



A report for Dunbeath and District Centre

Findings of 'Your Voice Matters' customer satisfaction survey

April 2025

1. Introduction

Dunbeath & District Centre (D&DC) with support from Impact Hub Inverness through the Scottish Government's Just Enterprise programme, has carried out an independent and confidential 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 survey is a natural follow-up to one done in 2023 and demonstrates D&DC's proactive approach to understanding more fully the needs of its customers.

The findings of the survey will help the D&DC board shape the future of the Centre, ensuring it continues to meet the needs of those who rely on it now, as well as those who may benefit from its services in the years to come.

2. Methodology

To be able to compare the results with the previous survey, the same questions were used. The survey was available both online and in paper format, and it included 10 mostly open-ended questions. These aimed to understand the personal impact of the centre on individuals and gather ideas for improving the service. The survey ran from 17 to 31 March 2025 and was completed by 57 people — 30 filled out paper copies and the rest responded 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 (30%), and the second highest was the 75 -84 age range (28%). This matches the response rate of the 2023 survey.

ANSWER CHOICES	RESPONSES	
0 - 15	0.00%	0
16 - 49	15.79%	9
50 - 64	24.56%	14
65 - 74	29.82%	17
75 - 84	28.07%	16
85 +	1.75%	1
TOTAL		57

Figure 1: Responses to Question 1 -Age Range

- 66% of respondents were women, and 26% were men (7% preferred not to say).

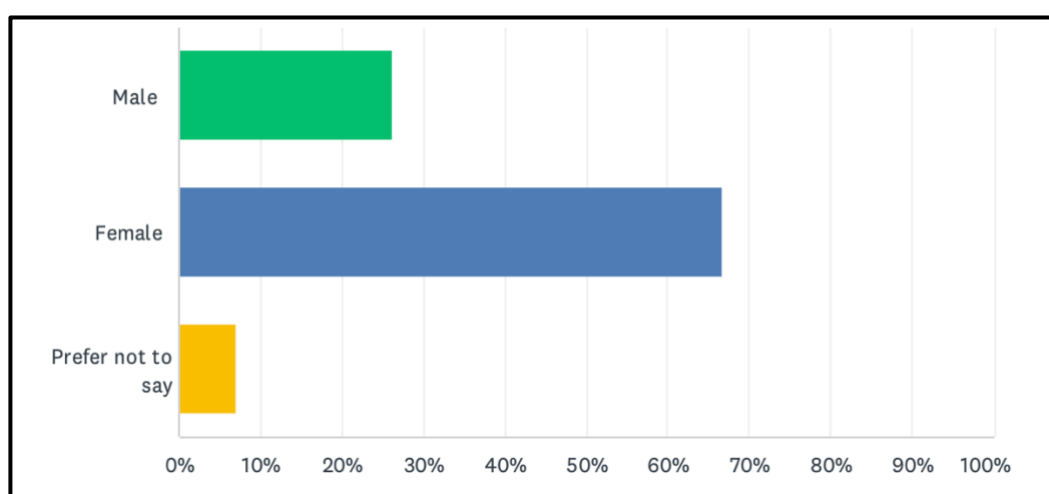


Figure 2: Responses to Question 2 - How would you describe your gender?

- The majority of responses were from the Dunbeath postcode areas, KW6 (13) and KW3 (6). Other postcode groups were: KW1 (3), KW5 (4), KW7 (3), KW8 (1), KW14 (4), KW15 (1).
- The graph below shows that 39 (68.42%) of the responses were from people who attend the centre, 5 (8.77%) were from a member of the centre user's personal community, 9 (15.9%) was someone from the wider community and 4 (7.02%) was someone who would potentially use the Centre. By comparison, the 2023 survey attracted 47 responses from people who use the centre and 13 were from a member of the centre's personal community.

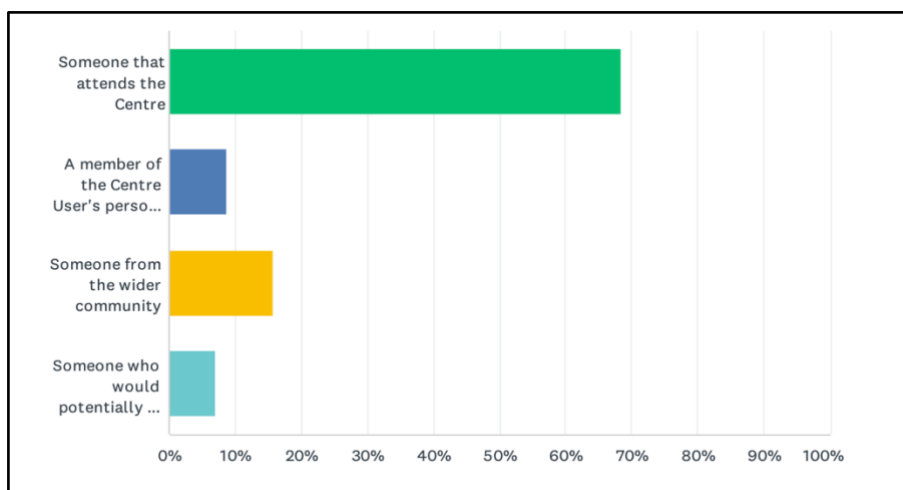


Figure 3: Responses to Question 4

Questions 5 – 10 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 benefits. These findings are consistent with the 2023 survey.

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

There was a range of suggestions, which included:

- Bigger premises to accommodate more people and provide additional activities
- More day outings to local sites with picnics and lunch stops.
- More movement and exercise classes
- Evening classes/meals
- Evening opening – with meals/classes.
- Collaboration with other community groups
- Fully funded bus service
- More staff to enable more one-to-one conversations

The 2025 survey responses showed continued interest in evening activities, transport support, and wellbeing classes—similar to 2023. However, new themes emerged, including requests for bigger premises, more day outings, increased one-on-one staff time, and partnerships with other community groups.

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

Everything that the staff do is first class and couldn't be better.

The centre does an amazing job – there is no need to do more.

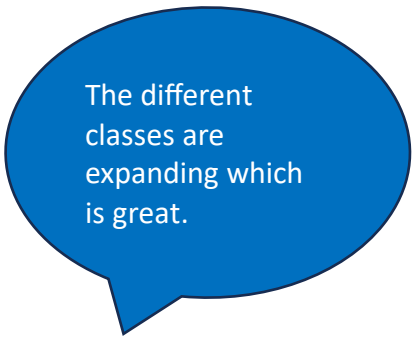
I think they do a fantastic job. There is so much diversity.

Q6 What new facilities and services could D&DC provide to meet your needs or those of people you know?

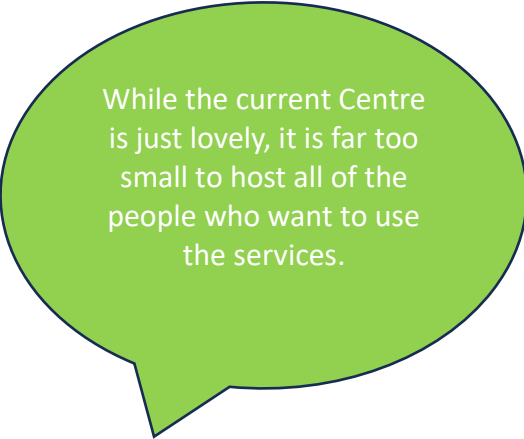
There were 42 responses to this question. Like Q5, many included praise for the Centre alongside suggestions for new ideas. One common theme was space—11 people mentioned that the current building feels too small and expressed hope for a larger venue.

Suggestions for new services and facilities included:

- More parking
- Regular exercise classes
- Support to get online or use the internet
- Early evening meals or themed dinners (e.g., Indian or Chinese food)
- A men's mental health club
- Private spaces for confidential conversations
- Evening learning courses



The different classes are expanding which is great.

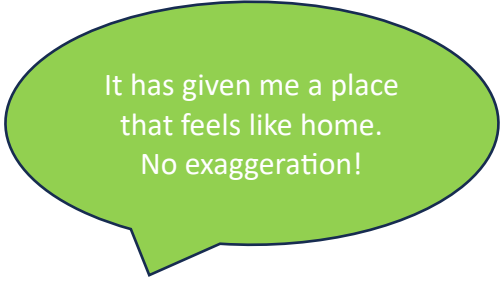


While the current Centre is just lovely, it is far too small to host all of the people who want to use the services.


These ideas show that people value what D&DC does and are keen to see it grow to meet more community needs.

Q7 If you attend the Centre, please tell us a little about the difference coming to the Centre has had on your life (e.g., improved mental health, feeling less lonely, making new friends, exercising more, going out more).

Attendance at the Centre continues to have real and significant positive benefits to the lives of people. The main differences referenced were the social benefits, such as meeting people, making new friends, exercise and the combined impact these have on reducing loneliness and improving mental health.



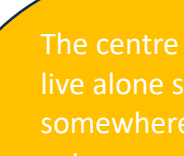
It has given me a place that feels like home. No exaggeration!



It's made a huge difference to my mental health.



I enjoy attending the centre as a volunteer and enjoy the feeling of making a difference and supporting the local community.



The centre is great. I live alone so it's somewhere I can go to get warm, meet other people and get something good to eat.



The singing group is amazing!

The sentiment analysis and word cloud presented below are direct responses to **Question 8: 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 overall sentiment is **strongly positive**.

- **Tone:** Warm, supportive, and appreciative.
- **Main feelings expressed:**
 - Gratefulness for the Centre and its impact.
 - Happiness about the social opportunities it creates.
 - Encouragement and admiration for the sense of community it fosters.
- **Key positive points:**
 - The Centre provides a **safe and welcoming space**, especially for those from difficult home environments.
 - Attendees **enjoy socialising** and **benefit mentally and physically**.
 - The Centre helps **boost confidence and mood**, motivating people to get up and out of the house.
 - **Friendships and support groups** have formed naturally through the Centre.
 - There's a sense of **real community and personal improvement** among users.

There are **no negative feelings** or criticisms in the text at all — it reads as a very heartfelt endorsement of the Centre.




Figure 4 Word cloud of responses to Question 8

Q9 What do D&DC do well?


54 people answered this question, all with positive comments. The responses, which are similar to Q8, further support the positive impact D&DC has on people's lives combined with the quality of services and people's own experiences of the centre. Frequent mentions included:

- High-quality food
- The kindness and caring of staff and volunteers
- Support and the ability of the centre to respond to changes
- Inclusive environment which encourages volunteering and supports those in isolated, rural communities.
- Friendliness

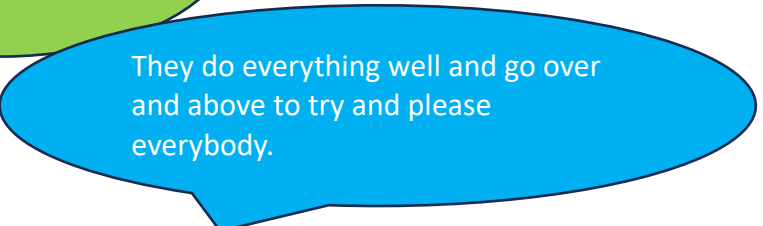
Comments included:



The team provide a welcoming, warm and safe place.




The food quality you get is that of a 5-star restaurant.



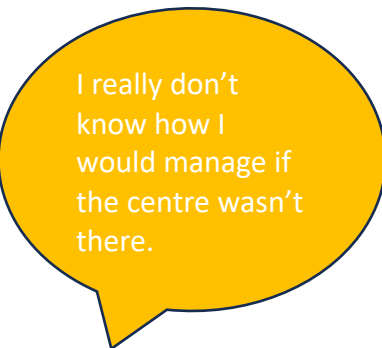
They do everything well and go over and above to try and please everybody.

Q10. Do you have any additional comments?

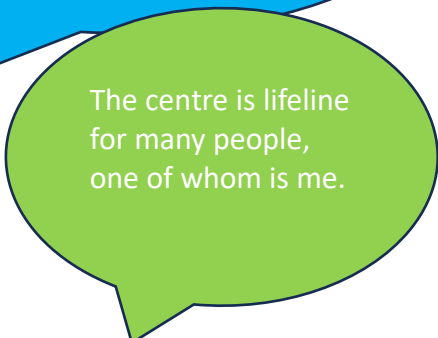
38 people responded to this final question, with the vast majority offering positive feedback. Many took the opportunity to again express gratitude and appreciation for the Centre's work, staff, and services.



The centre provides a vital community service for a large number of people who have no other social interaction.



I really don't know how I would manage if the centre wasn't there.



The centre is lifeline for many people, one of whom is me.



A great centre for young and old.

