

A new vision for elderly care in Fortrose



www.parklandsgroup.com

Parklands 
Care Homes

Our Story

- Established in 1993
- Seven care homes across Moray and Highlands
- Employ 500 people in small, rural communities
- Provide residential care for 250 older people
- Owned and operated in the north
- Investor in People status since 1996
- Career progression
- Higher rates of pay than competition



Seven care
homes across
Moray and
Highlands

Our Vision

- £4 million investment
- 40 bed care facility
- Designed in style of farm steading – in keeping with rural conservation area setting
- Sensory garden



Our Vision

- U shaped building
- Three wings
- 3 day/dining rooms
- 3 quiet rooms
- Central café
- Hairdresser



High quality

- Hotel style finish
- Luxury living environment
- Spacious ensuite bedrooms



Community benefits

- 50 full time equivalent jobs
- Staff drawn from local community
- No agency staff
- £1 million invested back into community
- Boost for local supply chain
- Residential, respite, day care and palliative care
- Commitment to 50/50 split between private and NHS funded residents



50 full time
equivalent jobs

Black Isle care crisis

- Closure of Marine House leaves region vulnerable
 - No provision for care home in local plan
 - 25% population over 75
 - Increasing pressure on NHS
 - NHS bed costs £3000 per week
 - Care groups warn of mounting crisis
 - **Parklands is ready to tackle the crisis**
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Why Fortrose?

- Largest town on Black Isle
- Highest proportion of people aged 75 and over
- Primary service centre for the Black Isle
- Close to health services, schools, community facilities, transport link
- Central location reduces travel distance for staff, friends, family
- Care home is a strategic asset for Black Isle
- Fortrose is the only suitable location



Fortrose is the only
suitable location

Why Ness Road?

- Considered Marine House
- Ness Gap site subject to Strategic Schools Review
- Examined sites in Avoch, Munlochy, Rosemarkie, Cromarty, Culbokie, North Kessock, Tore, Fortrose
- Too small, remote, inaccessible, lack infrastructure, allocated for housing
- We will not deprive the region of much needed housing

Ness Road is the only appropriate location presently available for a care home on the Black Isle

Policy into practice

Development consistent with key health objectives>

- Reducing challenge of delayed hospital discharge
- Health needs should be met at the most local level possible
- People should be socially and geographically connected



Health needs should be met at the most local level possible

Policy into practice

And Highland Wide Local Development Plan objectives>

- Sustainable communities should cater for ageing population
- Developments should reduce need to travel and be within easy walking distance of local services
- Increasing number of jobs, people and facilities



Policy into practice

And the Inner Moray Firth Local Development Plan>

- Promote and protect town centres
- Encourage most efficient forms of travel
- Primary service centre for the Black Isle
- “clear visual and physical break” between Fortrose and Rosemarkie
- Development respects this principle



Promoting and
protecting
town centres

Planning for the future

“where a need is identified, the area local development plan will seek to allocate a suitably located site close to amenities and services for accommodation for an ageing population.”

19.2.1 Highland Wide Local Development Plan

- But no provision for a care home anywhere on the Black Isle
- Nearest sites earmarked are Tain and Beaully

Our plans meet policy objectives of the HWLDP

The bigger picture

- Site is not allocated for care home development
 - But project consistent with key health objectives, Highland wide and local planning policies
 - All should inform decision making process
 - Local plan does not address a pressing social need
 - Material considerations have changed – loss of Marine House
 - **These factors must be taken into account**
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Conclusion

- Black Isle care crisis well documented
 - Parklands has will to help tackle it
 - Our plans are detailed and fully funded
 - Summer 2018 opening is achievable
 - But only if community gets behind it
 - This is the only suitable site
 - **There is no Plan B**
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