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This year, we focused on our belief that everyone should have opportunities to 'live fulfilled, safe and happy lives'. 95% overall customer satisfaction in our care services and 95% Care Quality Commission compliance in services inspected, shows us we are on our way to achieving this.

We have continued to inspire creativity and fun in our services, with the successful 2014 'Festival of Creativity' being extended to 'Creative Times' in 2015 – as part of The Guinness Partnership's 125 year anniversary celebrations.

We have expanded our Care at Home services by buying Kylemore Care Services, which operates in Somerset and Dorset, as well as winning a large Hampshire local authority contract.

We are continuing to modernise and improve our services for people with learning disabilities by moving towards a community-based Supported Living model.

We will continue to improve service quality, and because our customers expect excellent service, we'll invest in our GCS Learning Academy.

As care providers we operate in a very competitive market. Next year we will focus on continued growth and value for money to ensure our economic stability.

**Peter Cotton,
Chair**

**Paul Watson,
Managing Director**

What do our customers think of our services?

Surveys continue to be a really important way for us to understand how customers feel about the service they receive and help us continually improve what we deliver.

To provide assurance to our customers and our regulator, we commissioned an independent research company to carry out this year's survey.

All customers in our Care at Home, Care Homes for older people, Day Care, Floating Support and Foyer received the survey, and over 900 people completed it.

The overall customer satisfaction rate was an excellent 95%!

We asked detailed questions about how responsive, caring, effective, safe and well led our customers thought the services were, in line with CQC key lines of enquiry. 92% of customers said they'd recommend us to a friend or family member.

Customers were asked to comment on what they liked about the services and what could be improved. Our customers said:

“They do the things I am not able to cope with, and always do it kindly with a smile and a word of support.”

“The care workers are excellent, also the ones who come in and cover holidays etc. These we get to know too.”

The results were fed back to customers and we're working with them to make improvements.

Customers in our Housing for Older People services were included in a separate sample telephone survey carried out by The Guinness Partnership with an overall satisfaction rate of 81%. We are looking at how we can improve satisfaction in this area including a review of services we should be providing.



95%

of our care customers are satisfied with the service they receive



92%

of our care customers would recommend us to a friend or family member

“We like the continuity of having the same two carers attend on all visits during the day and the four day on four day off roster.”

“I'd like to be able to be taken out more by carers.”



Cost and quality – how did we do?

We focus on ensuring value for money and one way of doing this is to look at cost and quality. We set and measure a number of targets across these areas; some are highlighted below.

A key achievement last year was developing and involving customers in our Quality Assurance inspections. ‘Customer Quality Champions’ make visits to services to assess how good they are.

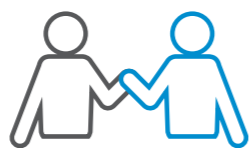
They talk to other customers to find out how happy they are and what we can do better. Feedback shows customers talk more freely to each other than a member of staff so this was an important way to get honest responses.

If you would like a copy of Guinness Care and Support’s Financial Statements 2014-15, contact us on 0300 123 0705 or info.guinnesscareandsupport@guinness.org.uk. A summary of our financial position is on page 10.



95%

of services inspected by the Care Quality Commission were compliant



74%

of our care staff have been with us for longer than a year

Our performance

Key performance indicator	Target	Actual	Commentary
Getting repairs done on time	98.0%	88.4%	Guinness is working with its repairs contractors to improve performance in this area.
Percentage of rent lost due to properties being empty	1.8%	1.5%	We have reduced the time a property is empty before letting to a new customer.
Percentage of staff who have been with us for longer than a year	75.0%	74.4%	A high proportion of our staff work in our care services. We aim to keep our great staff with us as long as possible, which gives continuity to our customers.
Agency staff	5.0%	8.2%	It can be very difficult to recruit care staff in some areas of the country. We do our very best not to rely on temporary agency staff – because we understand customers like a familiar face and it is better value not to pay for agency staff. We are trying out new recruitment campaigns to attract more permanent staff.
Care Quality Commission inspection result – percentage of services compliant	78.0%	95.0%	The results of the Care Quality Commission inspections of our care services are better than most providers in the care sector.
Complaints responded to on time	100%	100%	We made sure our staff responded to customers who made a complaint on time.
Quality Assurance visits in our care homes completed by our staff	80.0%	85.2%	We plan regular visits in our care homes to ensure we meet the Care Quality Commission standards and make improvements where necessary.



88%

of our tenants are satisfied that repairs are done on time



100%

of complaints responded to on time

Equality and diversity

We want to ensure all our customers are treated with dignity, respect, and their human rights are protected. Each year we publish an equality and diversity (E&D) report to check we are meeting these objectives.

Key achievements for 2014-15:

- Customers on our Customer Quality and Improvement Group now have oversight of our E&D strategy and plan
- We continue to work towards ensuring our services support people with dementia
- Services were encouraged to hold specific events for International Older People's Day
- We have continued to review policies to ensure they are non-discriminatory and promote diversity
- Quality Assurance assessments have helped highlight E&D concerns or good practice. We have asked customers if they are being treated with dignity and respect
- Complaints have been analysed so any concerns in relation to E&D are highlighted.

In 2015-16 we are planning to ask staff and customers to become 'E&D Champions' to help promote and share good practice.

Dementia friends

Last year we set ourselves a target of having 250 customer and staff Dementia Friends. Being a Dementia Friend means you have a better awareness of what dementia is and think about how you can support people. We are delighted we have exceeded this target and have now given ourselves the challenge of increasing this to 500.

We have been greatly helped in achieving this target by our customer Norman Smales, who is a Dementia Friend Champion and has held sessions for customers, staff and Board members as well as in the community.



Norman Smales our Dementia Friend Champion

Our Customer Quality Improvement Group

Our main corporate customer group is the Customer Quality and Improvement Group, which supports development of our strategies, plans and policies.

They helped design the customer satisfaction survey and contributed to discussions about how it should be fed back to customers and what actions needed to be taken. Some of the group are also Customer Quality Champions.

The group reviewed our customer engagement framework for all our services and helped with the development of 'Customer Connections' which describes how customers can get involved and aims to ensure our services meet customer needs.

Dementia was a strong theme this year; the group reviewed our dementia plan, proposed the public objectives to put forward to the Dementia Action Alliance and set a revised target for the number of Dementia Friends within The Guinness Partnership.

They also fed into The Guinness Partnership research on how to become a more 'dementia friendly' organisation. Members of the group represent Guinness Care and Support at Dementia Action Alliance meetings.



Kissing it Better

We have continued to work with our partner Kissing it Better to bring more volunteers from schools and colleges into our care homes.



“In many homes, firm friendships have already been formed between young people and the care home residents, and there's a real sense of the community looking after its elders.

These relationships grow stronger all the time, as the young people start to fully appreciate how lucky they are to have such wise and wonderful friends; meanwhile, the ladies and gentlemen relish the chance to share their colourful life experiences with a whole new generation. In short, it's a model for a better, kinder society that benefits everyone.”

Susan Walls, Kissing it Better

Our finances

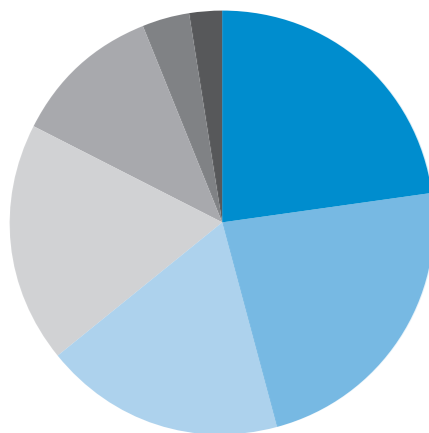
Here is a summary of our financial position at the end of 2014-15.

Business conditions continued to be challenging and the financial performance for the year was impacted by a number of one-off events. These included costs associated with the successful conversion of our care homes for people with learning disabilities to Supported Living services (completed July 2015) and proceeds from the sale of a care home for older people.

The financial performances of care providers Kylemore Care and Live Well at Home are yet to meet our early growth expectations. However, improvement plans are underway and other care services continue to grow. We were pleased to be successful in a number of tenders during the year which will help deliver further future growth.

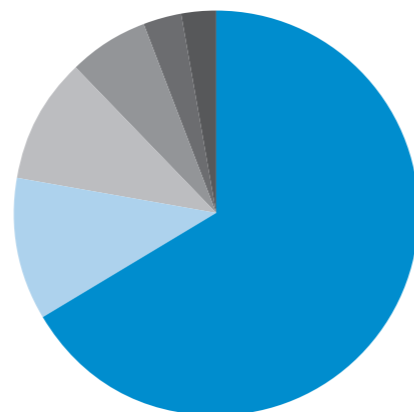


Income 2014-15



Income	£m
Care services	5.0
Residential home fees	5.0
Rent & service charges	4.0
Services provided to other Guinness partners	4.0
Other income	2.5
Property disposals	0.8
Supporting people income	0.5
Total income	21.8

Expenditure 2014-15



Expenditure	£m
Staffing costs	14.4
Service costs	2.4
Other costs	2.2
Property costs	1.4
Impairment on investments	0.6
Interest payments	0.6
Total expenditure	21.6

Our creative customers

Following on from our successful Festival of Creativity last year we are continuing to promote creative opportunities for our customers to enable them to showcase their work in the community. Creative activities are already underway which will culminate in our 2015 exhibition with the theme of Time.





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www.guinnesspartnership.com/care-and-support

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