

## Planned changes for 2011 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.
- A 'What's On' bi-monthly newsletter will be produced as a guide to events and activities going on within the village.
- 'Volunteering at Belong' is being actively promoted in order to support the delivery of a comprehensive events and activities programme. In addition volunteers will support customers to access the gardens and other village facilities as well as enabling people to benefit from the opportunity to get out and about.
- Belong is also developing a new 'Experience Days at Belong' service, which will offer older people living within the community an alternative option to attending a traditional day care centre. It is hoped that this will enable an increased number of older people to benefit from the facilities that the village offers and enable our existing customers to feel part of the wider community.
- The use of tape or name badges will be reviewed in order to assist customers to recognise and acknowledge members of the Belong team.
- The facility for relatives and friends of residents living on the household to be able to talk to each other over the telephone will be reviewed and discussed at the next Relatives and Friends of Belong Forum meeting.
- The 'Your Guide to Living Within A Belong Community' will be reviewed to ensure that this provides sufficient information to support new customers and their relatives while moving in.

Thank you to everyone who took the time to complete this survey and for your continued support in enabling us to further develop and improve our services.

Janine Curwell  
General Manager

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# 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 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.

**100 % of residents living in a Belong household and 100 % of residents living in a Belong apartment are satisfied overall with their experience of living at Belong Macclesfield.**

### Results of residents survey...

- 100 % of residents said that they felt safe, secure and happy living within the Belong village.
- 94 % 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.
- 100 % of residents described their life at Belong as fun and commented that the people around them seem happy and content.
- 88 % of residents felt able to participate in activities within the Belong village.
- 82 % of residents commented on how living at Belong had enabled them to continue with previously enjoyed activities and to pursue new hobbies and interests.
- 94 % of residents said that living at Belong had enabled them to make new friends as well as keeping in touch with old ones.
- 94 % of residents described the meals provided as “healthy and wholesome and made to your liking.”
- 100 % of residents remarked on how “clean and well looked after” the Belong households are.



- 93 % of residents living in an apartment described staff as “knowledgeable” and “helpful.”
- 95 % 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 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 75 % felt that the meals represented good value for money.
- 75 % of residents living in an apartment expressed satisfaction with the quality of the care provided by the Belong support team and 75 % felt that the service represented good value for money.

- 100 % of residents living in an apartment expressed satisfaction with the quality of service provided by the Belong housekeeping team and 75 % felt that the service represented good value for money.
- 100 % of residents living in an apartment expressed satisfaction with the quality and range of activities offered within the Belong village Venue and 75 % felt that the service represented good value for money.
- 100 % of residents living in an apartment expressed satisfaction with the quality of service provided by the maintenance and technical support team at Belong.
- 100 % of residents living in an apartment expressed satisfaction with the quality of the service 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 the comments received ...

- “Feeling safe, secure and happy.”
- “Residents and friends can visit at any time and are always made to feel welcome.”
- “We have fun and everyone seems happy and content.”
- “The households are clean and well looked after.”
- “Our concerns are listened to and dealt with efficiently.”



### Residents were asked to comment on what they least liked about living at Belong, and were invited to make suggestions for improvements to the services and / or facilities at Belong.

#### The following are a selection of comments received ...

- “More variety in desserts being offered please.”
- “More fish and salads please.”
- “I would like to see less TV and hear more music.”
- “A trip out once a week when weather allows.”
- “More meat and potato pies and egg custards please.”
- “Nothing I can think of.” (apartment)
- “Banging of doors, not usually by residents.”
- “Could carers wear a sticker with their name on so that residents don’t have the embarrassment of forgetting names and visitors can see a carer and ask for advice or help from them, if they are new to the residence?”
- “For those residents debilitated by dementia, perhaps more sensory stimulation e.g. scents, touching, sculpture.”
- “A simple afternoon tea on Sunday afternoons with some nice music would get people together and perhaps dance a little.” (apartment)
- “Spare fobs” and “I.D. badges.” (apartment)
- “More comprehensive cover at the weekend.” (apartment)

#### And comments received from relatives said ...

- “The staff look after health needs well and some are very caring about the residents.”
- “Warmth, cleanliness, social contact, security – only good things to say about Belong.” (apartment)
- “Don’t need to worry about meals.” (apartment)
- “Set up at Belong is excellent.” (apartment)
- “Having own kitchen in the flat to cook meals, or use of bistro – best of both worlds.” (apartment)
- “Safety and security.” (apartment)

**96 % of relatives expressed satisfaction with their overall experience of the services and facilities provided at Belong and 96 % said that they would recommend Belong Macclesfield to others.**

### Results of relatives survey ...

- 100 % said that they felt reassured knowing that their relative is safe, secure and happy living at Belong.
- 96 % 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.
- 88 % expressed satisfaction with the way in which their concerns or queries had been dealt with.
- 88 % said that they felt that their relative was given the opportunity to enable them to participate in the activities they enjoy.
- 88 % said they felt that their relative was able to make independent choices about what he/she wants to do and is encouraged to do things they enjoy.
- 84 % said that they felt their relative was offered sufficient choice of meals and that these were healthy and wholesome.
- 96 % said that they would recommend Belong villages to others.

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

### The following are a selection of comments received ...

- "I feel reassured knowing that my relative is safe, secure and happy."
- "I am able to visit when I like and I am made to feel welcome."



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

### The following are a selection of comments received ...

- "There are not enough activities for people with advanced dementia."
- "Encourage residents who need encouragement to join in activities."
- "More interaction with the residents."
- "A cordless telephone on the household to enable relatives to speak with residents."

### Changes already made as a result of this survey.

- A quarterly 'Forum' for relatives has been established to exchange information, share ideas, provide support and identify areas for service development and improvement. We will also look at developing a 'Friends of Belong' group.
- The gym facilities have been improved and the appointment of an exercise instructor has enabled the village to offer a range of exercise programmes to suit all levels of ability.
- Cover arrangements have been reviewed to ensure there is access to a member of the Belong village management team at the weekend.
- Additional fobs can be issued to authorised persons; please ask at reception for more details.
- The use of tape or name badges will be discussed and reviewed in order to assist customers to recognise and acknowledge members of the Belong team.
- A 'Belong at Home' service has been established to enable the people living in an apartment within the village to access care and support as required from members of the Belong at Home team.

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