

# A new vision for elderly care in Fortrose



[www.parklandsgroup.com](http://www.parklandsgroup.com)

Parklands   
Care Homes

# Our Story

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- 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

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# Our Vision

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



# Our Vision

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





# High quality

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



# Community benefits

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- 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

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# Black Isle care crisis

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- 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?

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- 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

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# Why Ness Road?

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- 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**

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# Policy into practice

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## 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

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# Policy into practice

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## 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

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## 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

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# Planning for the future

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**“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**

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# The bigger picture

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- 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

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- 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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