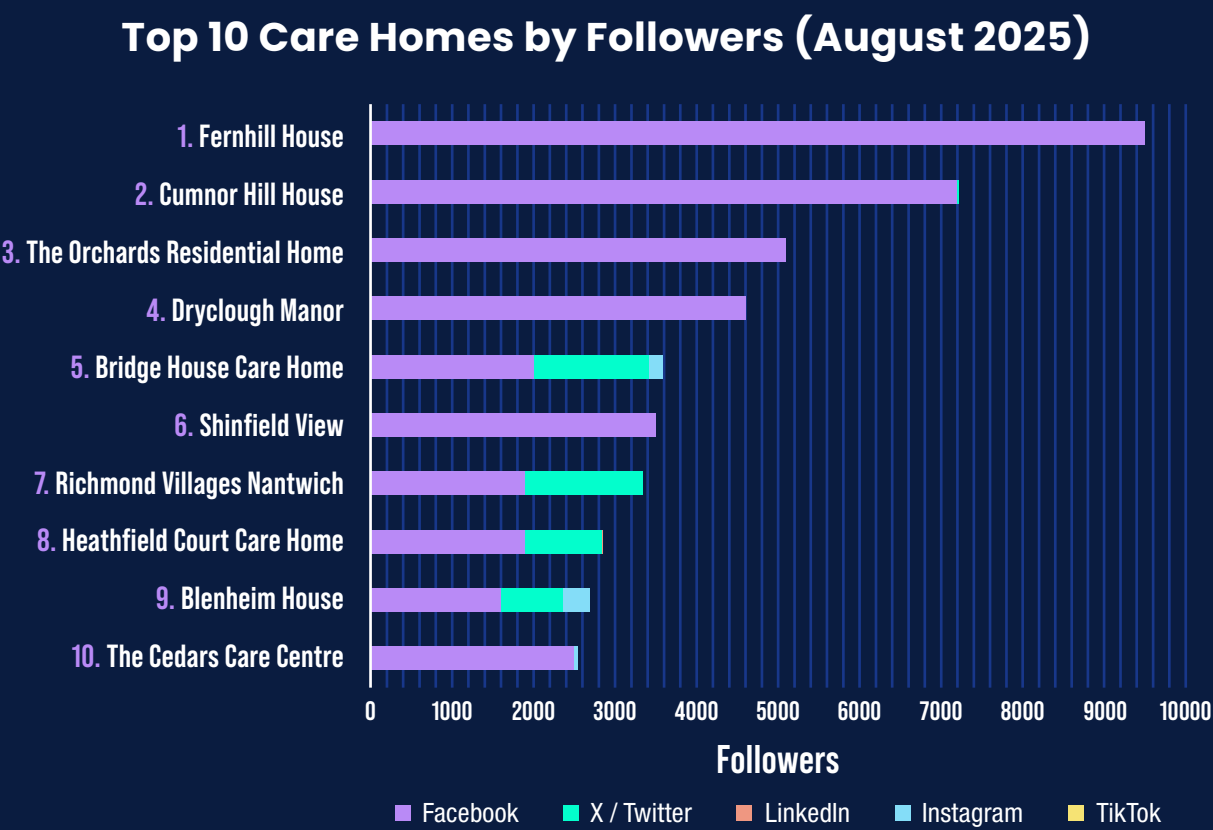


Chart 11

Our research also enables an individual ranking of each care home by their total social media following. This year, **Fernhill House** – a member of the **Berkley Care Group** – topped the rankings, with 9,500 followers. These came exclusively from Facebook.

This year **Fernhill House** knocked **Cumnor Hill House** (7,200 followers) off its perch as the most-followed care home, the latter having ranked first in both the 2023 and 2024 mid-size care group social media power list. Both are members of **Berkley Care Group**.

In third place ranked **The Orchards Residential Home**, a care home belonging to **Buckland Care**, with 5,100 followers, while **Dryclough Manor**, a member of **Carewise Homes**, ranked fourth with 4600 followers. In both cases, followers came exclusively from Facebook.

Bridge House Care Home, which ranked fifth with 3,560 followers, demonstrated a more diverse use of social media than those above it. While the majority come from Facebook (2,000), it also has a significant presence on X (1,400), and a smaller profile on Instagram (160).

6. APPENDIX

ALL CARE HOMES BY MEDIA COVERAGE

All Care Homes by Media Coverage (July 2024 – July 2025)

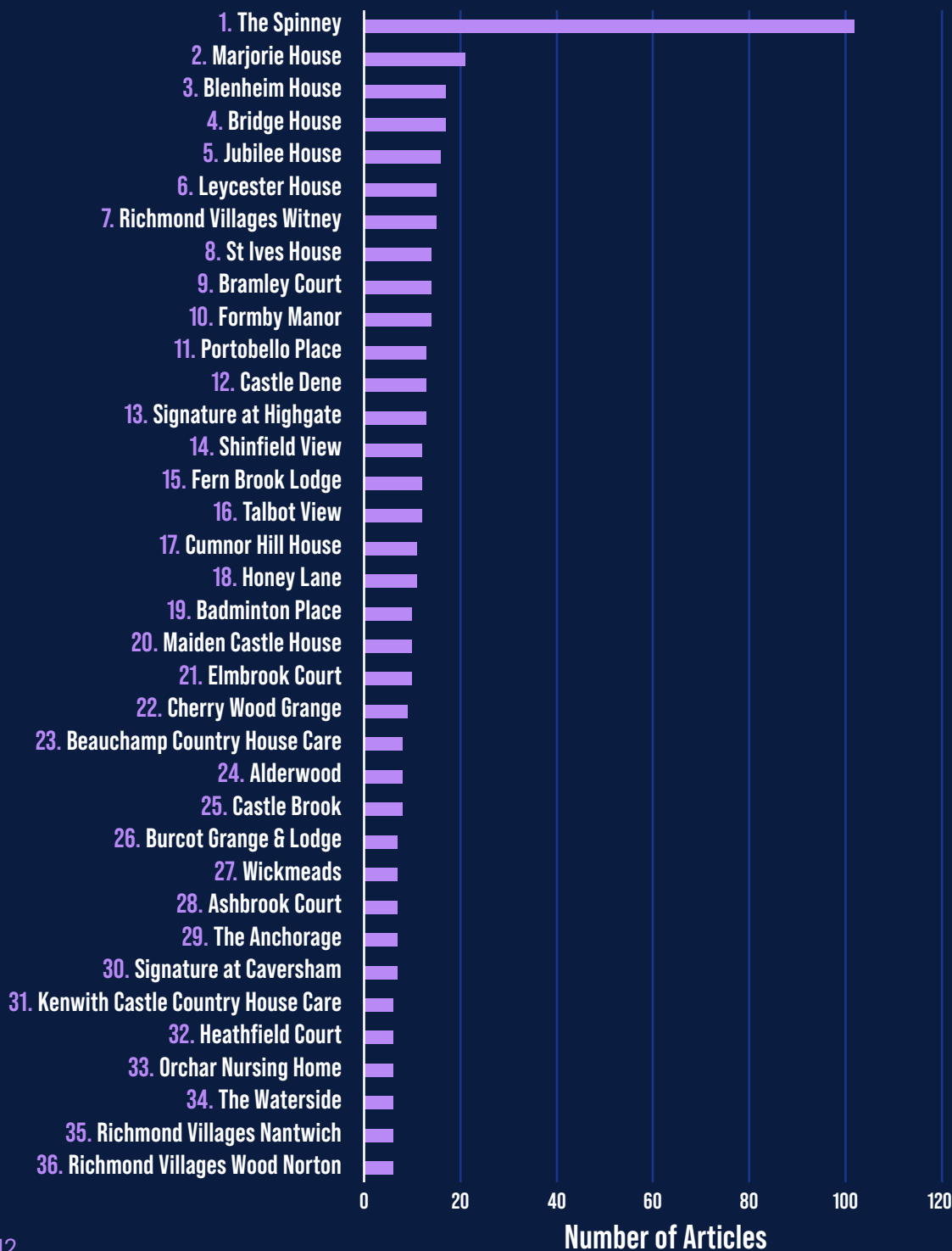


Chart 12

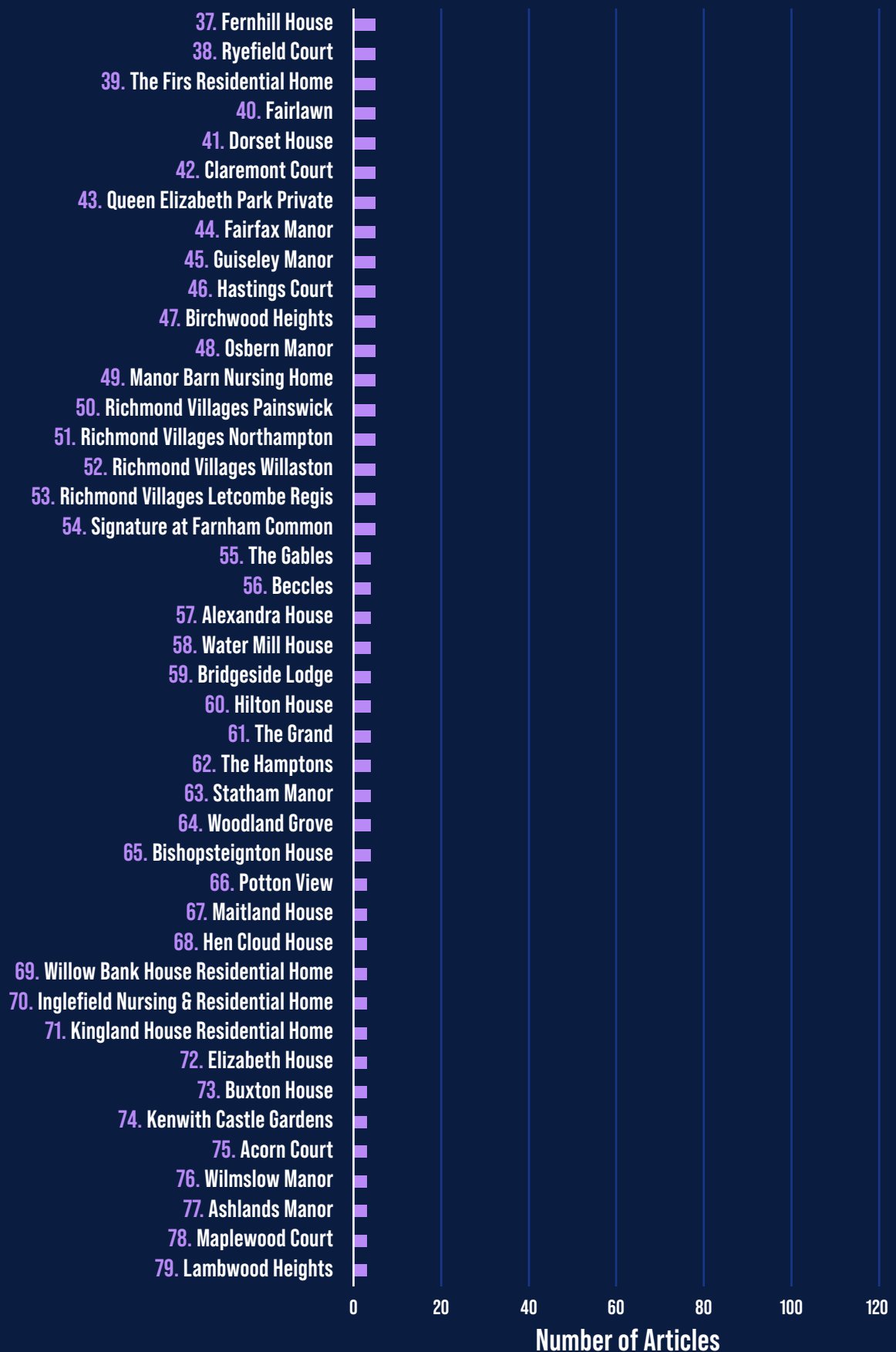


Chart 12

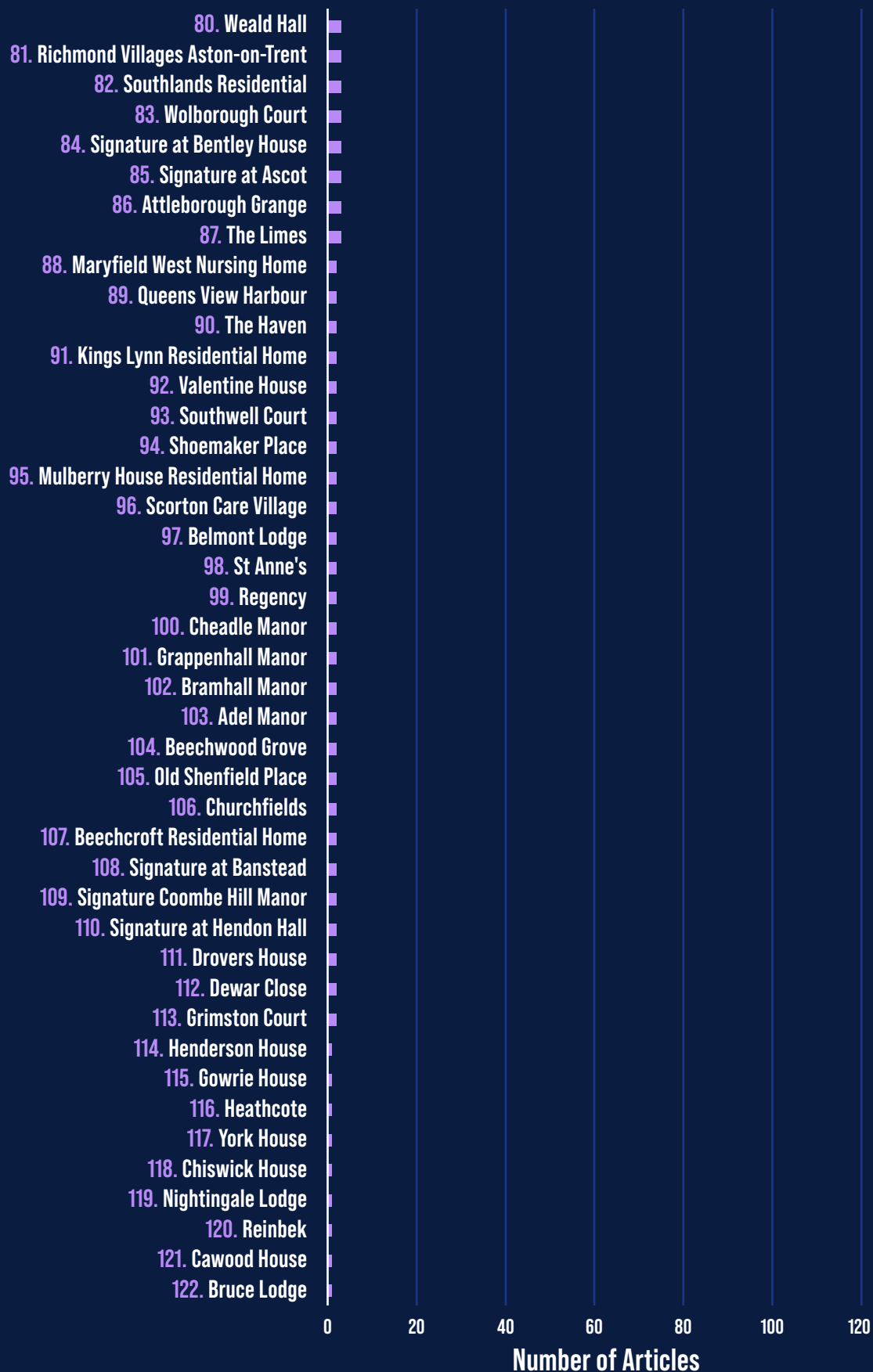


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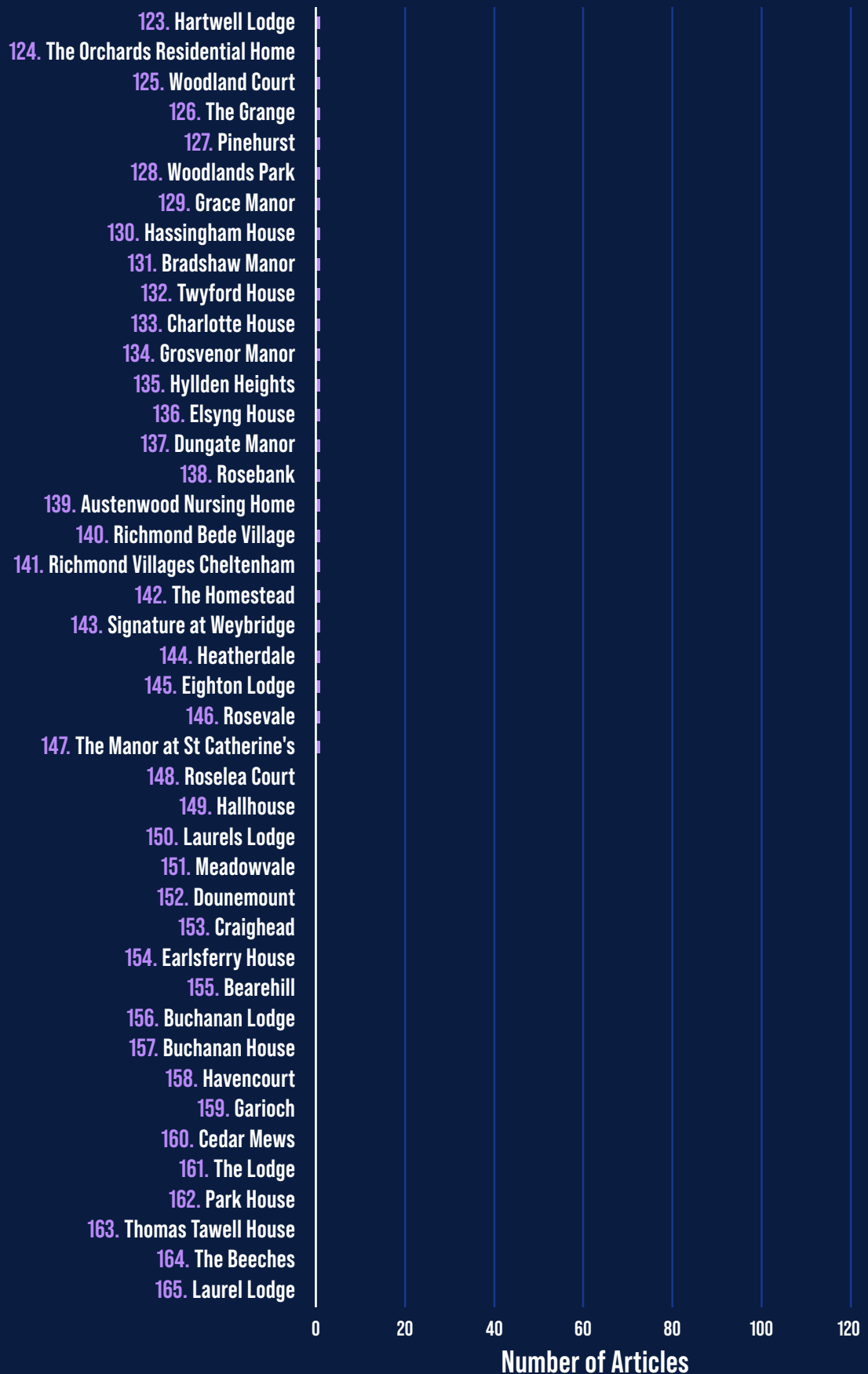


Chart 12

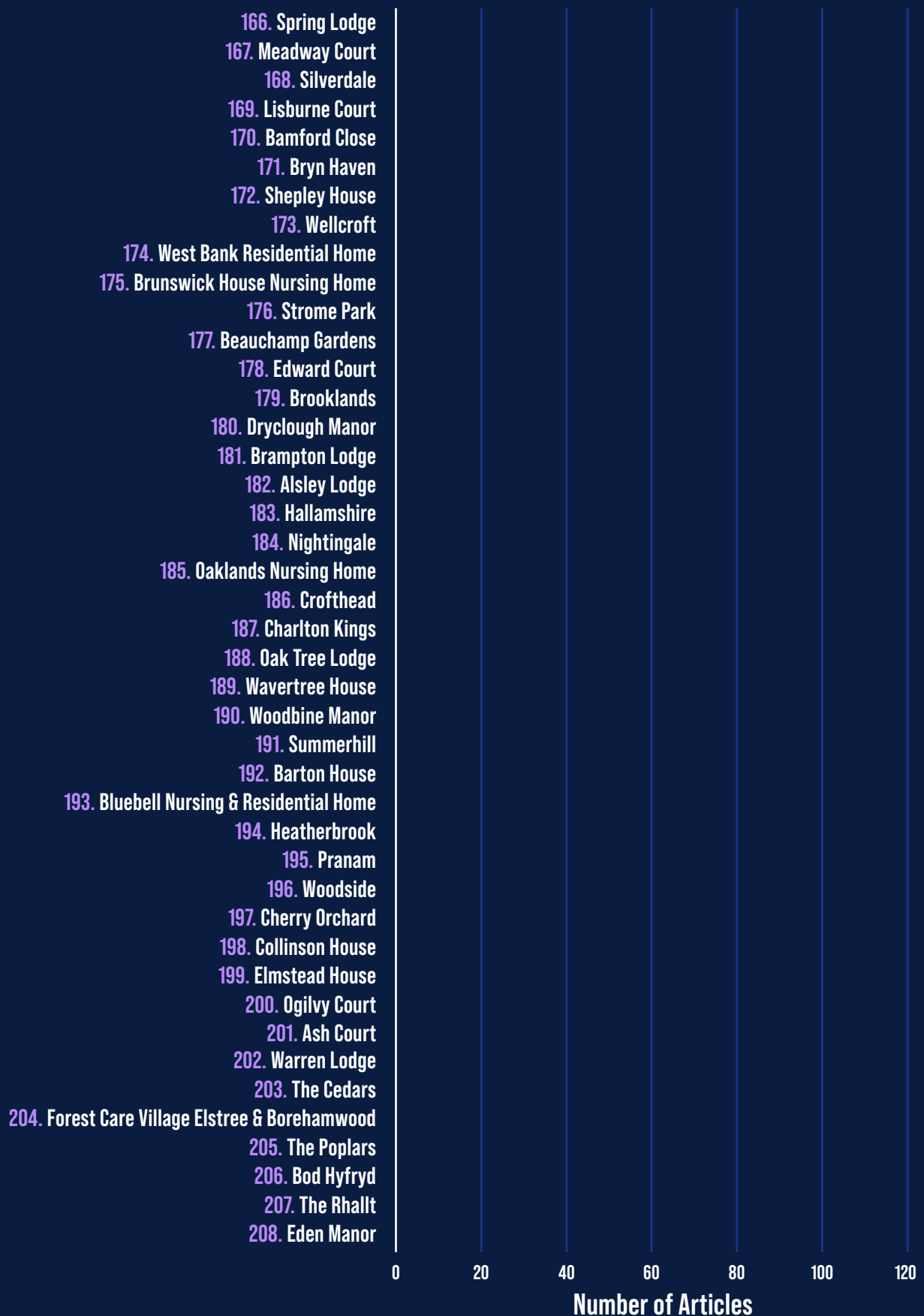


Chart 12

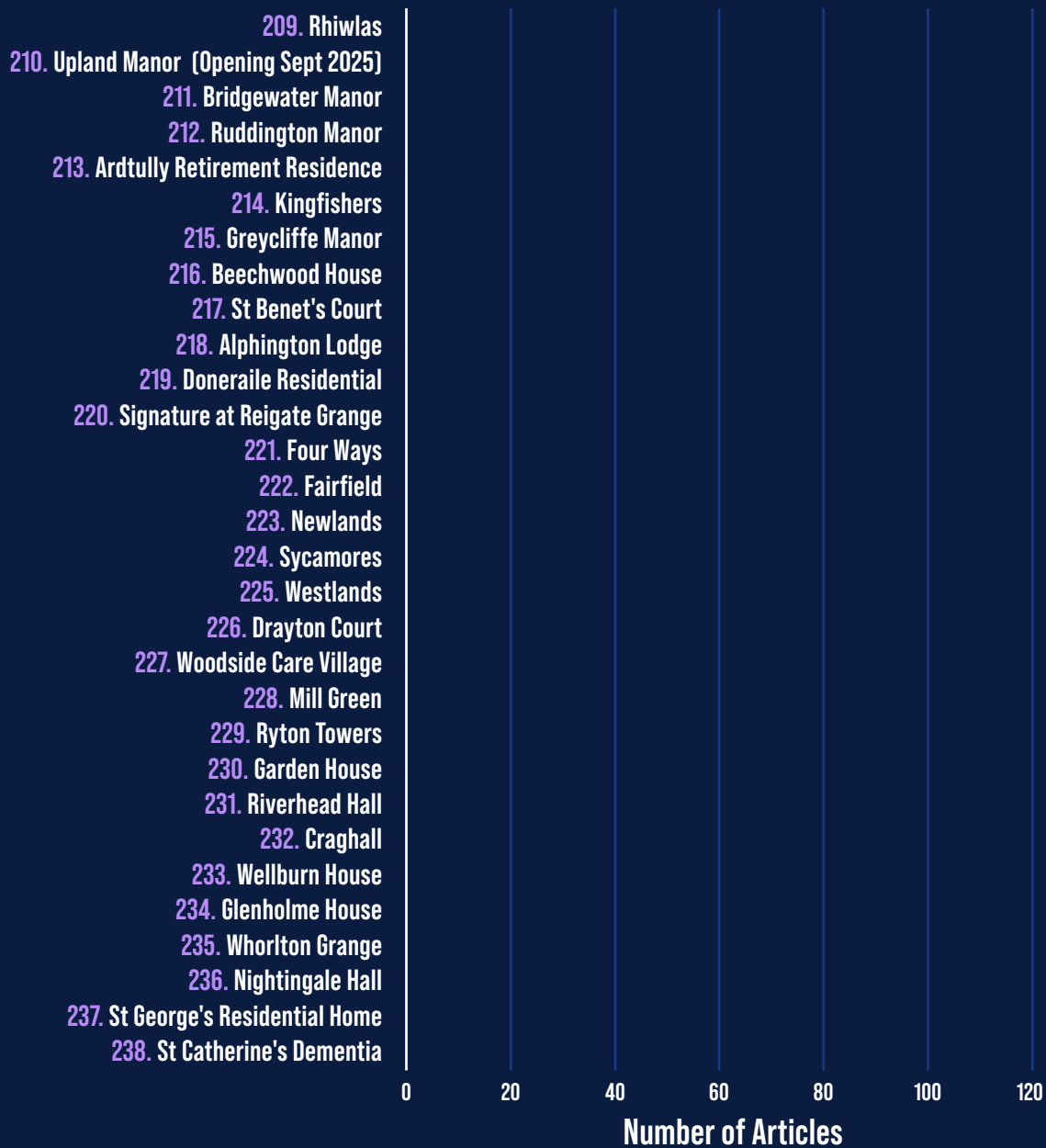


Chart 12

ALL CARE HOMES BY FOLLOWER COUNT

All Care Homes by Follower Count (August 2025)

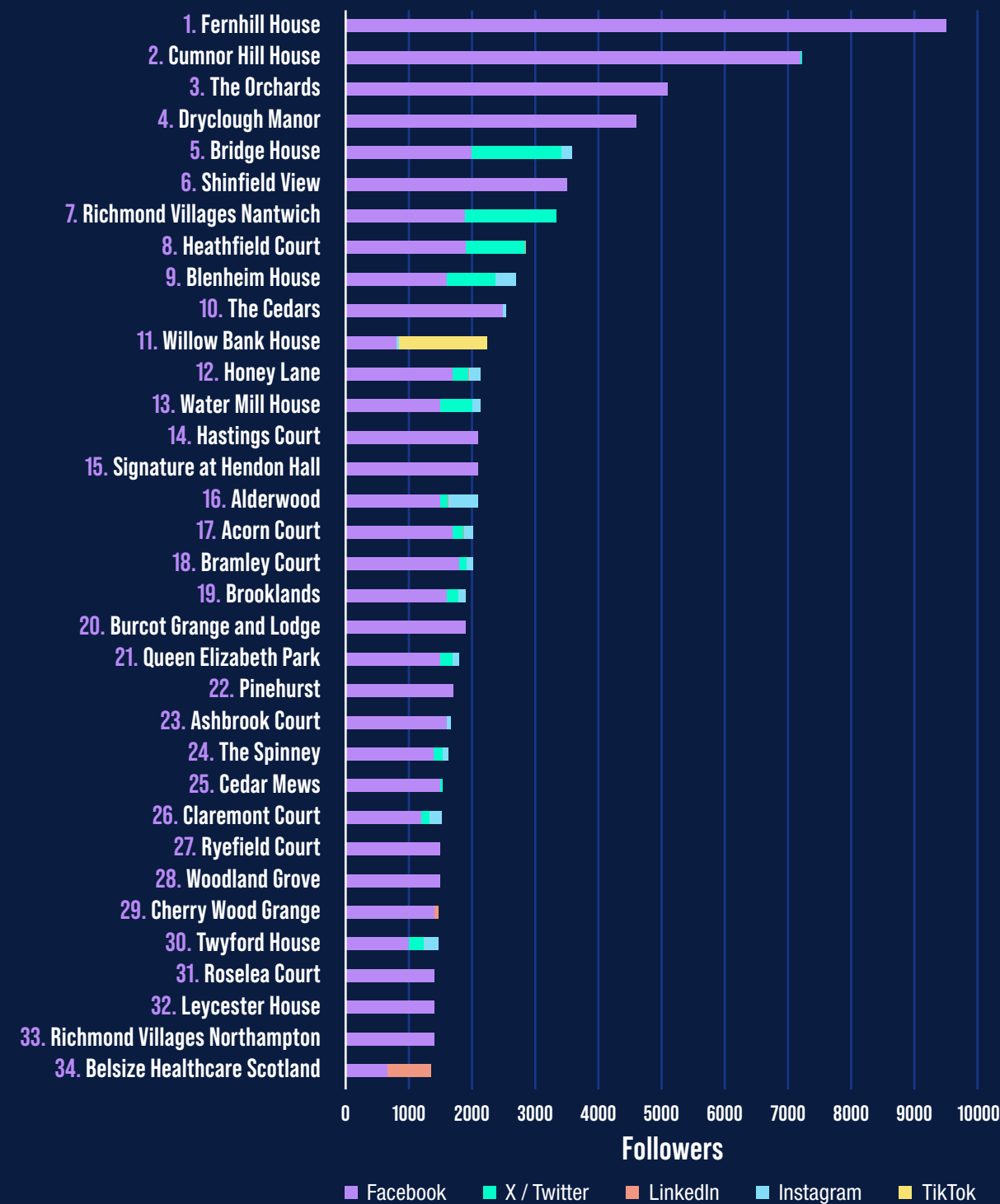


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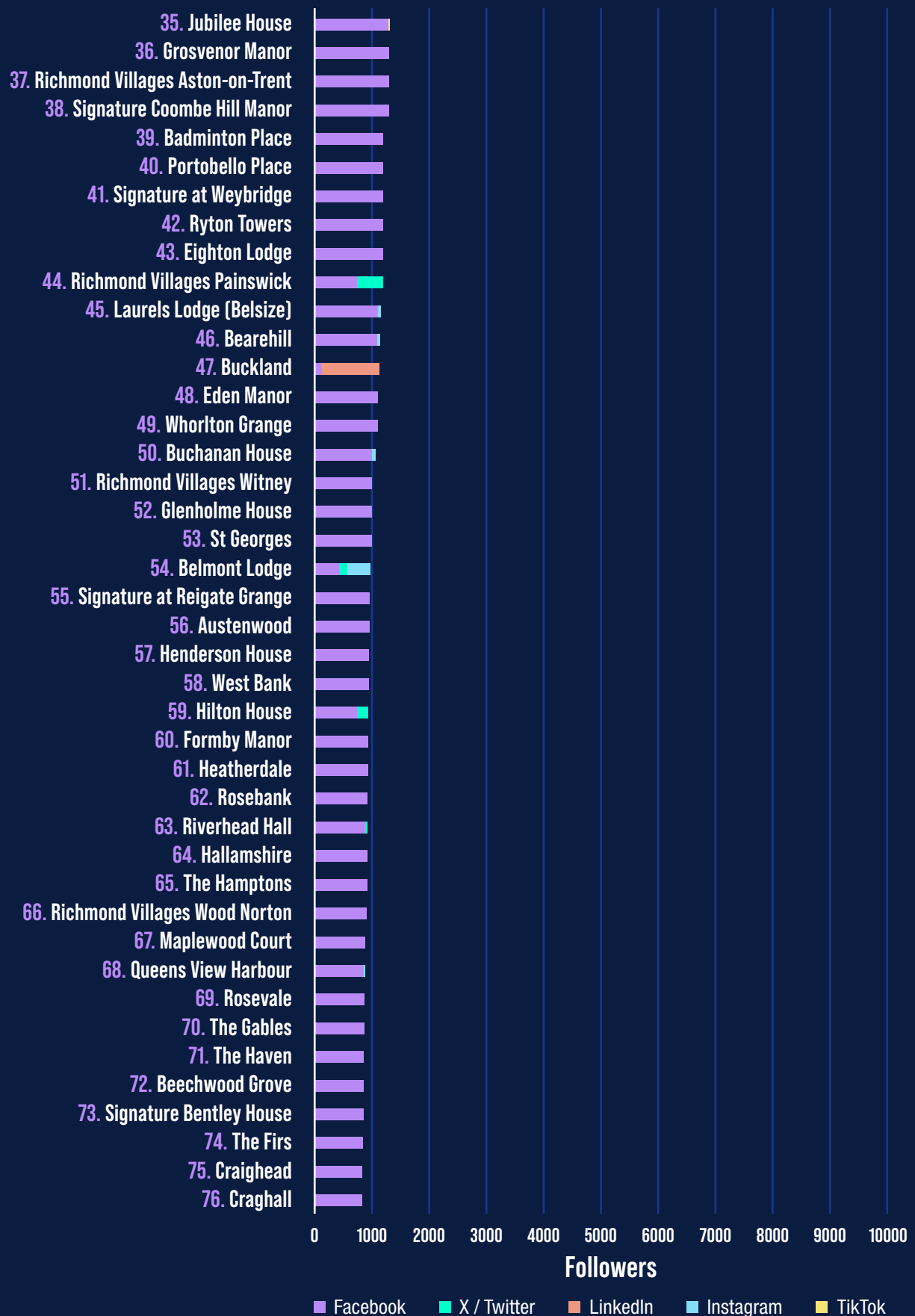


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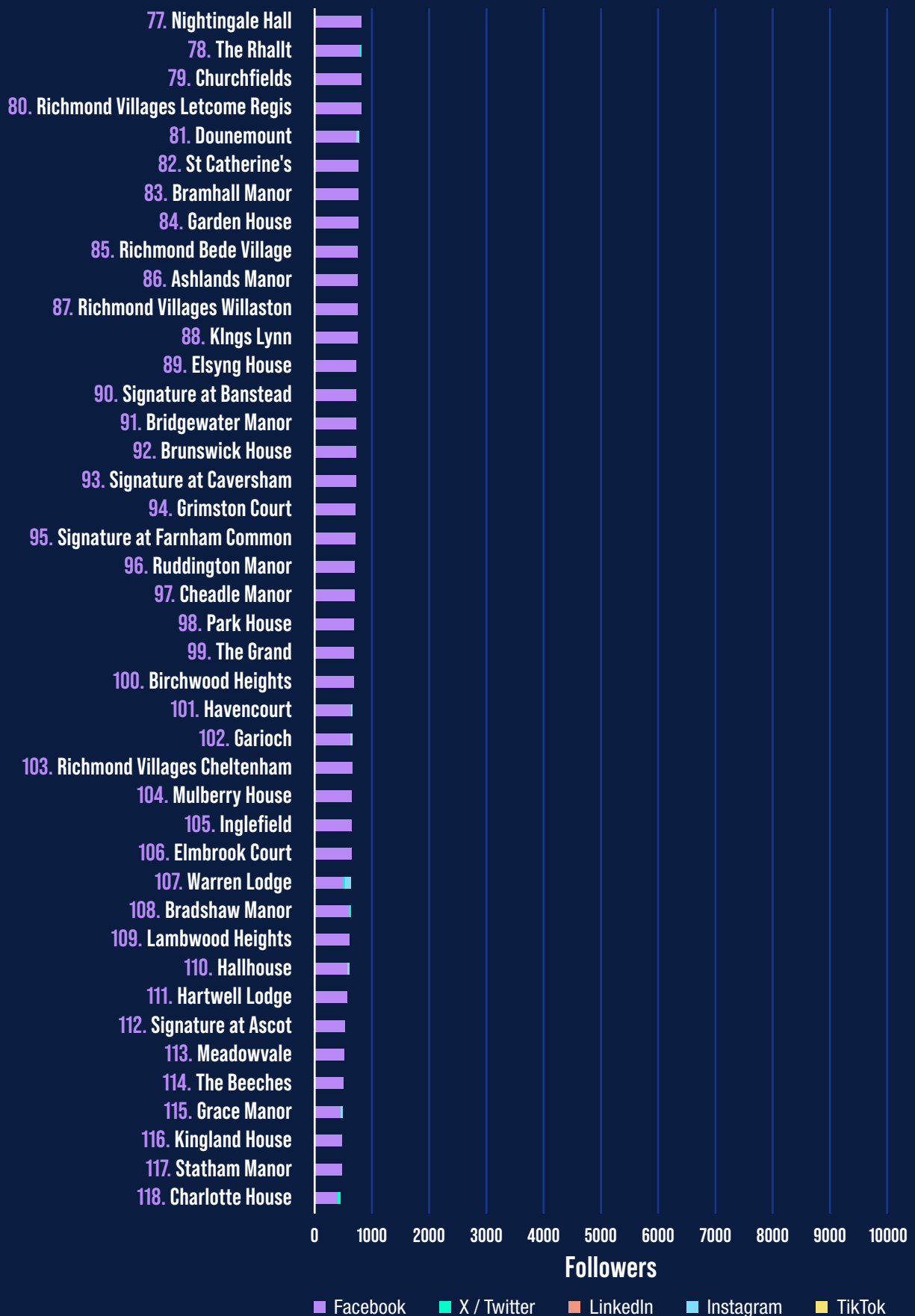


Chart 13

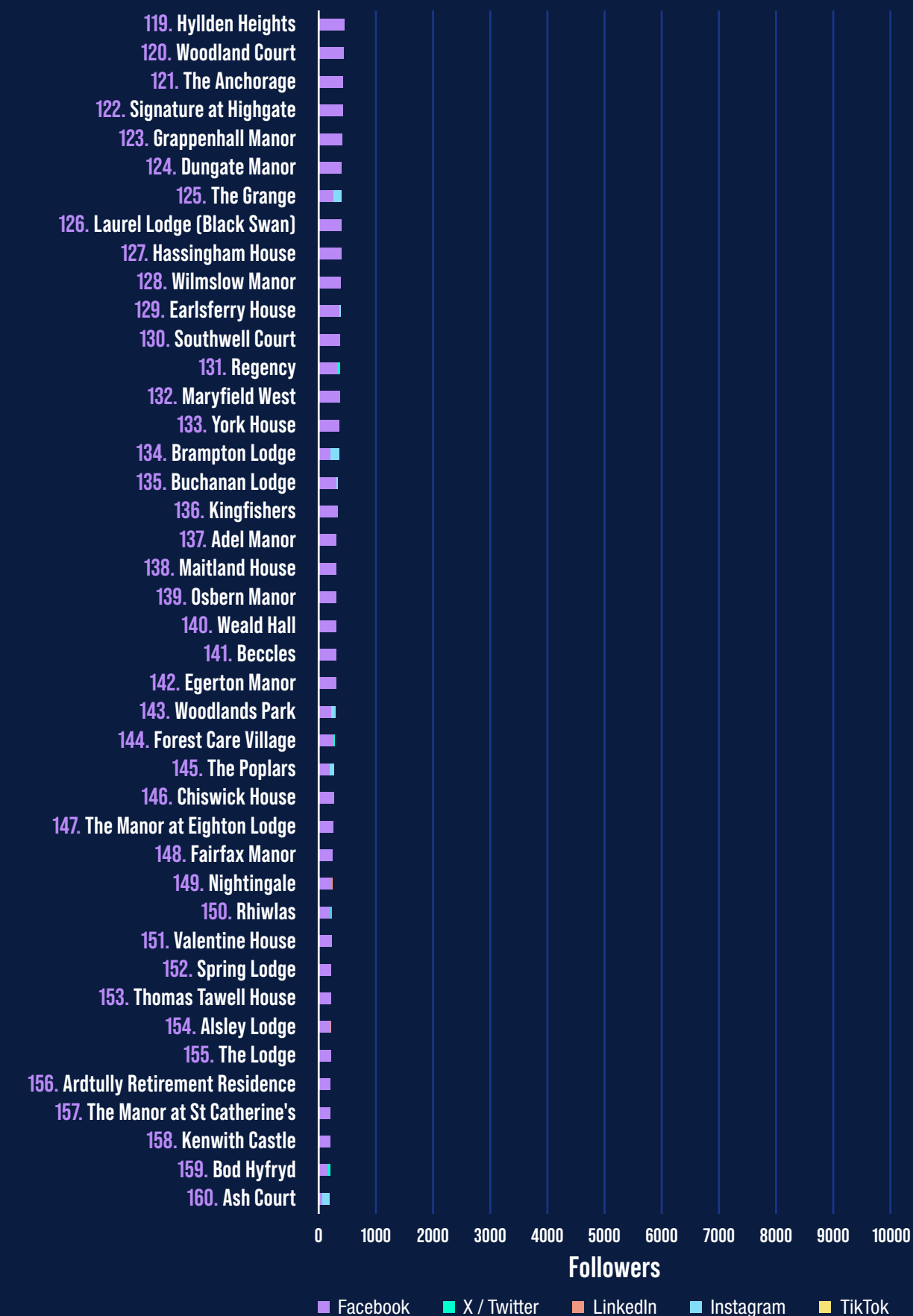


Chart 13

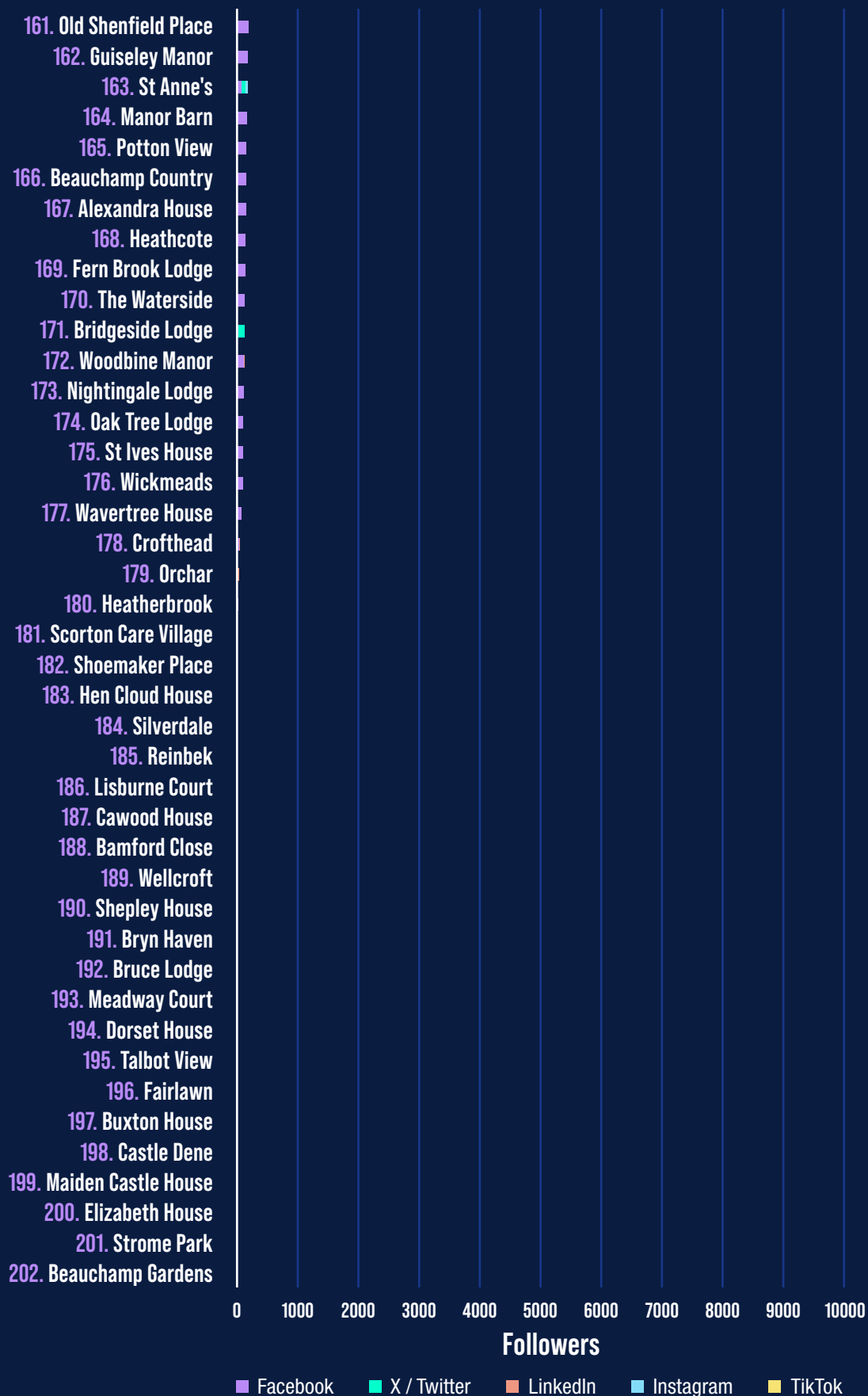


Chart 13

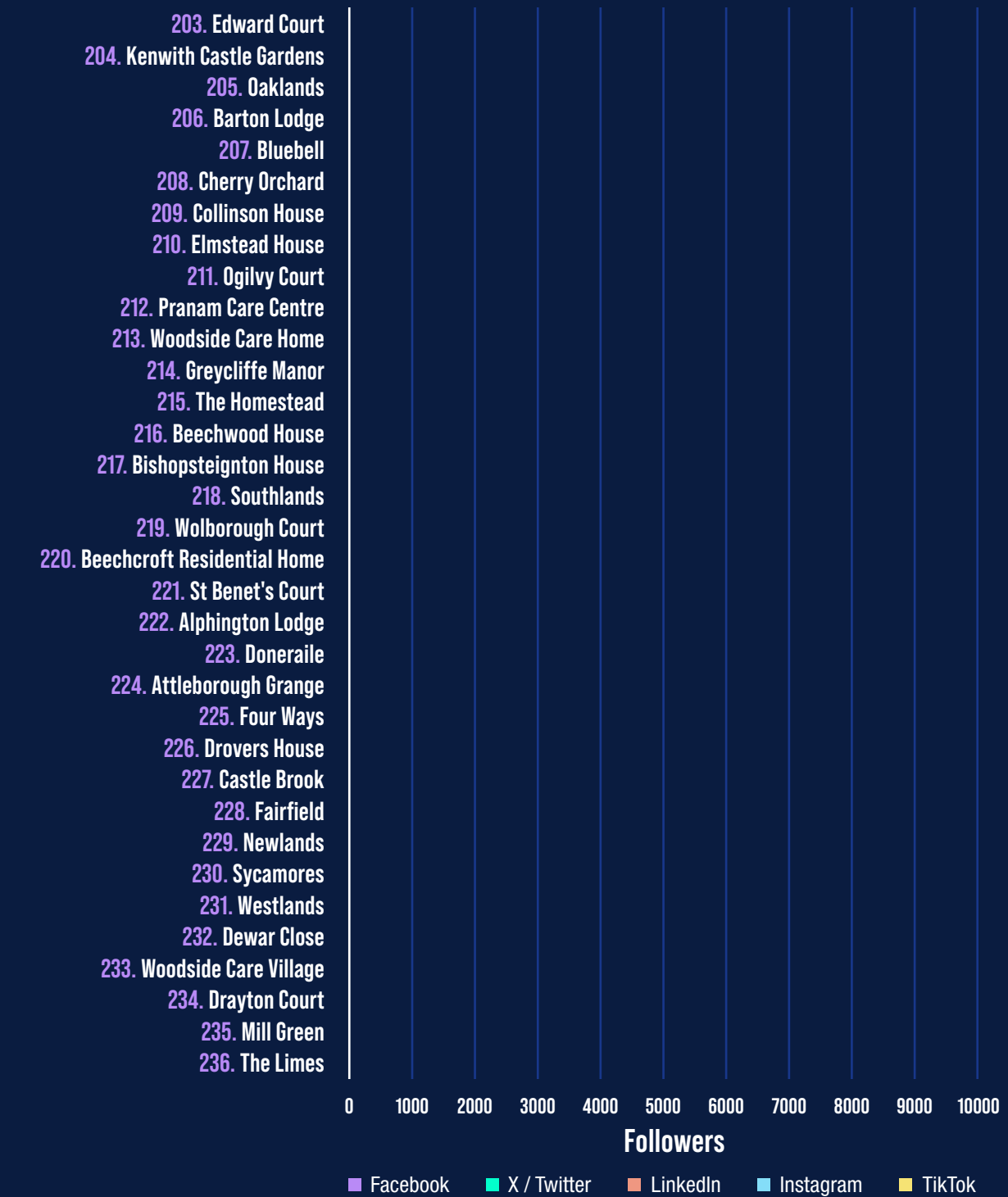


Chart 13

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