

25 YEARS OF CARING AT PARKLANDS

In December 1993, a quiet revolution in care for the elderly was taking place in Moray with the formation of the Parklands Group, then a small player in the care sector with a single care home in Buckie.

This month, as the company celebrates its 25th anniversary, it is regarded as one of the leaders in its field, a major employer with a workforce of 500 and a company preparing to invest millions in the north economy.

This year will prove to be a pivotal one in Parklands' 25 year history. In June, plans for a £6.5 million care hub in the Milton of Leys area of Inverness were approved by The Highland Council. Comprising a 48 bed care home and 16 assisted living suites, the investment is the largest in the company's history. Work on the new facility is expected to begin in 2019.

Meanwhile, in September, the company opened its eighth care home, Lynemore, in Grantown. Built at a cost of £4.5 million, the 40 bed care home, located in the town's Seafield Avenue, features four small group living wings, each with a day room, dining room and 10 spacious en-suite bedrooms.

For managing director Ron Taylor, it is the flagship of his growing group. "We are very proud of what we have achieved at Lynemore," he says. "Our rooms are substantially larger than the industry minimum and offer a level of comfort and space that really sets Lynemore apart."

Grantown will serve as the inspiration for the company's future care homes, including Inverness and a planned 40 bed care facility in Fortrose, a project that was originally recommended for rejection by planning officials but overwhelmingly backed by the local community and ultimately approved by local councillors. "The Black Isle has a growing elderly population, like the rest of the Highlands, but lacks the care facilities to meet the needs of its ageing population," explains Ron. "The decision to grant approval in Fortrose was the right one and means that as well as creating new jobs in the area, we can keep families and communities together."

By 2020, Parklands will have invested £16 million over three years on new and expanded care homes in the Highlands, creating a further 200 jobs in the region and making it one of the largest private sector employers in the north of Scotland. The investment will further cement Parklands' status as the leading independent care provider in the region.

Meanwhile, the company has diversified into new, but related, markets with the acquisition of a long running and much respected community pharmacy business in Aberlour. As well as serving the village, the pharmacy will launch a prescription delivery service for outlying areas and also supply medicines to Parklands' care homes. New job opportunities are likely to be created as the business expands into new, larger premises.

The company is also focussed on developing its workforce and its way of working. In 2016, Parklands secured the SCDI Award for Excellence in People Development in recognition of its commitment to employee training and development. This year, it appointed its first head of people and culture and has transformed the way it manages and develops its staff through new technology, including online training tools. Meanwhile, with the focus on delivering more person centred



Parklands Managing Director Ron Taylor

Artists impression of new Parklands care home hub planned for Inverness





The interior of Lynemore, Parklands eighth care home which opened in September

care, staff now have access to new care apps that ensure residents' records can be accessed and updated in an instant, reducing paperwork and freeing care workers to spend more time with the people they support.

“As the company expands, new technology will allow us to do more and do it better,” says operations director Elaine McIntosh, who joined the company as an administrator in 2001 and now has overall responsibility for its eight care homes. “That’s the beauty of a company like Parklands. Staff are able to take advantage of our career development programme and progress through the business,” she adds.

If 2018 was a busy year, there looks to be no let up for Parklands in 2019. Early next year it will move into its new corporate headquarters at The Square in Grantown, redeveloped at a cost of £550,000, in a move designed to accommodate future growth. And with major construction projects in Fortrose and Inverness to manage, the growing Parklands team are looking forward to an exciting year ahead.

“I never tire of working at Parklands,” says Ron Taylor. “It has always been a labour of love for me and my team and we feel very privileged to do the job we do, caring for older people in this beautiful corner of Scotland.”

Parklands

Care Homes



our family caring for yours since 1993

Parklands Group, High Street, Buckie,
Moray AB56 4AD Tel. 01542 836 000
Email: info@parklandsgroup.com
www.parklandsgroup.com



TIMELINE

The history of Parklands is a story of investment – both in people and places. Over the past 25 years, Parklands has won a string of accolades for its commitment to people development and recent years have seen a flurry of multi-million pound investments in the region.



1996

The company is one of the first care providers in Scotland to achieve Investor in People status

2006

Parklands wins a Highlands & Islands Enterprise Silver Award for innovation, partnerships, sustainability and economic benefit

2009

Burnbank in Buckie opens, becoming the company's fifth care home

2013

Highland Council operated care homes in Muir of Ord and Tain are transferred to Parklands; work begins to replace them with new state of the art care facilities



2015

The company secures the prestigious Outstanding Performing Business (25+ employees) awards in the Highlands Business Awards



2017

Plans for a new care home in Fortrose are overwhelmingly backed by councillors; work begins on a new care home in Grantown; The Princess Royal visits Urray House in Muir of Ord

1993

Parklands is formed, initially with just one care home in Buckie

2000

Parklands is selected as the preferred contractor to take over three Moray Council care homes - Netherha, Glenisla, Speyside

2008

Parklands is crowned Multiple Care Home Owner of the Year in the Scottish Care Awards

2012

Parklands is named Most Outstanding Care Home Group in the UK



2014

Parklands' new care homes – Urray House in Muir of Ord and Innis Mhor in Tain – open to residents

2016

Parklands wins the SCDI Highlands & Islands Business Award for Excellence in People Development

2018

Parklands acquires Aberlour Pharmacy; plans for a new £6.5 million care hub in Inverness are approved; the company's eighth care home opens in Grantown