



**your
care
rating**

what customers say




February 2015

your care rating

2014 survey

Ipsos MORI





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1 foreword



1 foreword

I am delighted to introduce our annual report, which contains findings from the 2014 Your Care Rating Survey. Now in its third year, Your Care Rating continues to help care homes and care provider organisations in driving service improvement, as well as giving care home residents a voice.

We are very pleased that 29 provider organisations chose to participate in the survey this year, covering nearly 1,100 homes and almost 60,000 registered places, making this the largest survey of its kind in the United Kingdom. Furthermore, the response rate for the 2014 survey increased for the second successive year, and we are delighted that increasing numbers of residents are taking the opportunity to have their say on the care they receive.

This is the second year in which survey results (including those for individual homes) have been published, allowing us to look for the first time at what, if anything, has changed over the past year within individual homes and across the sector as a whole.

Again, results from the survey paint a positive picture. More than half of the care homes which took part last year improved their Overall Performance Rating (OPR) score in 2014, and we are very happy to be able to join these homes in celebrating their success. For those homes that have seen a fall in their OPR score this year we hope that they, and their provider organisations, can use the results constructively to identify areas for improvement and increase resident ratings in future years,

Feedback from participating providers about the value of Your Care Rating has been overwhelmingly positive, and we continue to work with them to make sure the survey meets their changing needs. We are indebted to the Care Provider Reference Group (CPRG), set up this year, whose members give up their time to discuss the direction of the survey and how it can continue to meet the needs and challenges of providers in the sector.

We are currently consulting with providers on the possibility of extending the survey to relatives or friends of care home residents. As the survey continues to grow, we hope that more providers will choose to join the scheme ahead of the 2015 survey this summer.

Finally, I would like to thank the 21,300 residents who took part in the 2014 survey, and Ipsos MORI, whose continued support and expertise helps the survey go from strength to strength.



Douglas Quinn,
Chairman
Your Care Rating

2 survey overview



2 survey overview

Now in its third full year, the Your Care Rating Survey is the largest survey of care home residents in the United Kingdom. It captures the views of over 20,000 care home residents across more than 1,000 care homes. In making the survey results publicly available, it demonstrates participating care providers' commitment to driving service improvement, and gives residents a genuine voice. It also helps customers and their friends and family make important decisions about care in later life.

Background and development of the survey

The survey is a provider-led initiative, brought about by the formation in July 2011 of the Your Care Rating steering group. The group consisted of eight care sector organisations looking at ways in which to better understand residents' views about the care they receive.

The steering group commissioned Ipsos MORI to design a pilot survey, conducted in early 2012 after a thorough development phase¹, with the first full survey conducted later in 2012. In 2014, Your Care Rating Ltd now has an independent board which ensures that the survey meets the needs of providers while presenting an independent, robust and authoritative picture of resident views.

The Your Care Rating Survey seeks to:

- Give care home residents a voice, putting their views at the heart of understanding how well care homes perform;
- Champion continuous quality improvement in the care sector; and
- Provide an authoritative source of information for existing and prospective customers and other stakeholders, to support informed choices.

The survey also benefits from invaluable input from the Care Provider Reference Group (CPRG), made up of survey leads across participating care providers and industry organisations Care England and National Care Forum. The CPRG gives feedback from the care providers' perspective to ensure that participating providers' needs are met, as well as helping to guide the direction of the survey and implementation more generally. Crucially, however, the survey remains completely independent.

The survey is conducted by Ipsos MORI, using a standardised questionnaire which collects residents' views across a range of care providers on aspects of life in their care homes. Providers are required to include all of their eligible care homes in the survey to ensure transparency and openness, as well as give them a comprehensive picture of their performance as a care provider.



Your Care Rating, the largest survey of its kind in the UK, is open to all care providers in the United Kingdom regardless of their size

¹ For further information about the development and implementation of the Your Care Rating survey throughout 2012 provided in the 2012 report, see; www.ipsos-mori.com/DownloadPublication/1530_sri-your-care-rating-2012.pdf

How the survey works

Your Care Rating is open to all care providers in the United Kingdom regardless of their size. The survey is designed primarily for elderly care home residents aged 65 or over, but includes younger adults living in care homes too.

Care providers pay a fee for each registered place and have to enter all of their care homes into the survey, and agree for the results to be published by Your Care Rating.

The survey uses a postal self-completion methodology, with packs of questionnaires (one for each registered place) and freepost return envelopes sent to care homes. Care home staff are asked to assess if each resident can provide informed consent to take part, and if so to give them a copy of the questionnaire. Relatives, friends or volunteers are invited to help residents take part if needed, but staff are asked not to be involved in helping residents to complete the questionnaire itself.

All those involved in the survey are provided with tailored guidance materials explaining the process and giving them contact details for Ipsos MORI should they need any assistance. This includes guidance for staff administering the survey on how they should do this, as well as guidance for relatives, friends and volunteers assisting residents to take part.

In 2013, a set of picture help cards was developed to assist residents with cognitive impairments by providing a visual aid to use alongside the questionnaire. Picture help cards are just one of a number of measures designed to make the survey as accessible as possible.

Validation of results

In order to maintain the rigour of the survey and ensure that results are both robust and credible, the Your Care Rating Survey incorporates an extensive 'validation' stage, conducted both during and after fieldwork. For the first time in 2014, the survey incorporated a dedicated 'validation window' in the immediate weeks after the survey closed before producing a finalised set of survey results.

The validation stage is an important one in the survey process. It ensures that any issues arising during fieldwork are dealt with quickly, that any concerns raised about the administration of the survey are investigated, and also uses feedback from staff administering the survey to inform improvements to the survey process in subsequent years.

YOUR VIEWS

Q3 And to what extent do you agree or disagree with each of the following...?
PLEASE TICK ONE CIRCLE ONLY FOR EACH ROW

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
The home is clean and tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The laundry service is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The food served at mealtimes is of good quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The menu offers a good variety of choices each day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have easy access to a pleasant garden / outdoor area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can choose what time I get up and go to bed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 Are there any comments you would like to make on the above?
PLEASE WRITE IN BELOW

Page 1



The validation stage has three key aspects:

- Monitoring fieldwork, including email and telephone follow-up with care homes to verify receipt and distribution of survey packs;
- Reviewing response rates and results to identify patterns in the data which are unusual and may require further investigation; and
- Conducting telephone interviews with the 'survey lead' at up to 10% of selected care homes to ensure the survey process was administered correctly and to gain feedback on how the process could be improved in future years.

Validation interviews were conducted with over 100 care homes in November 2014. Homes were chosen for validation in a way that ensured care homes from all participating providers were contacted, with a focus on homes where fieldwork monitoring and data analysis suggested further follow up might be necessary (for example, where a care home had a very high or very low response rate). Data was checked and approved by the Ipsos MORI project team.

Fourteen care homes from a total of 1,034 participating homes were excluded from benchmark figures following the validation process.

The 2014 survey

The 2014 survey was the third of its kind, with fieldwork conducted between September and October 2014, the same timeframe used for the 2013 survey in order to make results between the surveys as comparable as possible.

As in previous waves, results from the 2014 survey have been made publically available for individual care homes receiving five or more responses (see Chapter 3 for further detail on publication of results). Results can be found on the Your Care Rating website, www.yourcarerating.org.

Overall, 29 providers took part in the 2014 survey. Questionnaire packs were sent to 1,096 homes, with a questionnaire included for each of the 59,112 registered places across these homes. As a nationwide survey, homes from various parts of the United Kingdom took part, as shown in figure 2.1².

100+



More than 100 calls made to care home staff to discuss the survey process

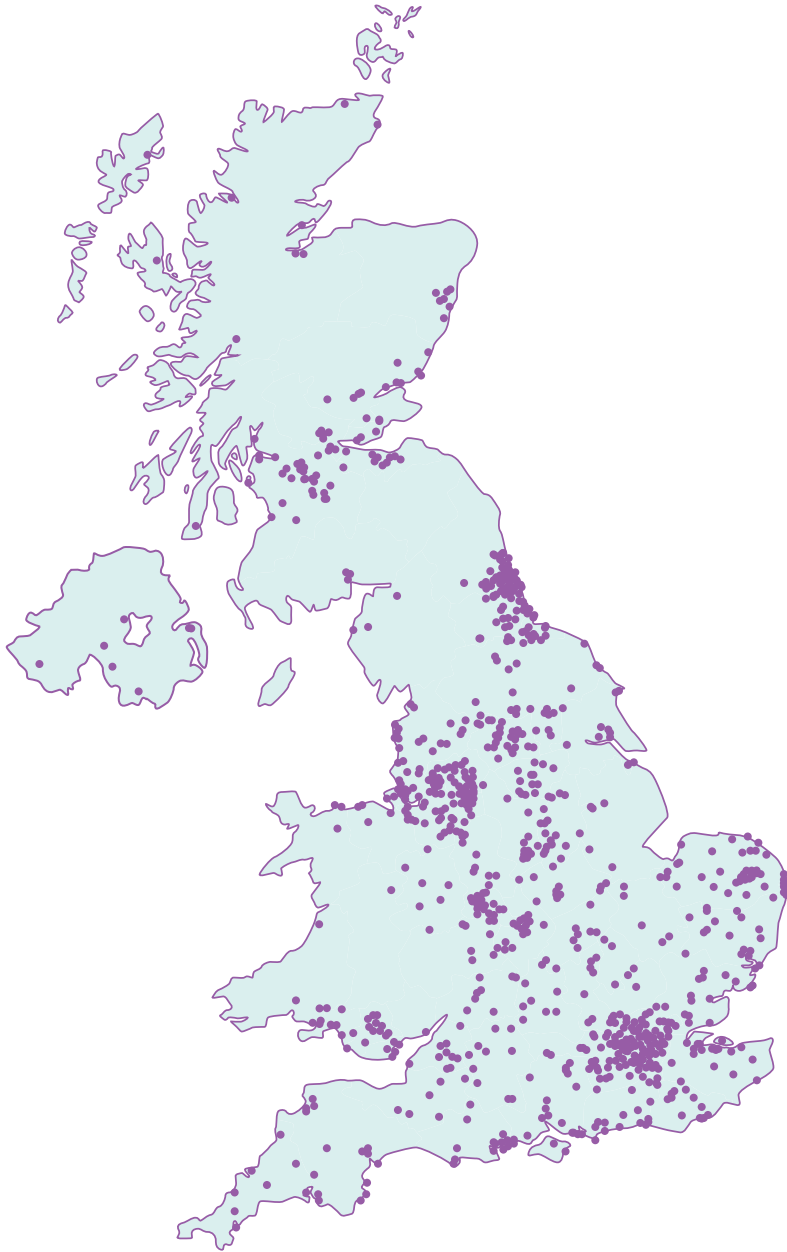
1,096



Number of care homes included in the 2014 Your Care Rating survey

² Three homes in Jersey and one home in the Republic of Ireland were also included in the survey (but are not shown on this map)

Figure 2.1 – 2014 Your Care Rating Survey map of care homes



Twenty of the twenty nine participating providers in 2014 also took part in 2013, accounting for 88% of registered places in the 2014 survey. Nine new providers joined the survey in 2014.

Figure 2.2 – 2014 Your Care Rating Survey table of participating providers

Care provider	No. of care homes	No. of registered places
Akari Care Limited	39	1,998
Anchor	84	3,849
Avante Partnership	14	810
Barchester Healthcare	189	12,610
Borough Care Limited	10	424
Canterbury Care	11	447
Care South	17	872
Care UK	111	6,810
CLS Care Services Limited	18	670
Countrywide Care Homes	33	1,768
Croft House Care Home Limited	1	29
Embrace Group	87	3,888
Gold Hill Care	1	38
Gracewell Healthcare	11	708
Greensleeves Homes Trust	17	630
Hallmark Care Homes	15	1,120
HC-One	220	11,542
Helen McArdle Care	17	1,061
Jewish Care	10	641
Maria Mallaband Care Group Limited	30	1,388
Methodist Homes (MHA)	89	4,570
Nazareth Lodge Residential Care Home	1	24
NorseCare*	37	1,464
Royal Masonic Benevolent Institution	17	1,091
Springhill Care Group	3	255
St Leonard's Rest Care Home	1	15
Stonehaven Care Group	8	232
Sussex Grange Care Home	1	20
Sussex Housing & Care	4	138
Total	1,096	59,112

*Please note that results for NorseCare are not included in the published benchmarks as their survey was run outside of the core fieldwork window for Your Care Rating 2014

For the second successive year, the 2014 survey saw an improved response rate to the survey. A total of 21,300 responses were processed by Ipsos MORI out of a total of 59,112 questionnaires that were sent, representing an unadjusted response rate³ of 36% in 2014 (compared with 35% in 2013). Taking into account unoccupied places and questionnaires which were not distributed to those residents unable to give their informed consent, the survey achieved an adjusted response rate⁴ of 64%. Responses were received from 1,034 of the 1,096 care homes who were sent survey packs, meaning residents from 94% of care homes across participating providers took part.

21,300



**Number of responses
to the 2014 Your Care
Rating Survey**

Figure 2.3 – 2014 Your Care Rating Survey response rates



64% adjusted
response rate

36% unadjusted
response rate

³ The unadjusted response rate is calculated on the basis of the total number of responses vs the total number of registered places.

⁴ The adjusted response rate is calculated based on the total number of questionnaires known to be distributed to residents (based on figures for homes where the number of questionnaires distributed is known).



3 survey results



3 survey results

Your Care Rating collects the views of care home residents on a range of matters relating to the care and services provided to them. It gives residents a voice and aims to drive improvement in the sector, as well as promote transparency and highlight good practice. For the second year, the results of the survey at the individual care home level have been published via the Your Care Rating website⁵. In this report, the results for individual residents have been aggregated to provide an average result for each care home on every measure⁶.

Your Care Rating has been developed to gain insight from residents across a range of aspects of their care, and to provide an objective and robust basis for comparison of these measures both between care homes and over time. To this end, the survey produces an 'Overall Performance Rating' (OPR) for each care home, based on respondent-level analysis of individual residents' ratings of aspects of the care home and the service provided.

Calculating the OPR score

The OPR is a score out of 1,000, providing a more granular means of comparison than would the measure of resident satisfaction with the overall standard of the care home (expressed as a percentage), which tends to be very high across care homes. For example, more than three in five homes received an overall satisfaction score of 95% or above.

The OPR also provides a more accurate and sophisticated performance measure by taking into account residents' ratings of every aspect asked about in the survey, such as the laundry service or the quality of food served at mealtimes. An OPR score is calculated for each resident responding to the survey, based on the ratings they give for individual aspects of the care home⁷.

⁵ www.yourcarerating.org

⁶ Results are based on analysis of data for individual care homes, in line with published results on the Your Care Rating website. Results are based on 932 care homes where five or more responses were received and whose responses were included in the calculation of benchmark figures following validation. All overall results are presented as the average result achieved by these care homes (and are not the average of all respondents, as presented in the 2012 report). See the technical note (chapter 4) for further information.

⁷ A full explanation of the OPR calculation process is provided on the Your Care Rating website www.yourcarerating.org

Calculating the OPR score – an overview

- 1) Residents complete the survey, rating 22 individual aspects of their care home, along with three general ratings (of the extent to which they are happy living in the care home, their likelihood to recommend it and their satisfaction with the overall standard of the care home).
- 2) Each resident's responses across the 22 aspects are used to generate four themes, using a statistical process which groups the aspects according to the extent to which their responses are correlated to one another. For example, responses to statements relating to staff tend to be more correlated to each other than to responses to statements relating to other aspects of the care home, such as the food provided – statements about staff are therefore grouped to form the 'Staff and Care' theme.
- 3) A second statistical process gives a weight to each of the four themes which depends upon its strength as a driver of residents' overall satisfaction with the standard of their care home.
- 4) Each resident's four theme scores are then used to calculate the individual overall performance rating (OPR) of their care home, taking into account the relative weights of the themes. The heavier the weight of the theme, the more it contributes to the OPR score.
- 5) An individual care home's OPR is based on the average of the OPR scores calculated for each resident.

First, the statements residents are asked to respond to in the survey (the 'aspects') are grouped into four themes of statistically related (correlated) aspects, derived from a statistical process known as factor analysis. Within a theme, each of its constituent statements is given a weight, chosen to maximise the independence of each theme from the other themes.

For each resident, a score out of 1,000 is calculated for each of the four themes. This 'theme score' is therefore determined by the ratings of the aspects within that theme, taking into account their different weighting (the heavier the weight of an aspect, the more it counts towards the theme score).

Each of the four theme scores is then given a weight using a statistical process called regression analysis. The weight is determined by the strength in which responses within that theme are related to residents' overall satisfaction with the standard of their care home, as captured in the relevant survey question. The relative weights of the four themes for each individual resident are fed into the calculation of the OPR score, where a heavier weight reflects a closer relationship with overall satisfaction, and contributes more to the OPR score.

Residents' individual OPR and theme scores are then averaged to produce the equivalent scores for each care home. The care home OPR score therefore reflects what residents think across a range of aspects, weighted by how important those aspects are in driving residents' overall perception of the care home.

It is important to note at this point that the above statistical analysis is carried out on all valid responses, so if a resident has not rated an aspect then this will not impact the score for a theme or overall.

OPR and theme score results

In calculating the theme scores it is possible to assess their importance in driving overall satisfaction with the standard of the care home using regression analysis. This is useful in helping to better understand the drivers of satisfaction as well as help identify and prioritise potential areas for action.

Figure 3.1 gives a short explanation of what each of the four themes represents.

Figure 3.1 – Components of theme scores





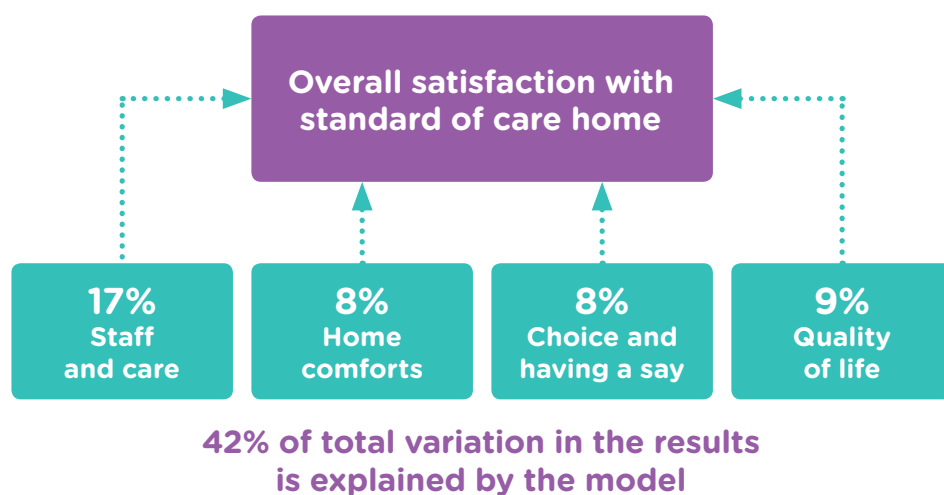
	Staff and care: the capability and availability of staff, and the time they have to talk to residents; staff treating residents individually with kindness, dignity, respect and sensitivity; access to medical professionals and follow up on concerns and complaints.
	Home comforts: the quality and choice of food; quality of the laundry service; cleanliness and tidiness of the care home.
	Choice and having a say: residents having a real say in their care; access to the care home manager/senior managers; choice about time to go to bed and get up; easy access to a garden or outdoor space.
	Staff and care: residents having visitors when they wish; having their possessions around them; taking part in hobbies and activities; respecting residents' privacy and feeling safe and secure.

Figure 3.2 shows the relative influence of the four themes on overall satisfaction. The Staff and Care theme has around twice as much influence on overall satisfaction as the other three themes – residents giving a positive rating of any aspect within this theme are therefore more likely to be satisfied overall, than when giving a positive rating of aspects in other themes.

This is not to say that aspects relating to Home Comforts, Quality of Life and Choice and Having a Say are of lower importance. In practice, using the survey results to improve performance will involve action planning and priority setting within the wider operating context of each provider, making judgements based on what is practical and realistic.

Figure 3.2 – Regression analysis (four theme scores against overall satisfaction)



While improving performance in aspects relating to Staff and Care will be most likely to improve the OPR score, it is of course important to focus on performance across the measures, achieving the most appropriate balance between actions that have the biggest impact on resident satisfaction and those that are practical and realistic. It is also important to understand the perceptions of residents at the individual care home level, and to this end the survey has compiled individual care home 'Dashboards Reports'⁸.

The Dashboards Reports provide each care home's results against the corresponding overall Your Care Rating benchmarks. Alongside this, a 'Verbatim Report' is produced for each care home compiling residents' open ended comments. The Verbatim Reports illustrate the findings presented in the Dashboards Reports with specific examples, providing greater insight into residents' perceptions, expectations and the types of factors which might be driving their views.

The average OPR score across all care homes is 872 (out of 1,000)⁹, in line with the equivalent figure in the 2013 survey (871) and reflecting the positive ratings given by residents (figure 3.4).

872
out of 1,000



**Average Overall
Performance Rating
(OPR) score**

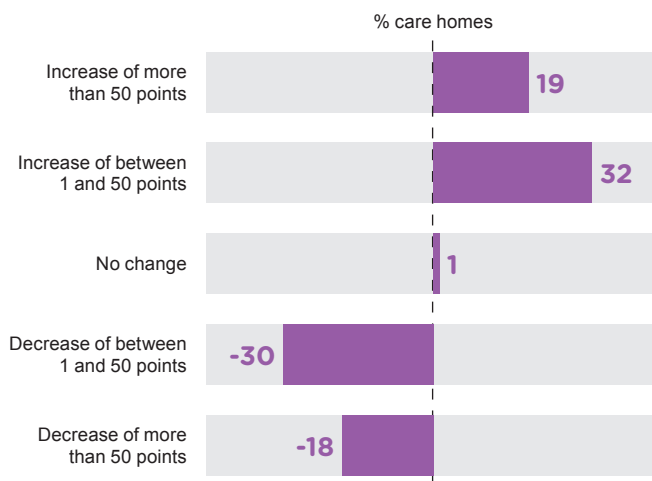
⁸ A Dashboards Report is presented for each care home via the Your Care Rating website (www.yourcarerating.org) where five or more responses were received for the care home, and whose responses were included in the calculation of benchmark figures following validation.

⁹ Results are based on 932 care homes where five or more responses were received and whose responses were included in the calculation of benchmark figures following validation.

The range between the lowest scoring care home (an OPR of 631) and the highest (an OPR of 994) is 363 points, compared with a 406 point range in 2013.

760 of the 932 homes whose results have been published in 2014 also took part in Your Care Rating in 2013. A comparison of the OPR scores for each of these homes between 2013 and 2014 reveals that 51% of homes improved their OPR score, 1% saw no change at all, and 48% saw their score fall.

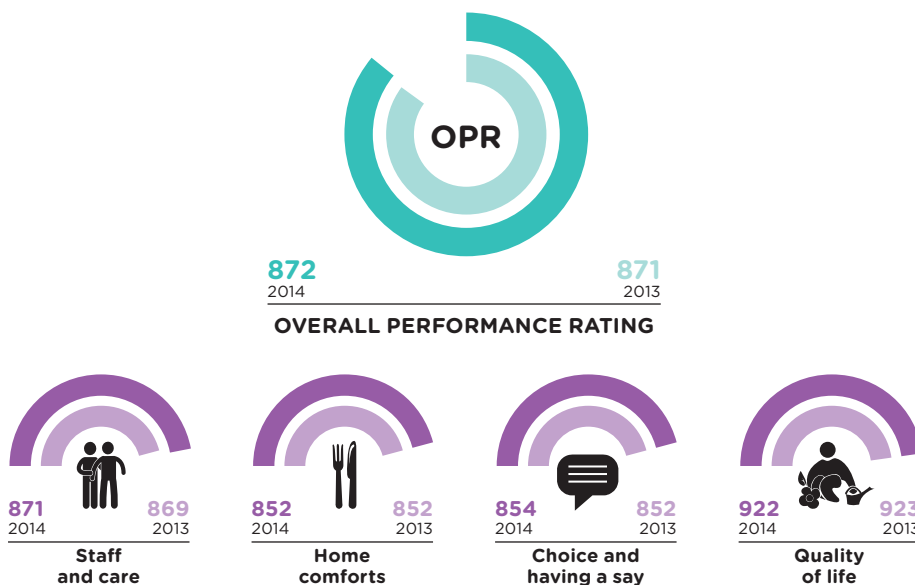
Figure 3.3 – Proportion of care homes seeing a change in their OPR score since 2013



A detailed analysis of the results by care home will enable care providers to capture, reinforce and celebrate what is being done well, and prepare improvement plans for aspects which have seen declining scores.

Around one in five homes improved their score by more than 50 points (19%), while a slightly smaller proportion saw their score fall by more than 50 points (18%).

Figure 3.4 – Average OPR and theme scores



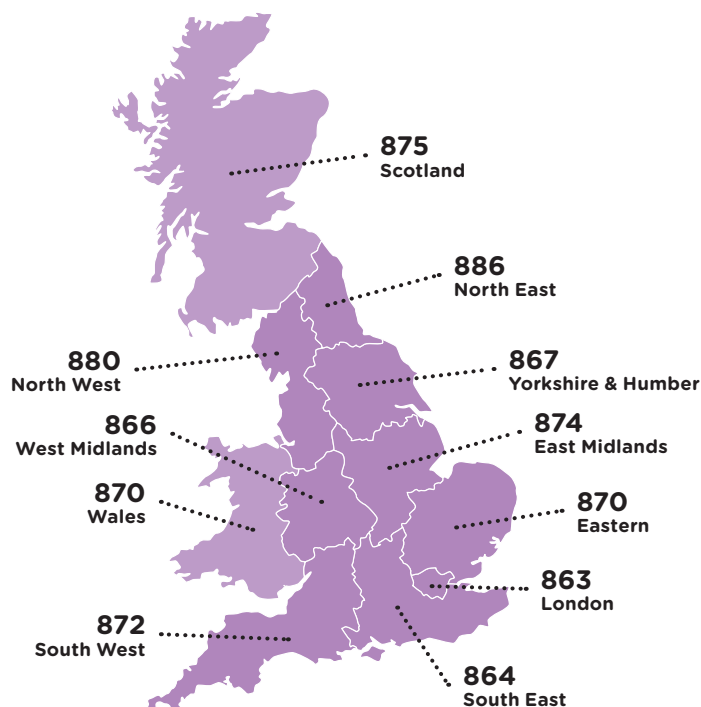
The pattern of scores for the four themes underlying the average OPR is consistent with results in the 2013 survey (figure 3.4). Aspects within the Quality of Life theme yield the highest theme score, of 922 – this includes residents' ratings of having the option to take part in activities, and to have their own possessions around them. The Staff and Care theme achieves a score of 871 for its constituent aspects, such as staff having time to talk to residents, and treating them with kindness, dignity and respect. Meanwhile measures relating to Choice and Having a Say (for example residents choosing what time to get up and go to bed) yield a theme score of 854, and Home Comforts (for example the quality of the meals provided) a score of 852. These scores show little movement since 2013.

Last year's report¹⁰ observed that OPR scores tend to correlate with other overall performance measures such as the Net Promoter Score (NPS). This is still true in 2014, with a strong positive relationship between the OPR and residents' likelihood to recommend their care home.

Results by age group also suggest a similar pattern to 2013, in which older residents are typically more positive. The OPR score for those aged 85+ is 882, higher than that of those aged 65-84 (874) and those under the age of 65 (865).

There is also an interesting regional dimension to the OPR results. As the figure below shows, OPR scores are lowest in London and the South East, and highest in the North¹¹.

Figure 3.5 – OPR scores by UK region



*Results not shown for Northern Ireland as only five homes took part in the survey here.

¹⁰ <https://www.ipsos-mori.com/Assets/Docs/Publications/sri-housing-your-care-rating-2013.pdf>

¹¹ It is important to keep in mind that regional analysis is restricted to care homes participating in YCR, and therefore does not provide a complete picture of care home performance by region.

Staff and Care

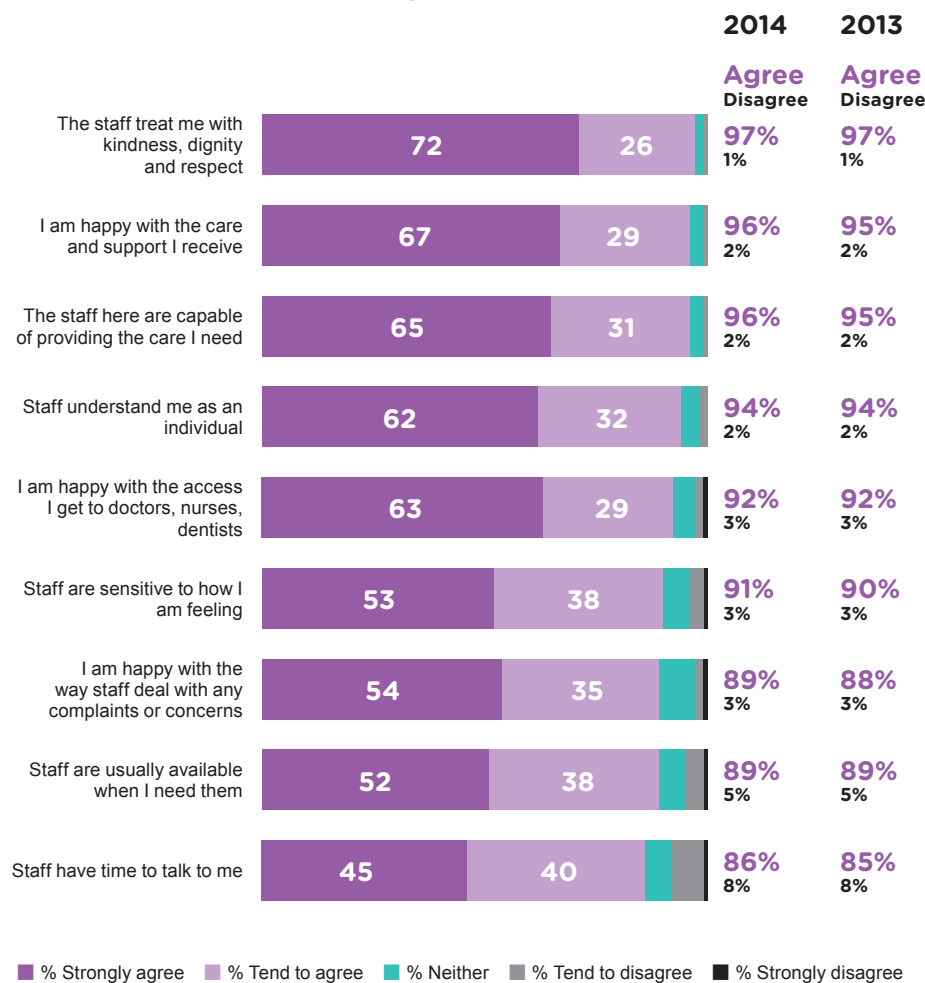
Residents' ratings of staff and the care they provide are shown by the regression analysis to be most strongly linked to overall satisfaction with the care home and positively, this is also the second highest scoring theme overall (871).

Within Staff and Care, residents are asked to give their views on nine aspects including the capability, sensitivity and availability of staff. Across the individual aspects there is variation in the proportion of residents giving a positive 'agree' response to statements within this theme, and this distribution is in line with the results seen in 2013. All aspects of Staff and Care have seen marginal improvement or stayed the same since 2013, and there has been no change in disagreement for any attribute.

Figure 3.6 – Staff and Care theme individual aspect scores

Staff and Care

To what extent do you agree or disagree with each of the following...?



“

The staff are like an extended family to me and care for me very well

“

Time for a friendly chat with staff would be so lovely without feeling we are stopping them from doing their job

“

I sometimes have to wait a long time for staff as there is often not enough cover

“

You couldn't wish to have better people to look after you. Very kind and helpful

The most positive responses from residents are given for staff treating residents with kindness, dignity and respect: an average across care homes of 97% of residents agree with this statement, and this figure rises to 100% for two thirds of care homes (601 homes) in which residents responded to this statement.

While the vast majority of residents also agree staff are capable of providing the care they need and that they are happy with this care (both receive an average of 96%), ratings are lower for staff availability, having time to talk to residents and dealing with complaints or concerns. Positive sentiment is weaker in ratings of staff availability and time, with a greater proportion of residents who 'tend to agree' (rather than 'strongly agree') with these statements than others in the theme – 38% and 40%, respectively. Meanwhile opinions of the way staff deal with complaints and concerns are more likely than the other measures to be neutral, with an average of 8% who neither agree nor disagree with the statement.

Open ended comments given by residents illustrate these findings, with high praise for the manner in which staff treat residents, but acknowledgement of sometimes lengthy waiting times to be attended to when help is needed.

All the aspects within the Staff and Care theme are highly correlated, contributing to the overall strength of this theme in driving satisfaction levels. Continued focus on these Staff and Care attributes will be important in maintaining and driving improvements in residents' overall experience of life in the care home.

Home Comforts

While the score for Home Comforts is lower than that of the other themes (852), it is also a weaker driver of overall satisfaction. Questions in this theme asked residents for their views on the quality and choice of food; the laundry service; and the cleanliness and tidiness of the care home.

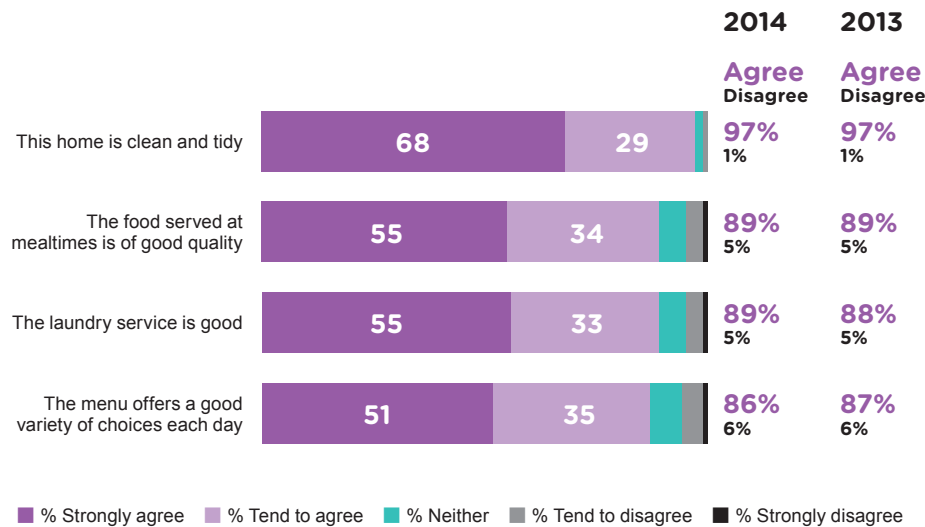
The results follow a consistent pattern with those of the 2013 survey, with the highest average positive score given in relation to the cleanliness and tidiness of the care home. An average across care homes of 97% of residents agree their care home is clean and tidy, and this figure rises to 100% for 585 of the care homes in which residents rated this attribute.

While positive ratings of the laundry service have moved upwards (from 88% in 2013, to 89% in 2014) an average of 5% of residents across care homes disagree their laundry service is good and this figure shows no change since 2013. Compared to other aspects rated in the survey, laundry and the quality and choice of food provided receive relatively high 'disagree' scores. These are both areas which attract complaints in open ended comments, particularly in relation to lost items of clothing and the choice of when residents can eat hot and cold meals (as well as the type of food provided and the need for healthier meals).

Figure 3.7 – Home Comforts theme individual aspect scores

Home Comforts

To what extent do you agree or disagree with each of the following...?



“

It is usually a bright, attractive home

“

Clothes sometimes go missing and I occasionally receive others' laundry

“

The menu is repetitive and I would prefer to choose whether to have my hot meal at lunch or dinner

Choice and Having a Say

The aspects within this theme cover key facets of life in a care home, including access to senior members of staff and having a real say about how staff provide care, as well as choosing when to get up and go to bed and having easy access to a garden (or not).

The overall theme score in 2014 is 854, a two point improvement on the 2013 score of 852.

Nine in ten (90%) residents feel they can choose what time they get up and go to bed. The same proportion agree that they have easy access to a pleasant garden/outdoor area, an improvement on the 2013 score for this aspect (88%).

Residents are also overwhelmingly positive about being able to speak with senior members of staff (such as the manager) if needed. Some 91% of residents agree that they can (62% agree strongly), while just 3% say they disagree.

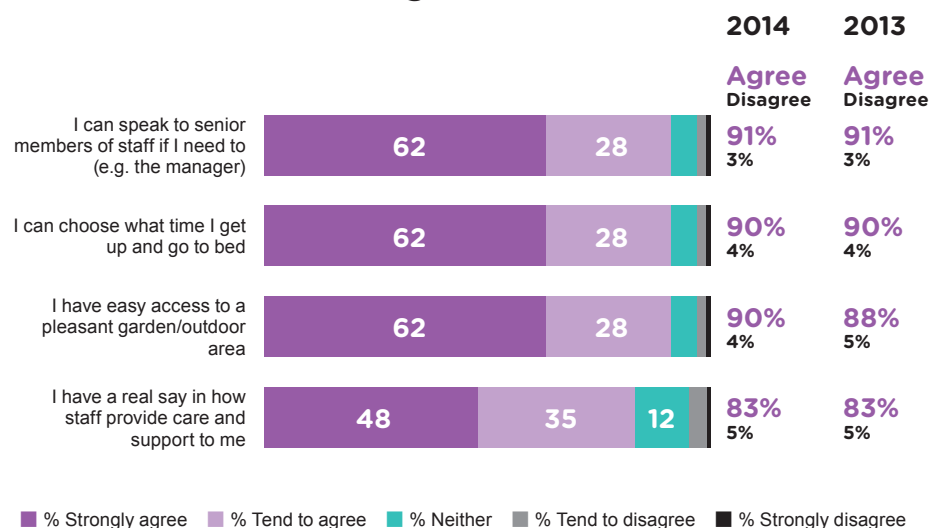
However, as in 2013, residents are comparatively less likely to feel they have a real say in how staff provide care and support to them. This is a relative picture – 83% of residents still say they agree (and there has been a slight strengthening of this sentiment with 48% now agreeing strongly compared with 47% last year). However, this aspect remains the lowest-scoring aspect included in the survey.

It is worth noting, though, that residents who do not agree are far more likely to give a neutral response (12%) than a negative one (5%).

Figure 3.8 – Choice and Having a Say theme individual aspect scores

Choice and Having a Say

To what extent do you agree or disagree with each of the following...?



“

I attend resident forums regularly to have my say on how the home is run

“

I get put to bed at a time that the staff feel is right for me - not necessarily when I want to go

“

I speak to senior staff regularly if necessary and they always find time, somehow, to listen and if necessary, act upon issues

Quality of Life

The Quality of Life theme is the highest scoring of the four themes in the survey. There has been a very slight but not significant fall in the theme score this year (by 1 point), from 923 to 922. However, residents are still overwhelmingly positive about the aspects which make up the Quality of Life theme, such as having the option to take part in activities and having visitors.

Results for aspects within this theme are characterised by their consistently high scores between 2013 and 2014, with no changes at all in the combined proportion of residents agreeing with each of the aspects. For example, almost all residents (99%) agree that they can have visitors when they want to, the same result recorded in 2013. There is a very slight softening of sentiment here (84% strongly agree compared with 85% in 2013), but overwhelmingly residents feel that they have this freedom in their home.

Residents also feel that they can have enough of their own things around them (such as ornaments), with 97% agreeing that this is so. Again, the proportion agreeing strongly has fallen ever so slightly (from 80% to 79%), but broadly speaking this is a very positive picture.

Residents are more inclined in 2014 to feel that their privacy is respected. Close to two thirds (65%) strongly agree that this is so (up from 64% in 2013), and 95% agree overall. Almost all residents feel that their home is a safe and secure place to live (97% agree, and 71% agree strongly).

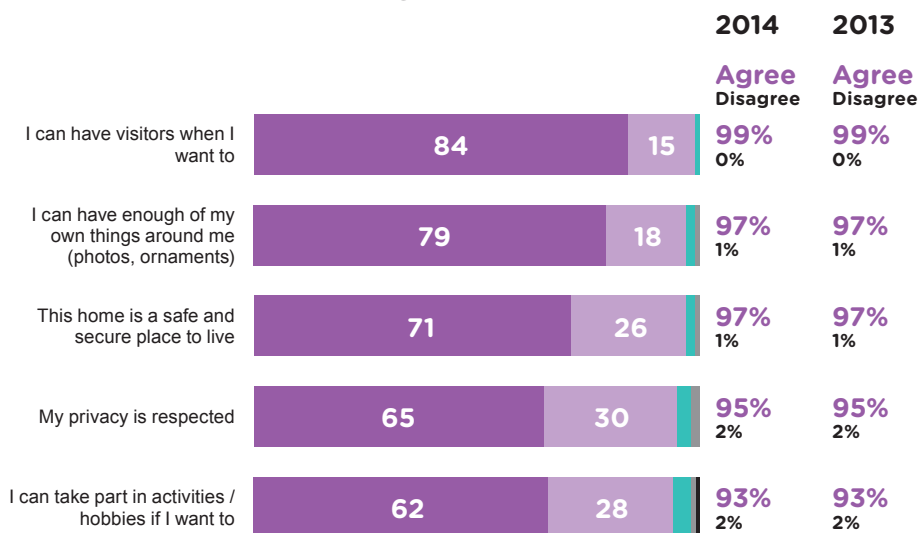
The lowest scoring aspect within this theme, 'I can take part in activities/hobbies if I want to' still records a very positive score of 93% who agree with this statement.

No more than 2% of residents in the survey disagree with any of the aspects within the Quality of Life theme. This is reflected in the overwhelmingly positive verbatim comments recorded in relation to these attributes, particularly on residents feeling safe and at home. There are, however, some comments which relate in particular to the lack of activities and entertainment.

Figure 3.9 – Quality of Life theme individual aspect scores

Quality of Life

To what extent do you agree or disagree with each of the following...?



■ % Strongly agree ■ % Tend to agree ■ % Neither ■ % Tend to disagree ■ % Strongly disagree

“

There aren't enough activities to keep me stimulated. Painting by numbers would be one activity that could be introduced

“

I feel safe in my room and do not worry about anything as I know I am well looked after

“

My room is just how I want it, with all my personal items around me

“

There should be more daytime activities to encourage the residents to interact

Overall views

The Your Care Rating Survey continues to include three questions for respondents to sum up their overall views about life in their care home.

Happiness living in the care home

On average, 92% of residents agree that they are happy living in their care home. This represents a one point increase since last year (and an increase in the proportion who strongly agree with this statement from 54% to 55%).

Scores vary between 33% and 100% on this measure, suggesting a range of views in relation to whether people feel on balance that they are happy living where they are. However, the vast majority of residents are positive – some 44% of homes received scores of 95% or higher on this measure.

Likelihood to recommend – net promoter score (friends and family test)

The Friends and Family Test is a question that seeks to determine whether service users would recommend the services they have used to their friends or family. The Net Promoter Score (NPS) is calculated on the basis of this question, with the percentage of residents answering between zero and six (“detractors”) subtracted from the percentage of residents answering nine or ten (“promoters”)¹².

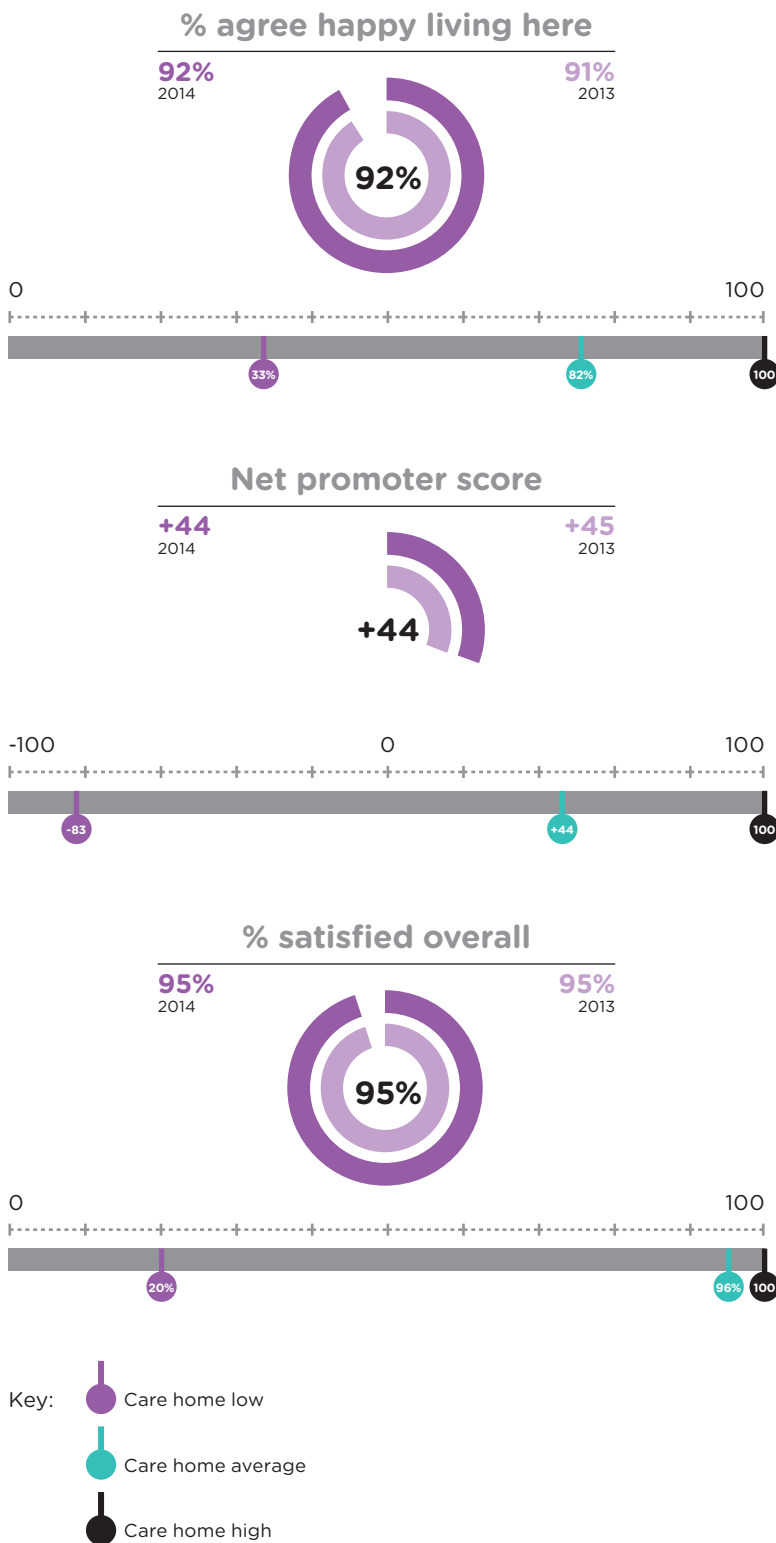
The average NPS has fallen by one point to +44. Results vary substantially between care homes (the range of scores runs from +100 to -71), though only a handful of homes achieved a score of +100.

Overall satisfaction with the standard of the care home

Residents are mostly satisfied with the overall standard of their care home. As in 2013, 95% of residents say they are satisfied, with 61% feeling very satisfied. In almost half (49%) of homes, all residents said they were either very or fairly satisfied (this was true of 54% of homes in 2013).

¹² NPS is based on the question “If somebody you knew needed similar care to you, how likely would you be to recommend this care home?”, using a numeric scale of 0 (representing ‘not at all likely’ to recommend) to 10 (representing ‘extremely likely’). Responses are categorised into three distinct groups: (Promoters – those responding 9 or 10; Passives – those responding 7 or 8; and Detractors – those responding 0 to 6). The Net Promoter Score is calculated by subtracting the proportion of Detractors from the proportion of Promoters.

Figure 3.10 – Overall measures



Summary

Your Care Rating was developed to form an established survey across the care sector which measures and analyses the perceptions of residents. With its scale, design and approach, it provides unique insight into what residents think of their care home. For participating care home providers it provides the opportunity to benchmark their results, monitor performance and identify priority areas for focus and improvement. For the public, the survey serves as a useful tool to gain new information about care homes, via the Your Care Rating website at www.yourcarerating.org.

The 2014 Your Care Rating Survey results show that, on the whole, significant numbers of residents are satisfied with the services provided to them in their care home. Furthermore, this performance is consistent with 2013. With an average Overall Performance Rating across care homes of 872 out of 1,000 (871 in 2013) and over half of care homes meeting or exceeding this score, residents' ratings across the aspects measured in the survey are broadly very positive. When asked directly for their views of the overall standard of their care home, an average of 95% of residents say they are either very or fairly satisfied, like last year.



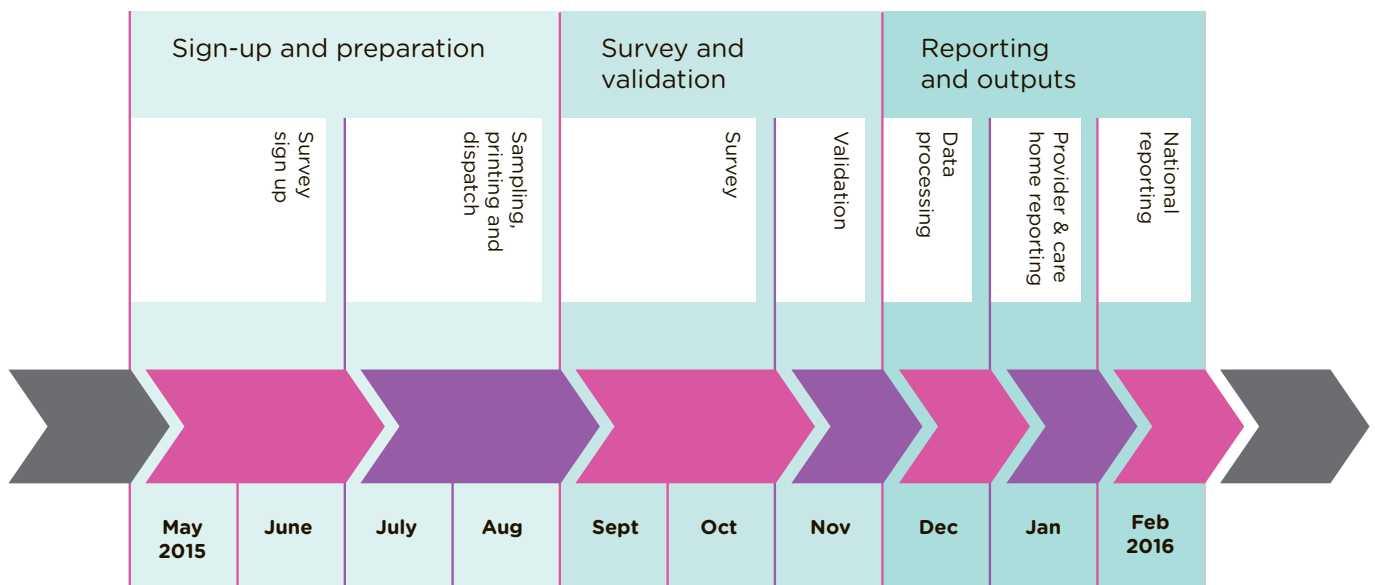
The results have also been analysed to identify the relative importance of care home aspects in shaping overall satisfaction, as well as their performance as rated by residents. This indicates that while aspects relating to Quality of Life attract the highest theme score overall, aspects relating to Staff and Care are the strongest driver. Within this theme, residents have very positive views of the kind and respectful manner in which staff treat them, and the capability of staff. However, a relatively smaller proportion of residents think staff treat them as an individual, with sensitivity and have time to talk to them.

This is important for sector aspirations to deliver a more personalised, tailored approach in social care. Improving on care which places a value on the treatment of residents as individuals shows the potential to improve ratings of staff in general, as well as overall resident satisfaction. But this may require modifications to allow staff the time to do so. Having time to talk is an element that is less positively rated and more frequently commented on by residents.

Residents are less positive about having a say in their care and about having choice (for example of when to get up and go to bed), than they are about other aspects of their care such as feeling safe and secure. Improving residents' perceptions of having choice and control within their care home may help to improve their experience.

Encouragingly, among providers that have participated in Your Care Rating over the last two years, many have seen OPR scores for at least some of their homes rise. In homes where results have not risen, the Your Care Rating survey provides valuable evidence to identify priorities and develop action plans to help drive service improvement in future years.

The 2015 survey will take place later this year, and will broadly follow the provisional timetable outlined below:



4 technical note



4 technical note

Your Care Rating is open to care homes across the UK. It is designed to be conducted in care homes that primarily serve older people (aged 65 or over), but is open to younger adults living in such care homes as well. The 2014 survey was conducted across 29 providers, totalling 1,096 care homes and 59,112 registered places.

The survey uses a postal self-completion methodology, with packs of questionnaires and freepost return envelopes sent to care homes. Fieldwork was conducted between September and October 2014. All responses to the survey are processed by Ipsos MORI.

A total of 21,300 residents took part in the survey across 1,034 care homes. Responses are shown for all valid responses (excluding blank responses to questions). In 2013, 21,190 residents took part in the survey across 1,055 care homes. Comparisons from 2012 data have not been made as results were not published (the 2012 survey was carried out to test the implementation of the Your Care Rating Survey).

Results presented in this report are based on analysis of data for individual care homes, in line with published results on the Your Care Rating website. Results are based on a total of 932 care homes in 2014 (and 988 in 2013) where five or more responses were received and whose results were included in benchmark figures following validation. In addition, for an individual question any homes where fewer than five valid responses were received are excluded from the calculation. All overall results are presented as the average result achieved by these care homes rather than the overall result of all respondents.

For example, for question 1.4 “I can take part in activities / hobbies if I want to”, of the 932 care homes with five or more responses overall and whose results are included in benchmark figures following validation, there are six homes where fewer than five residents answered the question (other residents who returned a questionnaire chose to leave this question blank). Therefore the average result (93% agree) is calculated as the average of the individual results from the 926 remaining care homes.


OPR and theme scores are shown out of a possible total of 1,000. Percentage scores are shown out of 100%. Where figures do not add up to 100%, this is due to computer rounding. An asterisk indicates a score less than 0.5%, but greater than zero.

When interpreting results from Your Care Rating, it is important to note that all results are subject to sampling tolerances and therefore not all differences are statistically significant. The residents who took part in the surveys are, in the main, a sample of the total “population” of residents, so we cannot be certain that the figures obtained are exactly those that would have been reached where everyone had responded (the “true” values). Results for individual care homes are based on smaller base sizes and therefore differences in results may not be statistically significant.

INFORMATION

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The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities



By taking part in the Your Care Rating survey, care providers are demonstrating very tangibly their commitment to:

- Hearing the views of residents
- Improving further the quality of their services

To recognise this, Your Care Rating will allow them to use the Quality Mark.

For further information visit www.yourcarerating.org