

'Interactive' care home launched

A BRISTOL business adviser has helped a couple set up a care home where people with learning disabilities interact with animals.

Neal Parkinson of Icon Business Solutions South West (IBS) gave advice to David and Cindy Woodward of Grapevine Care about setting up their third care home.

Its residents are given the task of taking care of animals, which helps them learn about responsibility and interaction with others.

Mr Woodward said: "We have seen clients in the stable area joyous, happy and really enjoying their interactions with the horses. They help to take care of them, ride them, and this gives them a different perspective about their own potential as well as being a fantastic, fun-filled experience.

"Neal's assistance, focus and outstanding solutions have helped us to create a benchmark in the



Horse sense: Icon Business Solutions' Neal Parkinson, front, with Grapevine directors, David and Cindy Woodward, with Shandy, one of the horses helping residents to overcome learning disabilities

standards that can be offered within the care industry. The new home's launch marks a model of excellence within our industry."

Mr Parkinson said: "The aim of IBS is to work alongside business

owners and provide a step-by-step solution where the owner gets to design and implement specific business strategies to achieve their goals. David and Cindy have developed an incredibly robust,

commercially-successful business model, and — combining it with incredible levels of care — created a remarkable business that actually improves the industry it exists in."