

# Resident and relative survey results 2025



## Fairfield

Dear residents and relatives

*At WCS, providing a positive experience for our residents and their loved ones is a priority from day one and throughout their time with us. This work is more than just a job - it's about making a meaningful difference every day.*

*To do this effectively, it's essential that we listen to your feedback. Our satisfaction surveys are an important way for us to understand what's working, what isn't, and what matters most to you. This year, we asked three straightforward questions:*

- What should we start doing?
- What should we stop doing?
- What should we keep doing?

*We also included key questions that reflect the new CQC approach to assessments, focusing on what really matters to people living in our homes - like feeling safe, being treated with dignity and respect, staying informed, and being involved in decisions about their care and support.*

*Thank you to everyone who completed the survey. Your responses have given us really rich information, and we have learned so much from your comments.*

Kind regards

A handwritten signature in black ink, appearing to be 'Ed Russell'.



**Residents and relatives  
gave Fairfield a review score out of ten of**



**\* There were no 'Unlikely  
or 'Very unlikely'  
responses to the question  
about recommending  
Fairfield**

Rating out of ten calculated from the percentage of people who responded 'Very likely', 'Likely' or 'Neither likely nor unlikely' to the question, 'how likely are you to recommend your care home as a good place to live?'

**Response rate at Fairfield, from a total of 37 places**

**We are grateful for the 14 responses received**

## Themes from responses

### ● **Everyday life and activities**

**Start:** consider organising more for residents to do, so they don't watch too much television.

**Keep:** organising trips out of the home and activities such as art and singing with Warren.

### ● **Communication and leadership**

**Start:** ensuring that the care log on Relatives' Gateway is always accurate, as it can be misleading.

**Keep:** informing me about the home and WCS Care.

### ● **Care and safety**

**Start:** in my opinion carers should be encouraged to sit with residents and be part of their day more.

**Keep:** respecting visitors and making a difference to all your residents and their families, you are an amazing team. My mother is happier than I ever thought she would be going into a residential home. You all make her smile every day.

### ● **Staff and training**

**Start:** consider staggering start and finish times of staff. Employ more night staff (not only to do laundry).

**Stop:** leaving such a gap from the morning to afternoon shift.

**Keep:** smiling - it's what makes Fairfield such a friendly environment for residents and relatives.

### ● **Mealtimes**

**Start:** in my opinion, we should have a cup of tea in bed in the morning and be offered mushrooms for breakfast.

**Keep:** making improvements to the food.

### ● **Building, gardens and sustainability**

**Start:** we've noticed that the double plug gets broken when carers raise or lower the bed. This could be easily avoided.

### ● **Cleanliness and laundry**

No responses recorded in this category.

## Updates on the past year...

### ● Everyday life and activities

*The Memory Maker minibuses now offer regular trips across all our homes taking residents and their families to local favourites like garden centres, bingo halls, museums and zoos. Our five Community Musicians deliver group and one-to-one sessions across all homes, along with popular music-themed tours in summer and winter. Research shows that listening to music benefits us individually and collectively, improving physical, mental and emotional health.*

### ● Communication and leadership

*The provider of our care planning software has ended support and development of the relatives' gateway. Whilst we have retained access for current users, it is becoming increasingly unreliable and we're now exploring alternative options. This year, we achieved Investors in People Platinum, putting WCS Care in the top 5% of accredited organisations, a testimony to our hardworking staff. And our Chief Executive, Ed Russell, was recognised in the King's Birthday Honours for Services to Care Home Residents, marking an over 30-year career in care.*

### ● Care and safety

*We're proud to have achieved a 9.8 out of 10 rating on carehome.co.uk, based on customer reviews. In February 2025, WCS Care was named a Top 20 Mid-size Care Home Group — our third time in four years. Across our homes, both residents and relatives have also rated us 9.8 on average. We've recently introduced our new Peace of Mind service, offering carers direct access to a dementia consultant who can provide advice to support with changing behaviour linked to dementia.*

### ● Staff and training

*Strong word-of-mouth recruitment and salaries above the National Living Wage help us continue to buck national trends. Staff turnover remains low at 14.7% (compared to a national average of over 25%), and agency use below 1% for the last three years as our team of Mobile Carers cover 15% of shifts. Our Management College is developing future leaders and at the end of 2024 we celebrated 109 colleagues with a combined 1,030 years of dedicated service.*

### ● Mealtimes

*We're focusing on giving residents more choice at mealtimes. With our apetito partnership, we'll offer greater variety, catering safely for dietary needs, allergies and cultural preferences. We're also expanding our popular breakfast clubs, helping residents to start the day well with good food and time together.*

### ● Building, gardens and sustainability

*We've completed a three-year refurbishment programme and added new entrances and cafés at The Limes and Dewar Close. We've also installed circadian lighting at Sycamores, helping to reduce the symptoms of dementia and improve sleep. And Fairfield's new care cottage development will add an additional 10 ensuite wetroom bedrooms to the home. Our WCS in Bloom competitions continue to brighten gardens, and following success at Woodside Care Village, we plan to install solar panels at a further two homes each year.*

### ● Cleanliness and laundry

*We know from feedback that lost clothing is an issue in some of our homes. We are continuing to look for solutions that are practical, easy to use and are comfortable for residents.*

## Maryann's feedback

Dear residents and relatives

Thank you to everyone who took the time to complete the survey. Your feedback is really valuable and helps us understand what's working well and where we can do better. You'll have seen a summary of the overall results and the actions we're taking across WCS Care on the previous pages.

This year, we also asked residents and their relatives if they felt safe in the home and whether we manage risks appropriately, as well as questions about dignity, respect, communication, and involvement in care.

I'm pleased that 9 out of 10 residents said they feel safe and that risks are managed effectively. It was also good to note that all other ratings sit at 9 out of 10, and people are happy with their involvement in their care planning and know how to raise questions and give feedback.

It has been an incredibly busy year at Fairfield and I'd like to thank all of our residents, families and staff for their patience and understanding as our development work continues. We are now one of just a handful of care homes in the country that is using circadian lighting to contribute to improved health, wellbeing and sleep for our residents. I'm personally really looking forward to the completion of our plaza and café which will provide new opportunities for residents to spend time together indoors/outdoors.

We'll keep building on our progress by supporting each other, sharing ideas, and looking for ways to keep improving life for the people who live at Fairfield. And I will continue to recognise the wonderful work the team do every day, whilst constantly challenging us to be even better.

*Maryann*

