



A report for Dunbeath and District Wellbeing Hub

Findings of customer satisfaction survey

August 2023

1. Introduction

Dunbeath & District Wellbeing Hub, with support from Impact Hub Inverness through the Scottish Government’s Just Enterprise programme, has carried out an independent customer satisfaction survey to understand better what people who use the centre and their support network think of the services and what changes may be beneficial.

The findings of the survey will help the D&DC board create a strategy for the next few years that is relevant and appropriate to the needs of the local area.

2. Methodology

The methodology used was a survey, available online and as hard copies, using 11 mainly open-ended questions to gain insight into the difference the centre makes to individuals personally and how the service can be improved. The survey went live on Tuesday, 1st August, and closed on Monday, 16th August. It was completed by 60 people (35 paper copies and the remainder online).

3. Key findings and analysis of responses

Questions 1 – 4 focused on age, gender, postcode area and whether the respondent was a user of the centre or a member of the centre user’s personal community (for example, family, friend, or carer).

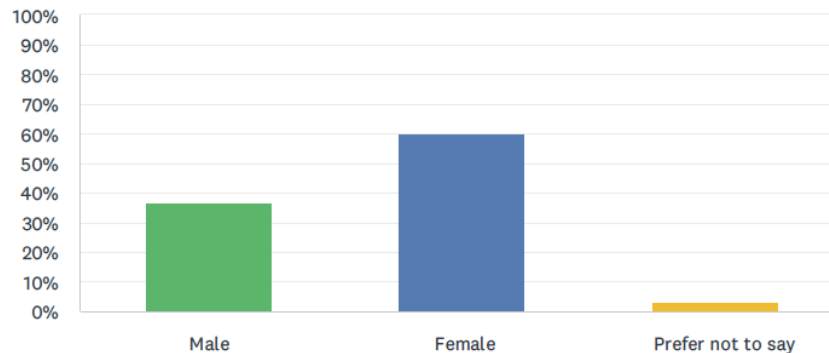
- The highest response rate was from people in the 65 – 74 age range (35%), and the second highest the 75 -84 age range (31.67%).

ANSWER CHOICES	RESPONSES	
0-15	3.33%	2
16-49	11.67%	7
50-64	15.00%	9
65-74	35.00%	21
75-84	31.67%	19
85 +	3.33%	2
Total Respondents: 60		

- 60% of respondents were women, and 36.67% were men (3% preferred not to say).

Q2 How would you describe your gender?

Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES
Male	36.67% 22
Female	60.00% 36
Prefer not to say	3.33% 2
Total Respondents: 60	

- The majority of responses were from the Dunbeath postcode areas, KW6, KW3 and KW1.
- 47 (78.33%) of the responses were from people who use the centre, and 13 (21.67%) were from a member of the centre user's personal community.

Questions 5 – 11 were open-ended questions. All these questions received a high proportion of positive comments, demonstrating people's gratitude for what D&DC does, its services, and its benefits.

Q5. What could D&DC do 'more of' to provide an even better service?

There was a range of suggestions, which included:

- Exercise classes
- Coffee morning to enable people to meet and socialise
- Raising awareness of the Centre to a wider audience and profiling its work via better marketing
- Specific activities for men
- Evening classes/meals

Film nights
Transport to events/day trips
More craft/hobby sessions at weekends
Open more hours
Support with the cost of living crisis

People also used this question to express appreciation for the Centre's services.

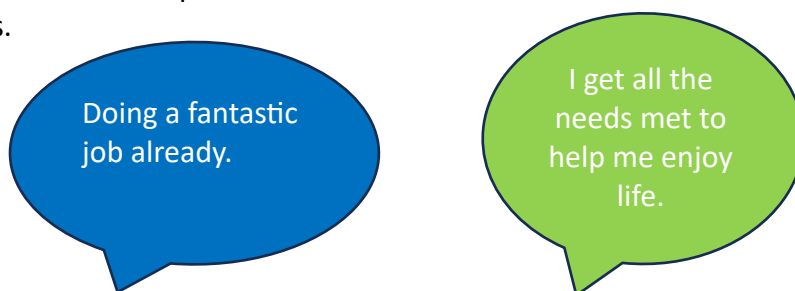


Q6 What could D&DC do 'less of' to provide an even better service?

- 22 respondents answered 'nothing'
- 8 were no answers.
- Positive comments included 'service to the community is first class'.
- The meaning of the question appeared to confuse some of those who responded.

Q7 What facilities and services could D&DC provide to meet your needs or those of people you know?

Responses were a mix of positive comments of the Centre combined with specific suggestions.



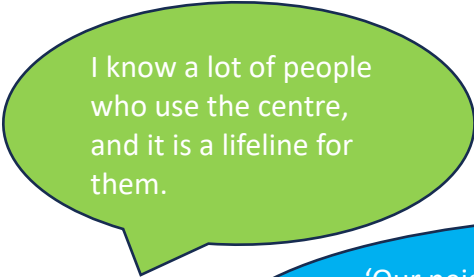
There was no suggestion which emerged as the most popular, but ideas included:

A men's shed
More outreach work
More weekend activities
Occasional evening meals
Private, confidential areas
Hairdresser

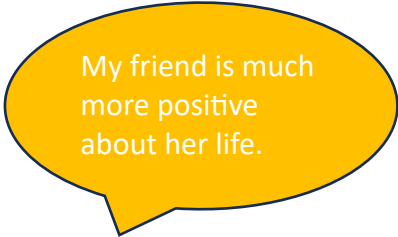
Q9 If you are within the friendship circle or personal community of someone who attends the Centre, please tell us a little about the difference having contact or coming to the Centre has had on your loved one (e.g., improved mental health, feeling less lonely, making new friends, better nourished, exercising more, going out more).

The response to this question drew similar responses to Q8, with people highlighting the value of socialising to enhance relationships, reduce loneliness and isolation and improve their mental health.

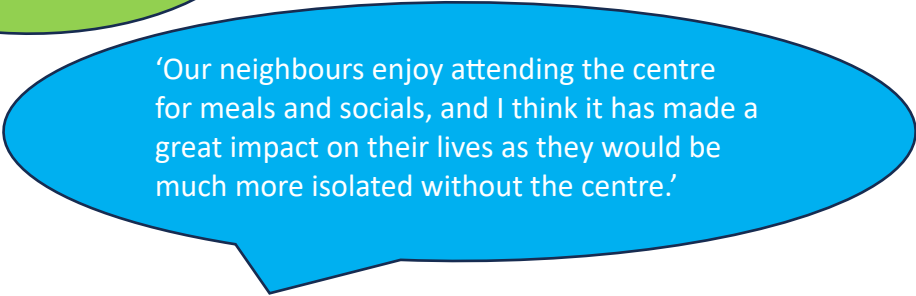
Comments included:



I know a lot of people who use the centre, and it is a lifeline for them.



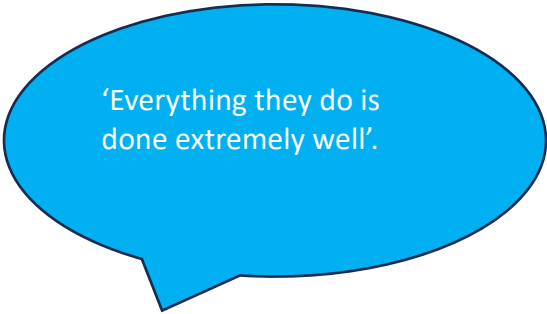
My friend is much more positive about her life.




'Our neighbours enjoy attending the centre for meals and socials, and I think it has made a great impact on their lives as they would be much more isolated without the centre.'

Q10 What do D&DC do well?

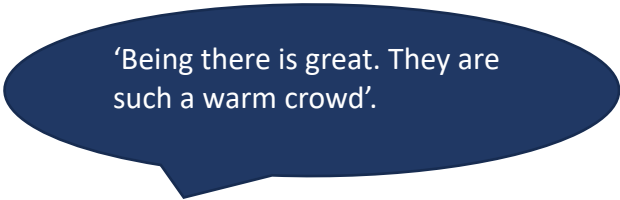
57 people answered this question, all with positive comments.



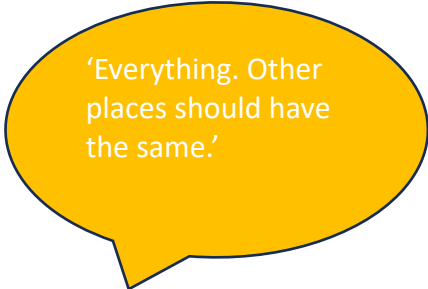
'Everything they do is done extremely well'.



'Provide a great meeting point where new friends are made, the food is delicious.'



'Being there is great. They are such a warm crowd'.



'Everything. Other places should have the same.'

Below is a Word Cloud of responses to Question 10, which shows the most common words used to describe what D&DC does well. Words like everything, excellent, helpful, welcoming and meals are featured most often.



Q11. Any other comments

30 people answered this question, and similar to previous questions, the response was overwhelmingly positive.

'The centre is a vital lifeline for older people.'

'Dunbeath can be proud of having such a facility.'

'We are so lucky to have this facility on our doorstep.'

A final observation from the results is that a common theme throughout the responses was that the current centre's size limits what can be done and that a new purpose-built centre has real potential to bring a number of benefits, including improved facilities, increased services and significant health benefits for current and future users of the centre.

Need a bigger centre...can only accept limited numbers due to limited space.

A new centre so we can benefit from even more and better services.

The building is too small – think what could be done in purpose built premises.

The size of the current facilities restricts the centre to do 'more off' things.

More room. The place is small.

When the bigger centre is built it will be a benefit to more people hopefully.