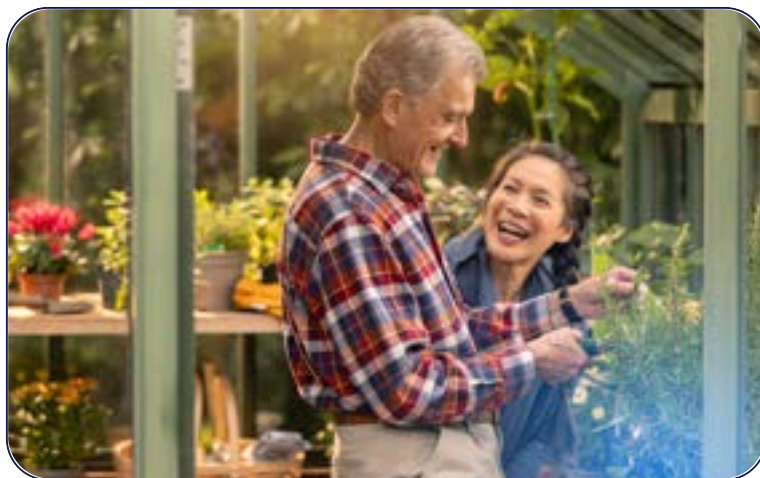


Your feedback on our services

bluebird
care®

THANK YOU

Thank you to everyone who took the time to complete our 2026 Customer Survey. A total of 45 customers or their representatives took part, representing 50% of our customer base. The survey gives customers an opportunity to share their views on our performance, satisfaction levels and the service they receive. Your feedback helps us understand what is working well and where we can improve.



The results cover key areas, including reliability, care planning, responsiveness, staff quality and overall satisfaction. Listening to your experiences helps us deliver high-quality, person-centred care that meets your individual needs.

We are pleased to share the results and thank you for helping us shape our service.

100% overall customer satisfaction

50% response rate

91.1% of respondents stated that their care and tasks were carried out professionally and properly.

WHAT WE DO WELL

Your feedback on our service

We asked our customers how we could make our service better, and we were delighted to receive such positive feedback.

100% of customers who responded said they were satisfied with the care and service they receive.

Customer comments included:

"They are kind, compassionate, professional and caring."

"They maintain my dignity and also provide friendship and companionship."

"The carers I have met have always left me feeling happier."

"Care for me and treat me with respect and in a dignified manner."

"Carers organise themselves very effectively."

What our customers told us about their experience with Bluebird Care

We're delighted that **100%** of those who took part in our 2026 customer survey said they are very happy with the service they receive.

This is fantastic feedback and reflects the hard work of our Care Experts and wider team.

Thank you to everyone who took the time to share their views. Your feedback helps us understand what we're doing well and where we can continue to improve.



Here's what we asked, and here's what you said:

100%

are very satisfied or satisfied with the care and service from Bluebird Care

strongly agree or agree that Bluebird Care Carers and Managers take time to listen to me

92.5%**100%**

strongly agree or agree that staff treat them with dignity and respect at all times

strongly agree or agree that Bluebird Care staff treat them with kindness and compassion and are always caring towards them

97.5%**97.5%**

strongly agree or agree that they feel safe with Bluebird Care staff

strongly agree or agree that Bluebird Care staff are competent and well trained

95%

How do you rate our care? Reliability & consistency

Reliability, consistency, customer service, communication and working together are activities and goals that we hold high at Bluebird Care for each and every one of our customers.

It has always been important to us at Bluebird Care that we consistently deliver to a high standard to all of our customers and to exceed their expectations on all levels.

94.9%

of our customers say that their carer arrives at the agreed specific time

94.9% of customers have their carer arriving at the agreed specific time.

Our service promise is to arrive at your agreed call time, with a 30-minute window to allow for unexpected road or traffic delays.

Reliable scheduling and communication remain a key focus for our team. Careful planning of travel times and staff rosters helps us reduce delays, support continuity of care and ensure our Care Experts have the time they need to provide high-quality support.



Accurate travel planning helps us manage fuel costs, reduce unnecessary mileage and support more sustainable ways of working. Effective rosters also help us match the right Care Experts to customers based on skills, availability and continuity, all of which contribute to a better care experience.

Good planning helps us build trust with customers and families while supporting consistent, person-centred care.

Planning, communication and continuity will remain key areas of focus as we continue to maintain and improve the care experience for both our customers and Care Experts.

Receiving your care & support

92.5% Agreed or Strongly Agreed that Bluebird Care management and carers take the time to listen to them.

92.5%

stated Bluebird Care Management and Carers take the time to listen to them

Every customer has a care plan tailored to their individual needs, preferences and circumstances. Our Community Care Managers work closely with customers and their families to ensure the right support is in place, with care plans regularly reviewed and updated as needs change.

We also offer free care reviews to make sure your support remains personal, appropriate and up to date.

Our Care Experts are at the heart of this personalised approach, bringing compassion, professionalism and commitment to every visit.

We want to do more than simply provide care – we want to help customers maintain their independence, stay connected to the things that matter and continue to live life in the way they choose.

We're delighted to receive such positive feedback. Providing high-quality, personalised care and working alongside our customers remains at the heart of everything we do.



Care management - By your side

100% are satisfied or very satisfied with the care they receive.

100% An impressive 100% of respondents said they were satisfied or very satisfied with the care they receive.

Our Care Experts – At the heart of care

Our customers continue to give strong feedback about the quality of care they receive. **91.7%** said our staff listen to their health needs and take appropriate action, while **97.5%** said our Care Experts are competent and well trained.

Customers also highlighted the kindness and compassion they receive, with **97.5%** saying they are treated with care.

These areas are fundamental to good care and remain a key focus. We will continue to listen to feedback, support and develop our Care Experts, and look for ways to strengthen care for every customer.



Our core values

Kind & caring

Fun & passionate

Professional & respectful

Innovative & supportive

91.7%

say Bluebird Care Staff respond to my health needs, discuss them, listen to what I say and action accordingly

95%

say Bluebird Care staff are competent and well trained

97.5%

say they feel safe with Bluebird Care staff

97.5%

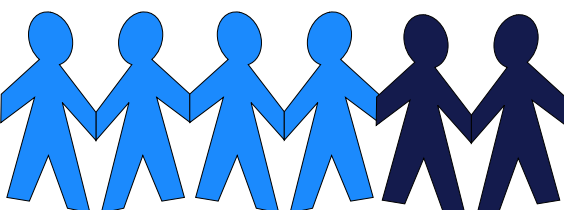
agreed that Bluebird Care treat them with kindness and compassion and are always caring towards them

100%

say Bluebird Care agreed or strongly agreed that staff treat them with dignity and respect at all times

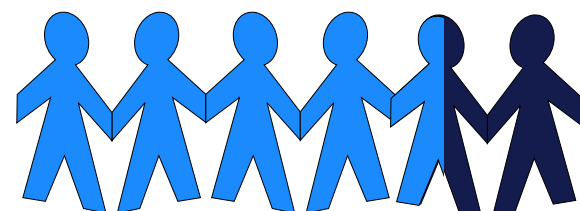
Compliments, complaints, concerns

Our staff are trained to identify safety and well-being issues but it is important that you, our customers, know how to raise a concern.



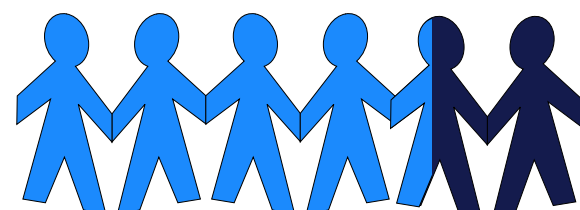
91%

State that they knew how to raise a concern or complaint



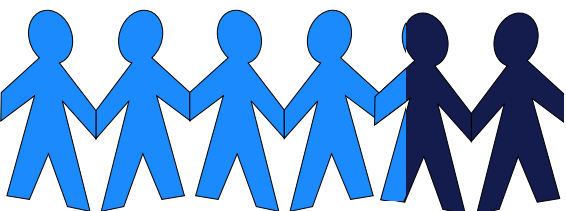
95%

Say tasks are carried out properly and professionally



94%

State their care workers arrive at a specified time



92.5%

stated Bluebird Care Management and Carers take the time to listen to them



What our customers told us

The results show strong levels of satisfaction across key areas of our service. Customers told us that tasks are carried out professionally (**95%**), they know how to raise a concern or complaint (**91%**), and Care Experts generally arrive at the agreed time (**94%**).

Importantly, **92.5%** also said that our management team and Care Experts take the time to listen to them. We will continue to build on this feedback, focusing on communication, reliability and listening to our customers to further improve their care experience.

How can we improve?

We're pleased with this year's positive feedback, but there is always room to improve. Your comments help us identify where we can build on our strengths and improve your care experience.

Listening and communication

We want every customer to feel confident raising questions or concerns and knowing who to contact. We'll continue to make this information clear from the start and during regular care reviews.

Continuity of care

We know familiar faces matter. We'll continue to prioritise consistency wherever possible, helping customers build trusted relationships with their Care Experts.

Reliability

Punctuality remains a focus. We'll continue to improve planning and keep customers informed about unexpected delays.

Using technology

We'll explore ways to make communication easier, including clearer access to care information and rotas. We'll continue to listen to your feedback and use it to guide improvements across our service.



**We're thrilled with the really positive feedback and strong action plans.
We're excited for 2027 continuous improvement, having fun and working our values**