



PARK VIEW CARE CENTRE



Welcome

to Park View Care Centre

At Park View Care Centre we are passionate about building person-centred, engaging and stimulating resident focused communities.

We are proud to have dedicated and skilled teams who, regardless of their role or department, view supporting your loved ones as a vocation, not just a job.

Our values of Respect, Care and Honesty were chosen by our teams because those are what they felt were the most important attributes to bring to each moment of every day. Threaded throughout all the care and support our teams provide is a commitment to continually strive for excellence by ensuring innovation and diversity are fundamental to all that we do.

Each member of our Park View Care Centre family is dedicated to ensuring every resident can continue living an engaging and fulfilling life centred on their individual needs.



Ready to learn more?

Take the next step – call today on 01233 364 052 to arrange a visit and meet the team, or explore more online.



Come and see for yourself.
*Care you can feel.
Support you can trust.*





OUR HOME

Park View Care Centre is situated in Park Farm, Kingsnorth on the outskirts of Ashford in Kent.

We offer bespoke person-centred care for individuals living with Nursing and Residential Dementia needs on a permanent and short-term basis. We are passionate about creating a home from home experience which is tailored to each resident's personal needs and preferences.

At Park View Care Centre, we are very proud of our strong community links and regular involvement with local community groups, charities, schools and nurseries, churches and businesses.

We are perfectly located within close proximity to local amenities, including a good range of shops, cafes and restaurants, all of which are just minutes away!



Watch our
*Welcome to
Park View
Care Centre*
video here!

Scan to view



A HOME FROM HOME

At Park View Care Centre, our facilities have been designed to a high standard using modern equipment and technologies to support daily life, and the living areas and bedrooms are decorated using quality bespoke furniture and soft furnishings.

Our accommodation and living areas are set over two floors. Each community is dedicated and designed to care for residents living with nursing, dementia and residential needs.

As a resident, you can enjoy going to the bistro to have morning coffee and a piece of homemade cake. You can also relax and read a book or do a crossword at your leisure in the library.

Resident Bedrooms

Our en-suite bedrooms are contemporarily decorated and beautifully designed. The bedrooms come complete with a full set of furniture consisting of profiling bed, wardrobe, bedside table, chest of drawers, television and a relaxing seating area.

All bedrooms include a nurse call system giving you reassurance that a member of the care team is always on hand.

A day in the life at Park View Care Centre

As a resident, you can enjoy going to the bistro to have morning coffee and a piece of homemade cake. You can also relax and read a book or do a crossword at your leisure in one of our spacious lounges. Or why not enjoy a leisurely stroll around the gardens or sit and enjoy the scenery from our patios.

You can make an appointment in the fully equipped hair salon, where you can pop in for a blow dry, a cut, colour or restyle from our qualified hairstylist. Our contemporary dining rooms create a homely experience where you can enjoy our freshly prepared seasonal menus. Feeling good is part of the day-to-day experience of living at Park View Care Centre.

*You're at the centre
of our care*



TYPES OF CARE

At Park View Care Centre, there is a kind and compassionate care team on hand 24 hours a day, 365 days a year. Our teams provide care and support to enable the people who live with us to lead a fulfilling life whilst maintaining as much independence as possible.

Our Residential and Dementia Care

Our care is underpinned by the philosophy that residents should lead meaningful lives, with the opportunity to be active and independent despite any physical, sensory or cognitive impairment they may have.

A large part of living at Park View Care Centre is feeling empowered to live life to the full. The teams are here to enable you to spend each day doing the things you love and enjoy.

Dementia care at Park View is guided by the 'By Your Side' approach, placing each resident's life story, wellbeing, and individuality at the centre of daily support. Care is delivered by skilled and compassionate teams who are trained in specialist dementia approaches, ensuring consistency, understanding, and reassurance at every stage.

The dementia suites are thoughtfully designed to be dementia-friendly environments, supporting independence while promoting comfort, familiarity, and positive emotional wellbeing.

Personal care is available for residents who require help with daily activities such as washing, getting dressed, eating and drinking, getting around and interacting with others.

For people living with dementia, personal care can also include support with communication, assistance with their daily routines and help choosing how to spend their day in a way that improves their mood and makes them feel settled.

Our Nursing Care

Our nursing suites provide 24-hour nursing care for people who require help with daily living and have a condition that requires the regular daily supervision of Registered Nurses supported by trained Care Assistants.

With extensive clinical experience from within the NHS, the team of nurses, each registered with the Nursing & Midwifery Council, are trained to the highest standards and can support those who have complex healthcare conditions which require regular nursing procedures. These may include administering certain types of medication, managing pain and clinical interventions.

End of Life Care

End of Life Care is the term used to support and care for people with life limiting conditions in their final years, months, weeks and days of their life.

Park View Care Centre provides End of Life Care to a high standard which includes the management of the physical aspects of the condition, such as pain and other symptoms, as well as providing emotional, social and spiritual support which fulfils each person's needs and wishes along with those of their family and friends. Our End of Life Care is resident-centred and all caring conversations involve the resident and those that they want involved.

The team of Registered Nurses and Care Assistants are fully trained and work as a multi-disciplinary team with local hospices, Palliative Care Nurses and Health Professionals to ensure the principles of good End of Life Care are upheld.

Short Stay Care

At Park View Centre, we offer short stay care (also known as respite care) which provides a variety of benefits for both the person needing care, as well as their family.

It is an opportunity for everyone involved to have a break knowing that their loved one's care and wellbeing needs are being met by the trained team in one of our safe and welcoming homes.

As with all residents who live with us, if you are on a short-term stay, a personalised care plan will be developed in partnership with you and your closest relative. This ensures all of your care needs are met during your time with us irrespective of whether you need residential, nursing or dementia care.

A short stay can be a way of checking if you would like to try living at Park View Care Centre, especially if you are initially unsure whether moving into care is the right choice for you.

It will give you the opportunity to experience the high-quality care and support available, as well as getting to know the amazing Lifestyle Team who organise an exciting and varied activities programme for you to choose from. There is something for everyone and we encourage you to take part in as many activities as you wish.

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“My beautiful Mum with dementia was admitted to Park View in January for respite care and we didn't know how we would be able to walk away leaving her there and even walking through the door. I spoke to the Manager and he was absolutely amazing reassuring me that my mum would be safe and extremely well cared for and loved, convincing me that I had done the right thing as I was feeling guilty and a failure and giving me tips on how to leave her without upsetting my mum. I cannot praise him enough and have seen how he is constantly out and about around the unit making sure that the highest standard of care is maintained at all times, observing the staff and getting to know all the residents. I know that my mum has settled in really well and loves seeing him. The wonderful receptionist has been so caring and helpful to us all. Likewise all the activity and entertainment team are brilliant, the carers and housekeeping team are so cheerful and caring towards all the clients too.”

Daughter of Resident,  carehome.co.uk review 2026



OUR CULINARY AND HOSPITALITY EXPERIENCE

Great food speaks volumes about how we care and, for us, food is at the heart of the home.

To create our culinary experience at Park View Care Centre, the Catering Team consists of a Chef and Kitchen Team. The Catering Team are committed to promoting each resident's health and wellbeing with wholesome and nutritional seasonal menus which are freshly prepared in our homes every day.

The Chef works alongside the whole care team to understand each individual resident's preferences and special dietary needs.

The warm, welcoming atmosphere of our dining experience is a perfect opportunity to connect and meet your friends for lunch, share stories, and relish the companionship that makes every bite more delightful. Whether you're catching up over a delicious meal or simply enjoying the lively conversation. Our dining experience is about more than just food—it's about community, comfort, and creating memories together.

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“Our qualified cooks work hard to ensure our menus are seasonal and tasty, regularly consulting with the residents to discover what type of foods they'd like to see on the menu. Personal choice and preference are important, so with 2-3 daily main meal and supper options to choose from our menus have just that! And if nothing takes your fancy then a special order can be placed. All of our meals are freshly prepared and cooked in our professional kitchens using fresh vegetables, meats and fish where possible and at all times maintaining a high standard of quality.”

Park View Care Centre, General Manager



Lifestyle and Activities

The Lifestyle Team support residents to enjoy the things they have always done and want to continue, as well as providing opportunities for new experiences using the latest technology and innovations in dementia care. By gathering an individual's life history, we can discover residents' interests, needs, wants and wishes, enabling us to provide an award-winning activities programme that is interesting and enjoyable, focusing on what they can still do and providing appropriate levels of support and encouragement.

The use of Montessori approach for those living with dementia

The Montessori approach is used in our homes to appeal to residents' individual strengths, to encourage creativity, independence and individuality. For some it may be a piece of equipment that they recognise from their past career, it may be cleaning items left around to be picked up and to do some housework with as they

may have done previously. There may be signs asking residents to wash up the cups, help themselves to drinks. Someone may prefer to arrange the silk flowers left casually on a table next to a vase with instructions to 'please arrange the flowers'

A lot of the items left out are to provoke a memory, or just something to distract when someone is walking with purpose around the community. Residents have a choice as to whether to engage with these items. We want to encourage feelings of independence, choice, achievement and belonging through familiarity.

Technology and Innovation

These include the Rainbow Digital Tablet, a giant touch screen that offers fun therapeutic benefits through simple word games, puzzles and brain training in a friendly, accessible format.

Immerse Health VR Headsets give residents a chance to explore a woodland, go on a familiar 'day trip' or travel to a much-loved holiday spot or exotic location from the comfort of an armchair or their bedroom.



These innovative technologies can be incorporated into daily social plans and allow residents and the Lifestyle Teams to explore together and chat through experiences.

Namaste Therapy

Our Namaste Nook and Therapy are used as a holistic, therapeutic approach to caring for residents, especially those living with dementia or are on palliative care. We are focussing on providing comfort and pleasure through sensory stimulation and touch. Namaste care is about getting 'in tune' with the resident through sensory 1-1 sessions in a special setting. The room is designed with special mood lighting, calming Zen style gentle mood enhancing music and a video of water falls or similar playing to create the right ambiance. Namaste Care is about 'honouring the spirit within.' In other words, reaching into that persons' feelings and personality - the real them inside, making that connection and not focussing on the person as viewed in their physical form today.

Smell is important, Sandalwood has been proven to play a big part in encouraging wellbeing feelings and memory support via diffusers in the room. Warm towels, hand and arm massages, and foot massages with gentle patting dry with fluffy towels all add to a positive sensory experience. Having snug blankets and throws to wrap around a resident enhances a feeling of security and comfort. Drinks and snacks are offered to support nutrition and hydration too. This intense connection during the session relaxes the resident and brings about a feeling of peace, calm and security.

Our Housekeeping Experience

The dedicated Housekeeping Teams support residents by ensuring that all living areas of the care home are comfortable and clean. It's the little touches that make that homely difference, such as polishing the family photographs on the bedside cabinet and ensuring that a resident's clothes are laundered to a high standard.



Our Facilities

Communal Areas

-  **Hair/Beauty Salon**
-  **Dining Lounges**
-  **Social Lounges**
-  **Bistro Bar**

Bedrooms

-  **Bedrooms with en-suites**
-  **Television**
-  **Telephone points**
-  **Nurse call system**

Supportive Facilities

-  **Nurse Call System**
-  **Hoists**
-  **Lifts**
-  **Wheelchair accessible**
-  **Assisted bathrooms**
-  **Wi-Fi**
-  **Dementia Friendly Environments**
-  **Innovative Technologies & Services**

Outside home

-  **Secure dementia-friendly gardens and patio**
-  **Wheelchair accessible gardens**
-  **Car parking**

DEMENTIA FOCUS

At RCH, we are passionate about providing excellent care for residents, delivered by teams who are committed to making a difference.

The RCH Care Homes' Dementia Strategy, 'By Your Side', guides us in the delivery of care and support that recognises the individual needs of residents living with dementia in our homes. We train the team to see the person first, and take a holistic approach to understanding everyone's unique experience of living with dementia.

The RCH Care Homes' Dementia Strategy's five pillars of excellence provide us with a clear focus for the delivery of person-centred care.

Pillar One

Partnership Working with Carers, Family and Friends

We ensure all residents' carers, family and friends are recognised and valued as vital partners in care by encouraging them to be involved in planning the support strategy for their loved one, helping them to feel confident that we are delivering truly person-centred care.



Pillar Two

Our Home Environments

We have created beautiful homes and gardens that meet residents' changing needs and help to make day-to-day life as comfortable as possible. The environments have been specially designed to promote and enable independence, reduce anxiety and increase wellbeing, helping residents to live well with dementia.



Pillar Three

Nutrition, Hydration and a Mealtime Experience

Our award-winning team of chefs provide freshly prepared meals which help create a mealtime that meets each resident's individual needs, whether that is a dining room experience, food on the go or in-room service. We help residents to experience community and friendship fostered by social mealtimes, and to continue to take pleasure in eating and drinking.



Pillar Four

Lifestyle, Activity and Meaningful Engagement

The Lifestyle Team help residents to enjoy the things they have always done and want to continue, as well as providing opportunities for new experiences using the latest technology and innovations in dementia care. By gathering an individual's life history, we can discover residents' interests, needs, wants and wishes, enabling us to provide an award-winning activities programme that is interesting and enjoyable, focusing on what they can still do and providing appropriate levels of support and encouragement.



Pillar Five

Specialist Training

Supported by a team of Dementia Ambassadors, all team members that care for people with dementia receive ongoing specialist training and support, drawing on the latest evidence-based approaches. We also partner with industry leaders to deliver a range of projects aimed at improving resident wellbeing and supporting team development.



Respect, Care & Honesty

At At RCH Care Homes, we understand the importance of delivering high quality care that is delivered by well trained, competent and confident team members. The General Managers and Heads of Departments are integral in managing and leading their care homes on a daily basis.

RCH Care Homes has adopted values-based recruitment for all appointments. In simple terms, we explore the values of our candidates, what's important to them, how they react in specific scenarios, how they work as part of a team and why they have chosen Health and Social Care as a career.

We operate a safe recruitment policy so all of our teams are thoroughly checked and validated prior to commencement of employment. Our Regional Training Manager delivers a bespoke 3-day induction for new team members. This covers all mandatory subjects (written, practical and theoretical components) and RCH-specific training, all of which are validated by competency assessments.

Once a new team member starts their induction in a care home, they are allocated a buddy / mentor to support them.

All care team members are required to complete the Care Certificate and relevant QSF/NVQs for ongoing development. The nurses have access to internal and external training to ensure their skills are current, and are confident and competent to deliver a high level of nursing and clinical care.

Park View Care Centre is regulated by the Care Quality Commission (CQC) which is the independent regulator of health and social care in England. The CQC monitors, inspects and regulates care homes. The CQC publishes its inspection outcome including an overall rating.

www.cqc.org.uk



MY LIFE STORY

When moving in to one of RCH's Care Homes, part of this process is supported by our 'My Life Story' initiative.

Understanding what a person likes or dislikes is important as that information can help to provide a lifestyle plan that suits them best. The involvement and guidance from the resident, family and loved ones can help us build relationships, an important step in being able to support that person to live the life they choose.

As part of our holistic approach, the 'My Life Story' initiative supports the teams with caring for the 'whole' person, covering their physical and emotional needs. This ensures they are recognised and valued as a unique individual, with experiences, skills, strengths and abilities, preferences and needs.

Rediscovering You

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“My wife has been a resident at Park View Care Centre for over a year. I am very pleased with the care and attention she has received in that time. The management, nursing and caring staff are very friendly and keep her amused. The food is excellent, just like home-cooked. Her room is regularly cleaned and well-maintained. The room overlooks the garden, so she is able to watch the birds and squirrels foraging in the garden.”

Husband of Resident,  carehome.co.uk review 2025





“A wonderfully caring and supportive environment led by a truly committed and thoroughly professional manager whose high standards and expectations clearly permeate the whole home and its staff. The improvement in my brother’s mental and emotional wellbeing whilst at the centre was a joy to see. I wouldn’t hesitate to recommend it here - definitely a ‘home that cares’ rather than just a care home.”

Sister of resident,  **carehome.co.uk** 2025

PARK VIEW CARE CENTRE INFORMATION

How to find us

Park View Care Centre
Field way, Park Farm, Ashford, Kent TN23 3NZ

Our home is situated on the roundabout which links Forestall Meadow, Bluebell Road and Moatfield Meadow with Field View, near to Tesco Extra in Kingsnorth. Please turn onto Field View and the entrance to our home is the first right and then we are on the right.

Public transport

2.0 miles – Ashford International Railway Station
2.0 miles – Ashford town centre with good bus links

Contact us



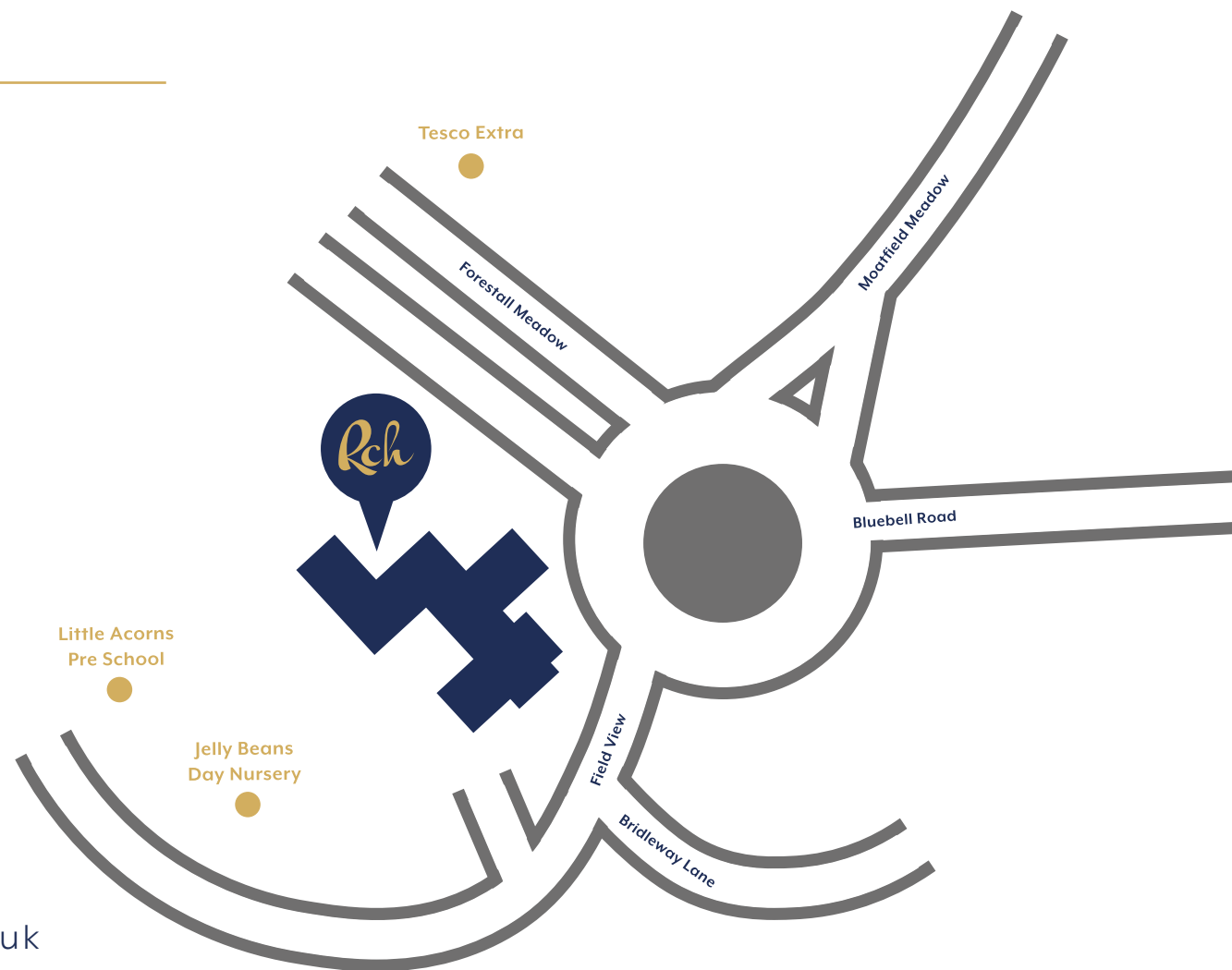
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