

# Bluebird Care

## By your side



## BLUEBIRD CARE EMPLOYEE SURVEY RESULTS 2023

### Introduction

The annual Employee survey was issued in June 2023 to all current employees throughout the business. The survey was sent via email and results were collated in Survey Monkey. There was a 'full circle' approach to the survey, requesting feedback from carers, office staff and management.

### Objectives

The Employee survey provides the opportunity for everyone to voice their opinion and give views on current performance, satisfaction and service. It also gives insight into the level of engagement and satisfaction of all employees, helping to identify areas of strength and best practice, as well as potential risks and opportunities for improvement. The survey aims to:

- **Measure and gauge team satisfaction**
- **Understand what we are doing that works and is positive**
- **Understand and look at where things could be improved**
- **Gain ideas and feedback to create clear objectives and a strong action plan for the forthcoming year, so that we can continue to work at providing the best service through the best people**

The design of the survey looked at these key areas:

- **Being part of Bluebird Care**
- **Training & Career Development**
- **Working Environment & Conditions**
- **Support & Communication**
- **Pay**



**Of all staff completed the survey**

We are thankful for the participation from each member of our team who took the time to answer. The result is a true reflection of our culture and values, and it is great to see that our values are alive and present in what each of us and us as an organisation do every day. Our post Covid-19 Employee Survey result of Feb 2022 provided a benchmark for the start of an action plan and focus on striving for positive change – and it is fantastic to see that the activity over the last 12 months has given proven positive results in our employee experience and journey.

100% team satisfaction is a great starting point and we are beyond excited at the next 12 months, with the results and action plan from this survey, at really striving forward.

# Key Results Summary



"Bluebird Care is more like a team of friends working together and communicating – from the office through to the carers and above"

**100%** staff said that they **enjoy being part of Bluebird Care**, up from 95% in 2022.

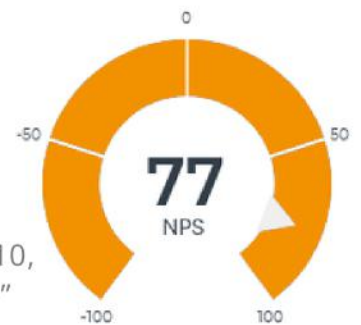
**Over 90%** staff feel the **training they receive is good** and allows them to complete their roles well, compared to 74% in 2022.

**90%** feel that they have a **good relationship** with their manager & **feel listened to** by the company (76% and 82% 2022). There has been growth in our management team, and a real focus on support to help improve this area.

**NPS score of 77** against a standard industry benchmark of 44 (this was 55 score for us last year).

Net Promoter Score (NPS) is a measure used to gauge employee loyalty, satisfaction and enthusiasm.

It's calculated by asking employees one question: "On a scale from 0 to 10, how likely are you to recommend this company to a friend or colleague?"



**100%** feel that their **work life balance** at Bluebird Care is **easily or moderately easy to achieve**. When asked why, the quality of roster, support and continuity were the three key reasons. We are delighted with this result. In 2022 74% of respondents struggled with their roster.

**95%** feel that they are provided with enough **information in customer care** and **support plans** to allow them to support each customer appropriately.



## Staff Satisfaction

Staff were presented with a statement '**I enjoy my role and work with Bluebird Care**' and they were asked how much they **agree** or **disagree** with this statement. The result is positive, no one Strongly Disagreed, the highest ranking statement felt by staff was **Strongly Agree**.



Bluebird Care looks on our role as careers and to be taken seriously. They really try hard to meet our customers needs

Our Core Values

Kind & Caring

Fun & Passionate

Professional & Respectful

Innovative & Supportive

The focus on this section is to look at the **how it feels to be part of Bluebird Care**, what is the experience like, what works, how satisfied our people are, what we are doing right and how we can improve this satisfaction and experience.

Our core values are a guiding light that bonds our team with a shared sense of purpose for achieving a common goal – and they should be truly engrained in our business and how we make our decisions.

Our team members were asked if they agreed or disagreed with the following statement:

**“I enjoy my role and work with Bluebird Care”**

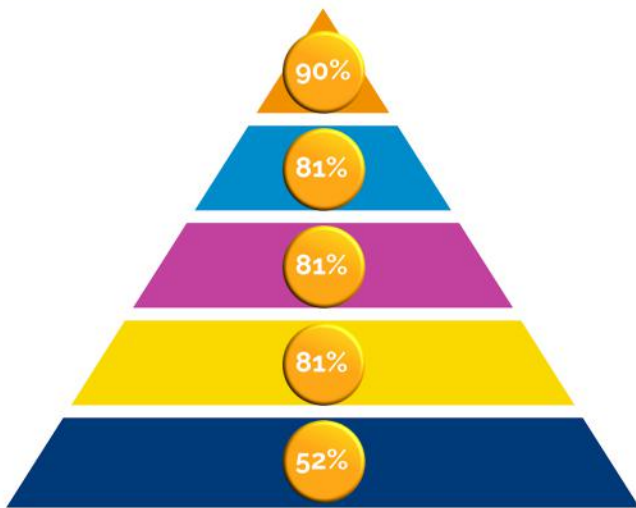
In 2022 we scored 95% - a good and high score however we are delighted that **this year** our team responded and **100% strongly agreed or agreed** with this statement! This is excellent and demonstrates that **Employee Satisfaction is high**.

**It is important for us to understand why and the questions and responses on the following pages are key to our understanding this.**

## Staff Satisfaction (continued)

There is always a need to discover what motivates our staff, so we can either continue activities to delight them or stop or modify our approach, a list of statements relating to the **'greatest pleasure you get from working at Bluebird Care'** were presented and employees were able to tick those that they felt were relevant to them. The order of priority or popularity amongst the team were as follows:

### The greatest pleasure you get from Bluebird Care - The Top 5



**1. Being respected & valued**

**2. Feeling I am making a difference**

**3. Doing interesting & challenging work that gives a sense of achievement every day**

**4. Delivering value to our customers / clients**

**5. Having strong relationships with co-workers & Helping Bluebird to excel & grow**

The top 5 demonstrate the experiences of our team members working for Bluebird Care, and **we couldn't be more delighted that these have been identified and achieved.** All 5 areas are important to us as an Employer and echo the values and culture we strive to achieve.

We asked our team their opinion:

### what do you like about working for Bluebird Care?

The responses echoed some very positive statements that we are delighted to read:



Bluebird Care is more like a team of friends working together and communicating – from the office through to the carers and above



Great training & caring company with great support network



I really enjoy it. I've never met in my care career, such helpful & friendly colleagues



Fantastic support and team



Working at Bluebird Care, we are like a family who is treated very well and who look after each other



I like the Bluebird Care values and what they stand for. I love that our main objective is to provide and deliver caring, safe, well led care which is person centred to every customer



I love that it doesn't feel like work. It feels like an extended family

## Staff Satisfaction (continued)

We asked our team **what makes them stay at Bluebird Care - why do they stay?**

This is so important to know to understand both motivators but also what we can do to ensure that the right people stay and align with our values.

### What makes you want to stay at Bluebird Care - The Top 5



It's important to recognise that the top 5 here nearly echo the top 5 greatest pleasures given by respondents about what they enjoy when working for Bluebird Care.

The similarity in the results of these questions demonstrate that our staff members **have their highest importance of needs met** and because of that they **want to stay with us**.

### Thankfully you don't want to leave (phew!) but here are the things you told us would make you consider leaving...

On the flip side of this, we really wanted to understand what could undermine any of our team and might cause them to want to leave. This also helps us to understand what we need to do to help prevent this via positive steps. The answers were reassuring.

Why you might leave	Bluebird Care solution	Outcome for staff members
Low hours	Guaranteed hours contracts	Protected from low hours
Feeling unsupported	Ongoing focus on supporting staff	Staff feel supported
Better pay	Regular pay reviews	Competitive pay

## Training & Support

The training and support area looked to focus on the training and management experience that every employee receives in their roles. We recognise that to be the best the best people need the best skills, training and support to do their best.

Good training & support are essential to:

- **Attract and retain the best staff**
- **Be safe and effective in what we do**
- **Give every individual in this vocation what they need and deserve to do their best**



### Positive training outcomes:

- **Good training**
- **Good relationship with my manager**
- **I feel listened to**
- **Opportunity to work towards a qualification**

90%

feel that **the training they receive is good** and is adequate for them to support the role that they carry out. (76% in 2022)

Throughout 2022 and into 2023 we have focused on reviewed training and increased classroom training, that Covid had not permitted. We are delighted at this positive outcome.

90%

feel that they have **a good relationship with their manager**, and **feel listened to by the company** (76% in 2022)

Increased field support, increased management and one to one activity has been a focus and we are pleased to see this outcome achieved and will continue to be a focus throughout.

85%

are now **working towards a vocational qualification**.

This continues to be a focus, with key relationships with Stamford College etc. to provide access and sponsorships for Levels 2, 3, 4 and 5, as well as specialised training.

## Work Environment



feel that **achieving a work life balance** when working in Bluebird Care is **easy to achieve**

When asked why the key contributors were identified as:

- **Positive support** in their roles
- **Balanced rosters** providing good hours, working pattern and continuity of care
- **Rosters received in advance** – the ability to plan work and life
- **Having good continuity** to care for the same customers



feel **happy with their job security at Bluebird Care**. 10% responded neutrally to this question.

This is an improvement on 2022 where this score was 86% and feel this is a reflection of better working conditions through improved rosters.



are **happy with their rosters**. This is a great improvement from 74% in 2022, and considered work continues to be made in the Co-Ordinating area to ensure that these are good.

Whilst we would like everyone to be happy with their roster and working hours, it is important that every team member takes ownership of their own working hours and availability and feedback accordingly.



feel that the **information in customer care plans is good** and allows them to support their customers well.

Feedback received on how this could be improved were minor improvements as needs changes occur.

**We are delighted with this outcome** as it's such a key area.

Continuity, good work life balance, continuity of care and support, summed up, make for the best outcomes for everyone – our team members are in a vocation where you can **really make a difference**. Our customers benefit from excellent continuity and being able to create meaningful relationships with their carers, and the training & support provided by Bluebird Care enable our team members to be and do the best in both their work and personal lives.

**AMAZING!**

## Our team believes Bluebird Care stands out against others

As a 'company' we always strive to stand out positively and promote our strengths. Our team's opinions and experiences help to provide this insight, whilst also checking that our values and mission are reflected in our work.

We asked our team members directly:

**'in your opinion, what do you believe is the reason Bluebird Care stands out with what we do and how we do it?'**

“ Great training and caring company with great support ”

“ Bluebird Care looks on our role as careers and to be taken seriously. They really try hard to meet our customers needs ”

“ I really appreciate the support which I am receiving. I hope this will never change ”



“ Our person centred approach to our customer and team. They treat everyone with respect and make people feel valued ”

“ We stand out because we take time to care in specific ways, completely person centred for each individual we care for ”

“ This is my first role in this sector and I always get my questions answered. All the staff are friendly and helpful ”

“ Bluebird Care stands out because they take the time and effort to go that extra mile ”

“ The way staff are treated better and how there's plenty of time with customers ”

“ Paid training. Work/life balance ”

“ Training has been better than other care company I have worked for. The trainers have good knowledge and are able to answer any questions we have ”



## What can we do better?

Positive results have been a theme and trend throughout our Employee Survey 2023, which shows that key work and focus on recruitment, training, support, management, working conditions and pay are producing positive outcomes for our team as a whole and as individuals.

Key objectives and actions from the February 2022 Employee Survey were to:

2022 - You said/we focused on...	2022 - We Did and Achieved
<ul style="list-style-type: none"> <li>• Increase support</li> </ul>	 Increased field supervision and increase in management team for further support
<ul style="list-style-type: none"> <li>• Provide better balance and rosters</li> </ul>	 Achieved
<ul style="list-style-type: none"> <li>• Review pay</li> </ul>	 Achieved throughout 2022 and ongoing review
<ul style="list-style-type: none"> <li>• Improve communication</li> </ul>	 Achieved improvement - continued focus
<ul style="list-style-type: none"> <li>• Review training</li> </ul>	 Increased training provision implemented



## How can we improve?

It's important to understand what we need to improve and it's very much in our nature to strive for continuous improvement.

We ask the question:

**'how, in your opinion, could Bluebird Care improve, for you, your team, the company?'**

The responses to this question needed to be taken in context with the overall survey, as The vast majority of answers responded that nothing needed to change and to keep doing what we are already doing.

However, as lovely as this is and acknowledging the positive outputs of this years survey, it's important to identify and acknowledge the themes and trends throughout the survey, and examine closely individual answers.

Aims	Specifics	Action Plan
<b>Improve communication</b>	Continue focus on keeping and improving communication between field and office e.g. changes to roster email responses	This is a continued focus and is recognised as key to great team work, achieving goals and working together. This will always be a focus and a key measure.
<b>Increased team building activity and social events</b>	There is a trend in supporting a call for more social activity and team building. Lone working in the community makes this challenging but we are keen to move this call forward.	This is great and we are looking forward to planning more of this going forward.
<b>Continue increasing face to face meetings and ongoing support</b>	This has improved greatly over the last year and is reflected in the results this year and feedback throughout the survey.	Our new management structure, team and focus means that we are excited to keep this going and to ensure meaningful effective support for all our team members.
<b>Continually review</b>	Ongoing review of pay and pay terms to ensure they are competitive and reflect costs of living and initiatives	This is always a focus for Bluebird Care. We strive to be competitive in our pay, working conditions and terms. We offer guaranteed hours, paid travel time and work life balance. Throughout 2022, three pay rises occurred including support with fuel costs with mileage payments. Reviews will be ongoing.

**We're thrilled with the really positive feedback and strong action plans.  
We're excited for 2023/2024 continuous improvement, having fun and working our values**