

Anchor Homes

Resident
& Relatives

Survey

2006

LAING & BUISSON

Improving the lives of older people



Anchor Homes Resident & Relatives Survey 2006

This survey was commissioned to measure customer satisfaction levels within Anchor Homes and compare individual homes with each other and the residential and nursing care industry as a whole.

The aim was to help identify key strengths and weaknesses of each home. This helps us pinpoint any issues, make improvements where they are needed and identify areas where homes are doing well. Any high-performing homes will be used across Anchor Homes as models of best practice.

Each home was assessed on 36 attributes over the following 4 categories:

- **Physical Environment:**
including the overall look and feel to gardens, exterior of the home, parking area, entrance, office, halls/corridors, bedrooms, lounges/dining rooms, interior décor, bathrooms, cleanliness and safety
- **Care and Service:**
including standard of care, what the welcome was like, atmosphere, health care, social events, special occasions and catering
- **How we handle feedback and problems:**
including staff attention, complaints handling and invoicing queries
- **Appraisal of Staff Roles:**
including the overall professionalism, attitude and attention of the Home Manager, Administrator, Nurses, Care Assistants and Housekeeper

Laing & Buisson was chosen for this project, as they:

- Are the UK's foremost provider of information and market intelligence on independent health, long-term care and community care
- Have more than 10 years of customer satisfaction data within the sector
- Are completely professional, unbiased and independent

- Are respected by key stakeholders such as care homes, hospital groups, investors, local authorities and government departments

A total of 102 Anchor Homes were surveyed between February 05 and February 06. We will conduct a similar customer satisfaction survey over the next few years, to measure progress within each Anchor home and compare progress with that of the sector.

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Anchor Homes National Results 2006

Anchor Homes achieved excellent results compared with the industry as a whole.

The overall satisfaction level for Anchor was 4.29, out of a possible maximum figure of 5, which easily surpassed the industry's average of 4.10.

Key Results

Overall trends are as follows:

- Out of 102 homes, 49 achieved above average scores in more than 30 attributes. Eight homes were above average in all 36 attributes. These homes will be used to share best-practice with others
- Anchor's key strengths are: the look and feel of bedrooms; the implementation of care standards; lack of odour and the high quality food and refreshments
- Areas for improvement are: interior design; office arrangements; bathrooms; social and recreational activities and gardens. Anchor Homes is currently addressing these issues - see key projects' from the previous sentence

National Result per category

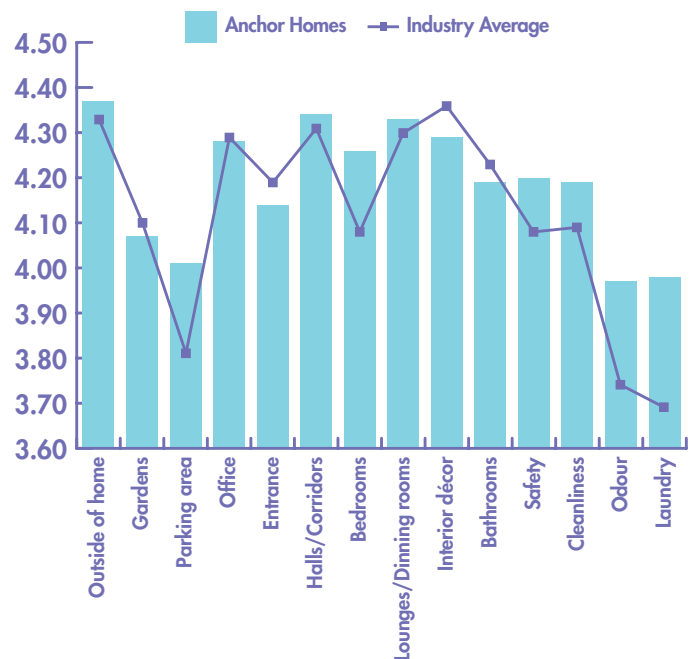
Physical Environment

Anchor Homes performed well in nine out of 14 attributes.

These are: exterior; parking; halls & corridors; bedrooms; lounges & dining rooms; safety; cleanliness; odour and laundry.

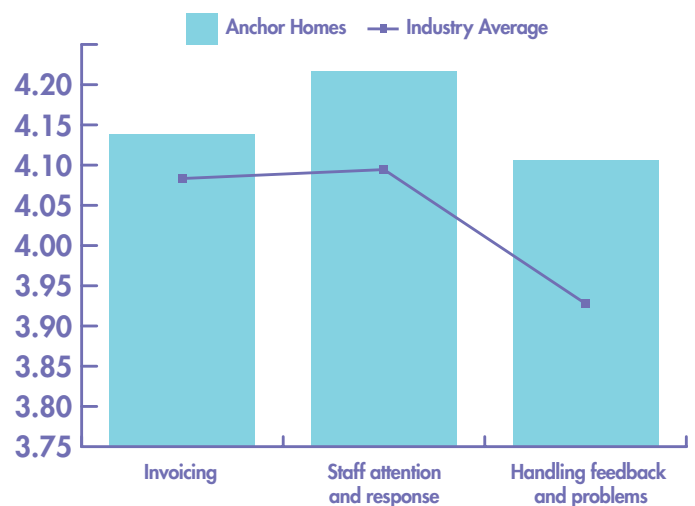
Our performance was not as strong in the following five attributes: The overall look and feel of gardens; entrance; administration office; interior décor and bathroom facilities.

These results were not, however, rated significantly below the industry average.



How we handle feedback and problems

Anchor Homes achieved above average results in dealing with general complaints, staff attention and invoicing queries.



Care and Service

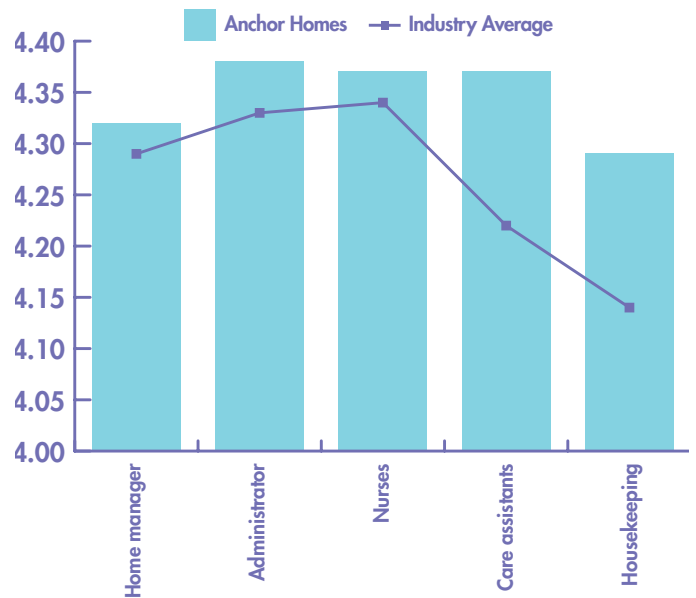
Performance was outstanding in this category. Anchor Homes achieved above average in twelve of the 14 attributes. They included the atmosphere, the welcome given to visitors, the standard of care and health care and the quality of communication. Other areas of above-average performance included food, tea & coffee and the companionship provided by other home residents (see table below).

Improvements can be made in organising more social and recreational activities and special occasions e.g. open days. These areas were not, however, rated significantly below the industry average.



Appraisal of staff roles

Anchor Homes performed exceptionally well in this category. All scores reflected a professional approach in the roles of Home Manager, Administrator, Nurses, Care Assistant and Housekeeper.



“Kerria Court is excellent; Mum couldn’t be in a better place. Thank you.”

Relative comment: **Kerria Court, Birmingham**

“An excellent and friendly place to live in. My aunt thinks the food and how it is presented is excellent. Well done”

Relative comment: **Eric Morecambe House, Morecambe**

Key projects

Anchor Homes will be undergoing a series of key projects, which will help further improve our services and address some of the areas highlighted in the survey.

Interior Design Project

Designed to improve the décor and the look and feel of each Anchor home, taking into account our residents' varied tastes and needs (e.g. Dementia).

Signage Project

Improving the internal and external signage of each Anchor home. The aim is to provide a more professional, clear and consistent look to each home, while improving its visibility in the community and directing visitors and residents effectively.

Employment of Activity Co-ordinators

Dedicated Activity Co-ordinators have been employed in most Anchor Homes. We have identified that activities play a major role in the overall well-being in our residents' lives.

Information Technology

This technology is designed to help our Home Managers to manage their home more effectively. They will be able to monitor their business activities, in areas such as advertising and invoicing.

“The management and staff are very good, willing and helpful at all times. They seem to enjoy what they are doing and are always cheerful.”

Resident comment: **Waldene, Newcastle**

“I am more than satisfied with everybody and everything at the home. I don't know how things could be any better. I am very happy here and have already recommended The Ridings to others.”

Resident comment: **The Ridings, Banbury**

For further information regarding this survey, please contact
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