

PRESS RELEASE

Happy Birthday to Tops Day Nurseries who celebrate 20 years of care

Tops Day Nurseries, who own 11 nurseries and 7 play clubs across Somerset, Dorset and Hampshire are celebrating their **20th birthday** on Friday 5 February at their first ever nursery in Parkstone, which was opened by Cheryl Hadland, mum of three in 1990.

Cheryl Hadland had decided to open her first nursery in Parkstone when she struggled to find the flexible childcare she needed for her sons, then aged three and new born. 20 years on and Bournemouth-based Hadland Care Group operates Dorset's most successful nursery business with 350 staff and a turnover in excess of £6 million pounds.

Hadland Care Group consists of 3 groups within the company. **Tops Day Nurseries** is where the company started and **Reside Care Homes** was introduced over 3 years ago to offer 24 hour Residential care and currently cares for over 50 adults. The third part of the group is the **Aspire Training Team** which provides specialised care training for staff and learners outside of the company.

To celebrate the 20th birthday Cheryl Hadland will be joined by two other staff who have shared the 20 year journey with her. Maria Thomas-Luker worked at the Parkstone nursery for 18 years where she started as a 18 year old apprentice nursery assistant and worked up to Management position. Maria now manages the Administration across the whole chain from the Head Office and is part of the Board of Directors for the Group. Lyn Wicks has worked within the Parkstone nursery for the entire 20 years caring for children on site.

To mark the 20th birthday the pre-school children have helped to paint a picture of a tree with their handprints to symbolise the 'firm foundation' for growth which Tops provides for children. The nursery will be celebrating on Friday with a party lunch and a special surprise visitor for the children. There will also be a presentation of the artwork which will later be fixed to the outside of the nursery to mark the birthday.

Cheryl Hadland says: *"I am thrilled that we are celebrating such a landmark anniversary at the nursery where it all began. I had no idea that 20 years on we would be such a large organisation. It's been an enormous pleasure and privilege to be involved with so many children and families over the years and also to watch and support so many colleagues learning and developing. We've all grown and learnt so much as the company has expanded. There are now careers, and university degrees in childcare for men and women, a big change from 20 years ago and Tops is a brilliant place for children and careers to grow."*

Ends

Notes to Editors

Photo call Friday 5 February at 1pm at Tops Day Nursery,

104-106 Herbert Avenue, Parkstone

Interview Opportunities available

For more information contact PR & Marketing Manager Louise Skinner on

Tel: 01202 551553 or marketing@hadlandcaregroup.co.uk

www.hadlandcaregroup.co.uk

Extra business information:

Since the rebrand was introduced at the end of 2007 Tops Day Nurseries Turnover has continued to rise. Despite a recession Turnover has risen 12% within the nursery group in the last 2 years. The Nursery group continues to grow and Tops took over management of its 11th nursery last summer in the Isle of Wight.

The first Reside care home has also continued to receive business with turnover increasing 14% in the last two years. An additional Care home was bought by the Hadland Care Group last year and now there are two in operation in the company with an ambition to grow this side of the business gradually in the future.

Staff retention is incredibly high – some of the original staff from 1990 still work there – and staff turnover is less than five per cent. Tops has achieved Investors in People for over ten years.



