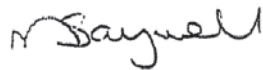


Continued...

- Belong is also developing a new 'Experience Days at Belong' service, which will offer older people living within the community an alternative option to the traditional day care centre. It is hoped that this will enable an increased number of people to benefit from the facilities that the village offers and enable our existing customers to feel part of the wider community.
- There are plans to provide a forum for relatives and friends of Belong to support and promote the development of village events and services.
- Designated smoking areas within the village grounds will be reviewed for our customers' comfort and convenience.
- A 'What's On' bi-monthly newsletter will be produced as a guide to events and activities that are going on within the village.
- Belong plans to recruit a Belong at Home coordinator for Crewe to ensure a dedicated care and service is available to support residents living in a village apartment, as well as people in the community.

Since Belong Crewe opened on the 1st December, inevitably as with any new building, there have been some teething problems and it has been a challenging few months for our team members in learning all the new systems whilst at the same time, trying to give the best support possible to our residents to help them settle into their new home. We are all just beginning to feel able to fully appreciate and utilise the wonderful facilities that are provided within the Belong village. The year ahead will, therefore, be both exciting and challenging as we further grow our team together, and extend the range of services that are available for our customers at Belong Crewe. May I take this opportunity to thank you for your patience and support during this period and for your continued support.



Melanie Saywell
General Manager

01270 561200
or visit www.belong.org.uk



Listening to the Experts

Results of Customer Satisfaction Survey



Belong's objective is to help older people enjoy their lives through the creation of our unique village communities. We aim to exceed expectations so that the customers will say "Belong is everything I expected it to be and more."



Nick Dykes
Chief Executive



Your life, your pace, your way.

The recent survey conducted is just one of the many ways we seek feedback from customers as a measure of their satisfaction with the quality of our services, the standard of accommodation available and the range of facilities and amenities provided. This feedback is shared with all members of the team and the positive comments received will help to reinforce good practice, while any concerns raised have assisted the team at Belong to identify the actions that we need to take to improve our service.

85 % of residents living in a Belong household and 100 % of residents living in an apartment are satisfied overall with their experience of living at Belong Crewe.

Results of customers survey...

- 85 % of residents said that they felt safe, secure and happy living within the Belong village.
- 92 % of residents said that they felt able to approach Belong staff with concerns.
- 100 % of residents said that their relatives and friends could visit at any time and were always made to feel welcome by Belong staff.
- 84 % of residents described their life at Belong as fun and commented that the people around them seem happy and content.
- 100 % of residents felt able to participate in activities within the Belong village.
- 81 % of residents commented on how living at Belong had enabled them to continue with previously enjoyed activities and to pursue new hobbies and interests.
- 54 % of residents said that living at Belong had enabled them to make new friends as well as keeping in touch with old ones.
- 81 % of residents described the meals provided as “healthy and wholesome and made to your liking.”
- 97 % of residents remarked on how clean and well looked after the Belong households are.
- 100 % of residents living in an apartment described staff as “knowledgeable and helpful.”
- 100 % of residents living in an apartment described staff as always being “approachable, courteous and polite.”
- 100 % of residents living in an apartment expressed satisfaction with the efficient manner in which their concerns were dealt with by the staff at Belong.
- 100 % of residents living in an apartment expressed satisfaction with the quality of the facilities and services offered by the Belong bistro and felt that the meals represented good value for money.



- 100 % of residents living in an apartment expressed satisfaction with the quality of service provided by the maintenance staff at Belong.

- 100 % of residents living in an apartment expressed satisfaction with the support provided by the Belong reception team.

Residents were asked to comment on what they liked most about living at Belong.

The following are a selection of comments received ...

- “We are happy with everything, thank you.”
- “The facilities are very good and you are doing a great job.”
- “Overall, I am happy with everything.”
- “The meals are fine.”

Residents were asked to comment on what they least liked about living at Belong.

The following are a selection of comments received ...

- “Not being able to use the internet café due to technical problems.”
- “I am not sure about carers cooking the food.”
- “Not being able to smoke in my own apartment or outside the bistro in the garden.”
- “The staff are always very busy.”
- “Not enough activities.”
- “The number of occasions the lift breaks down.”



Residents were invited to make suggestions for improvements to the services and / or facilities at Belong.

The following are a selection of suggestions received ...

- “Trips out please.”
- “Regular dances and more opportunity to get together.”
- “A little shop/facility to buy essentials.”
- “More staff.”
- “More opportunity to do things to develop my confidence.”

100 % of relatives expressed satisfaction with their overall experience of the services and facilities provided at Belong and 100 % said that they would recommend Belong to others.

Results of relatives survey ...

- 100 % said that they felt reassured knowing that their relative is safe, secure and happy living at Belong.
- 100 % said that they felt involved in their relative’s care and were consulted on all matters concerning their relative’s health and well-being.
- 100 % said that they felt able to visit their relative at any time and were always made to feel welcome.
- 100 % expressed satisfaction with the way in which their concerns or queries had been dealt with.
- 100 % said that they felt that their relative was given the support they need to enable them to pursue the activities and interests they enjoy.
- 100 % said that they felt their relative was offered sufficient choice of meals and that these were healthy and wholesome.
- 100 % said that they would recommend Belong to others.



Relatives were asked to comment on what they liked most about Belong Crewe.

The following are a selection of comments received ...

- “Coming to Belong is a real treat for our Mum, thank you for making it happen.”
- “The staff are terrific and it is a pleasure to visit, thank you.”
- “We are happy with everything, thank you for your fantastic work.”
- “It is a lovely environment, atmosphere and culture.”



Relatives were asked to comment on what they least liked about Belong Crewe and make suggestions for improvement of services and facilities.

The following are a selection of comments received ...

- “It is early days yet but would like to see more activities for things to stimulate residents and for relatives to get involved in.”
- “Fobs for relatives, to avoid waiting for household doors to be answered.”



The changes we have already made as a result of this survey.

- The activity facilitator is developing a programme of events and activities that will increase the range of leisure, recreational and educational opportunities for our customers.
- Volunteering at Belong is being actively promoted in order to support the delivery of a comprehensive events and activities programme.
- The bistro now stocks a number of daily essential groceries for purchase by residents living in the apartments.
- A ‘forum’ has been established for residents living in the apartments, to meet up and discuss with the village management team any areas for improving our facilities and services.
- Improvements are being made to the information pack provided to our new customers when they move in, about the facilities and services offered in the village.

Further changes planned during 2011 in response to this survey.

- The hospitality & catering manager for Belong is working alongside our village head chef and will be introducing new menus and recipes to offer more choice, improve the consistency in quality and ensure that meals are nutritionally balanced both in the households and in the bistro.