



Be Caring

SUMMER 2025

COLLEAGUE SURVEY RESULTS

HOME SUPPORT SERVICES

BeCaring.org.uk



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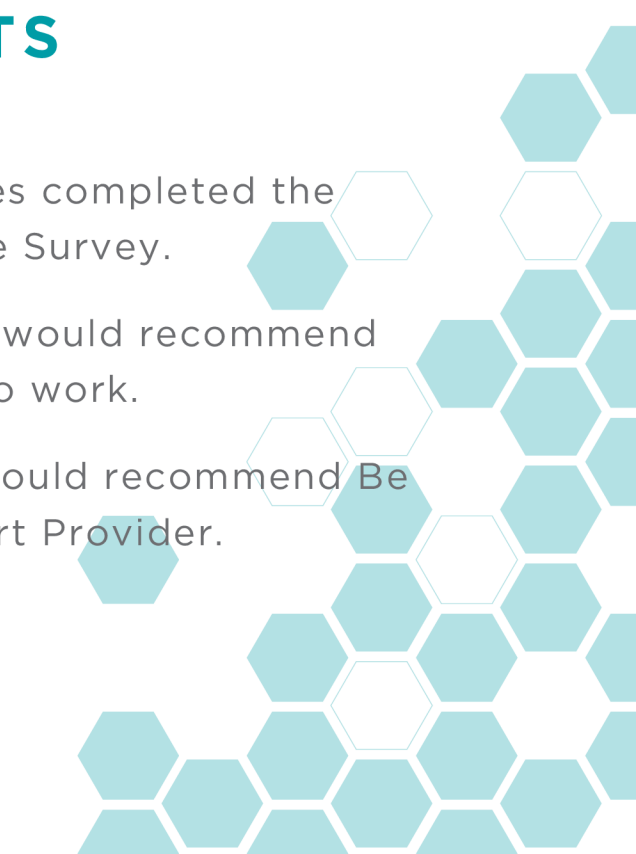
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HIGHLIGHTS

45% of Home Support colleagues completed the Summer 2025 Colleague Survey.

90% of Home Support colleagues would recommend Be Caring as a place to work.

95% of Home Support colleagues would recommend Be Caring as a Care or Support Provider.



SUMMER 2025 OVERVIEW



EXECUTIVE SUMMARY

This year's survey reaffirms that our workforce is deeply proud, positive, and loyal to Be Caring's mission. Colleagues frequently describe Be Caring as a "good company" and "a great place to work", with many proud to recommend us to others.

Alongside this pride, colleagues highlight practical challenges around communication, rota management, training, and recognition. Addressing these will strengthen morale, reduce stress, and boost retention.

From the homecare-only dataset (266 responses):

- Pride & Job Satisfaction - 185 mentions of colleagues saying they "love their job" and aligning with our mission.
- Positive Culture & Support - colleagues feel supported by managers and teams.
- Quality of Care & Training - care quality praised; training often described as "brilliant".
- Client Safety & Care Standards - colleagues highlight our commitment to keeping customers "safe and happy".

KEY OPPORTUNITIES

- Support & Communication (140 mentions) - clearer updates, more responsive managers, faster feedback loops.
- Workload & Scheduling (91 mentions) - travel time, rota balance, shift patterns linked to stress and health.
- Teamwork & Recognition (65 mentions) - colleagues value teamwork but want structured recognition (Carer of the Month, awards, shout-outs).
- Training & Development (44 mentions) - refresher/specialist training, NVQs, clear progression routes.
- Pay & Benefits (21 mentions) - salary reviews, overtime, bonuses.
- Safety & Wellbeing (14 mentions) - stress, office environments, induction support.

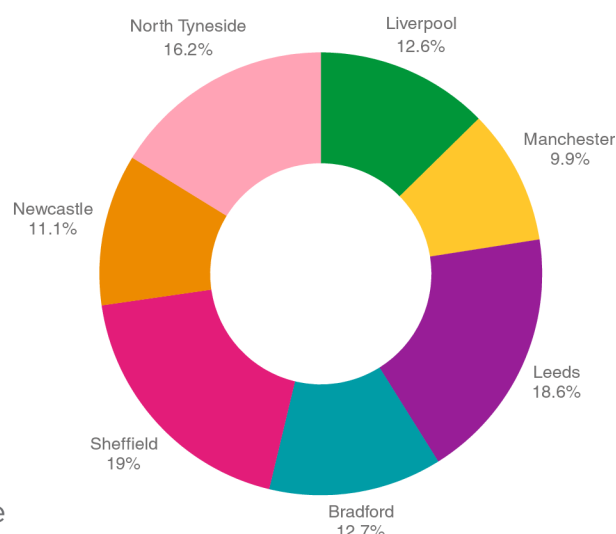
SUMMER 2025 OVERVIEW

253 Home Support colleagues completed the survey from 7 services, broken down as follows:

- 32 responses from Liverpool
- 25 responses from Manchester
- 47 responses from Leeds
- 32 responses from Bradford
- 48 responses from Sheffield
- 28 responses from Newcastle
- 41 responses from North Tyneside

North Tyneside had the highest response rate with **72%** of colleagues completing the survey (41 out of 57).

Manchester had the lowest response rate with **27%** of colleagues completing the survey (25 out of 94).



KEY THEMES IDENTIFIED

Team Work and Support

Colleagues emphasised that teamwork and supportive managers are central to providing quality care. Many described their teams as cooperative and encouraging, which helps them deliver high standards of support.

At the same time, colleagues identified gaps when lone working or during peak pressure. Some asked for more team-building activities and regular meetings to maintain morale.

Communication and Information

Communication was the most frequently raised theme (140 mentions). Colleagues value clear, transparent updates, particularly around rotas, care plans, and organisational changes.

However, many said feedback loops were too slow or incomplete, and some felt their insights were not acted on. A Sheffield colleague said: "Prompt response to feedback would help." Another added: "More communication, communicate more. Being asked more about the services we serve..." (Liverpool).

Rota Management and Scheduling

Workload pressures and scheduling challenges were raised in 91 mentions. While some colleagues praised fixed rotas and clear communication, many highlighted issues with short-notice changes, unrealistic travel times, and shift patterns that created fatigue and stress.

Colleagues suggested better rota planning and involvement of carers in rota design to ensure fairness and reduce stress.

SUMMER 2025 OVERVIEW

KEY THEMES CONTINUED

Training and Development

Training was consistently praised across the homecare dataset, with colleagues describing it as “good” or even “brilliant”. Many felt well-prepared for their roles and valued refresher sessions.

At the same time, 44 colleagues requested more specialist training (e.g., dementia care, complex needs), clearer pathways into roles such as trainers or coordinators, and additional NVQ opportunities.

One colleague from Sheffield said: “I will appreciate if Be Caring would support with NVQ trainings.”

Another from Leanne in Sheffield added: “Access to further training to help with progression and to gain more knowledge and experience.”

Recognition and Appreciation

Recognition featured in 65 mentions. While many value Above & Beyond Awards and events such as Long Service celebrations, colleagues also want recognition to be embedded in day-to-day practice.

Suggestions included Carer of the Month, team shout-outs, and informal “thank yous” from managers.

A Liverpool colleague said: “Carers need more recognition – little things like shout-outs would go a long way.”

A Bradford colleague added: “More meetings and feedback... I have enjoyed working for Be Caring, feel appreciated and enjoy working, but more updates would help.”



NPS SCORES

October 2021 - July 2025

Place to Work

Our results show a marked improvement since we began tracking our NPS scores in 2021. In Summer 2025, our Homecare NPS reached **+71** (Recommend as a Place to Work) equates to **90%** of colleagues recommending Be Caring as a place to work.

These scores place Be Caring at the very top of global NPS benchmarks.

By comparison, an NPS of 30-70 is considered 'great', and anything above 70 is 'excellent'. This highlights very strong colleague pride and confidence in Be Caring.

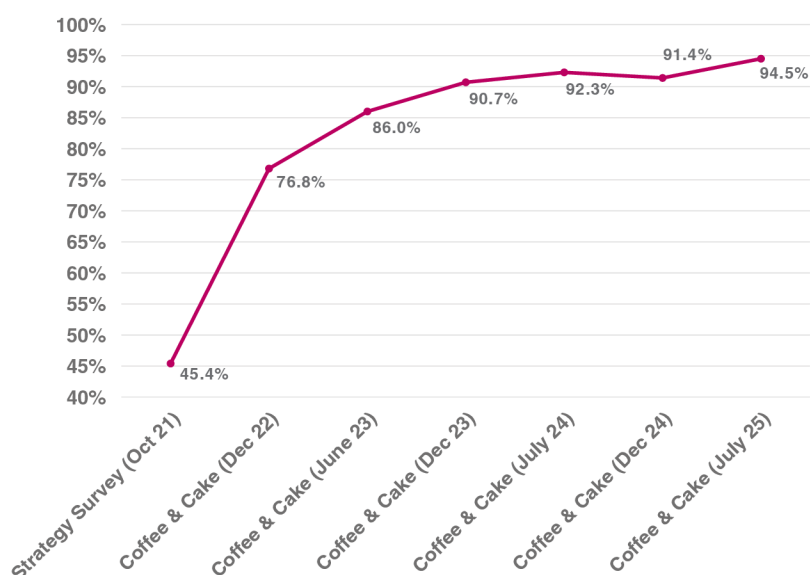
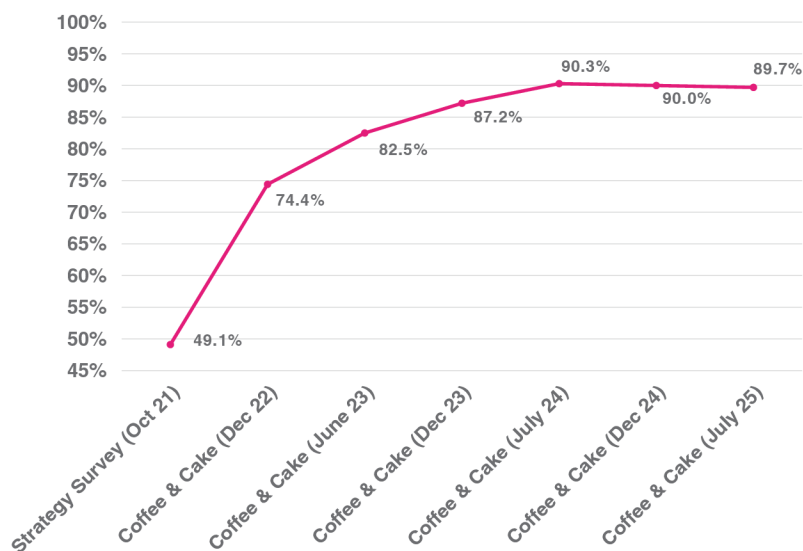
Care Provider

+81 Recommend Be Caring as a Care Provider: indicates exceptionally high confidence in the quality of care delivered (equivalent to **95%** of colleagues recommending Be Caring as a care provider). This is consistent with narrative feedback where staff describe Be Caring as a 'good company' and 'better than other providers'.

While scores have fluctuated slightly in previous surveys, Summer 2025 reflects our highest and most consistent performance, confirming strong engagement and belief in the organisation's mission.

'Be Caring is an inclusive organisation that lives out its core values and is very supportive of its employees. It is an amazing organisation to work for.'

Anonymous



STATEMENTS

October 2021 - July 2025

I feel listened to and my opinions seem to count.

While results for the past 4 years have fluctuated, there is an overall trend of improvement for this statement. While our latest survey produced our highest rating to date (74.7%) there is still work to do on ensuring our colleagues feel involved and heard.

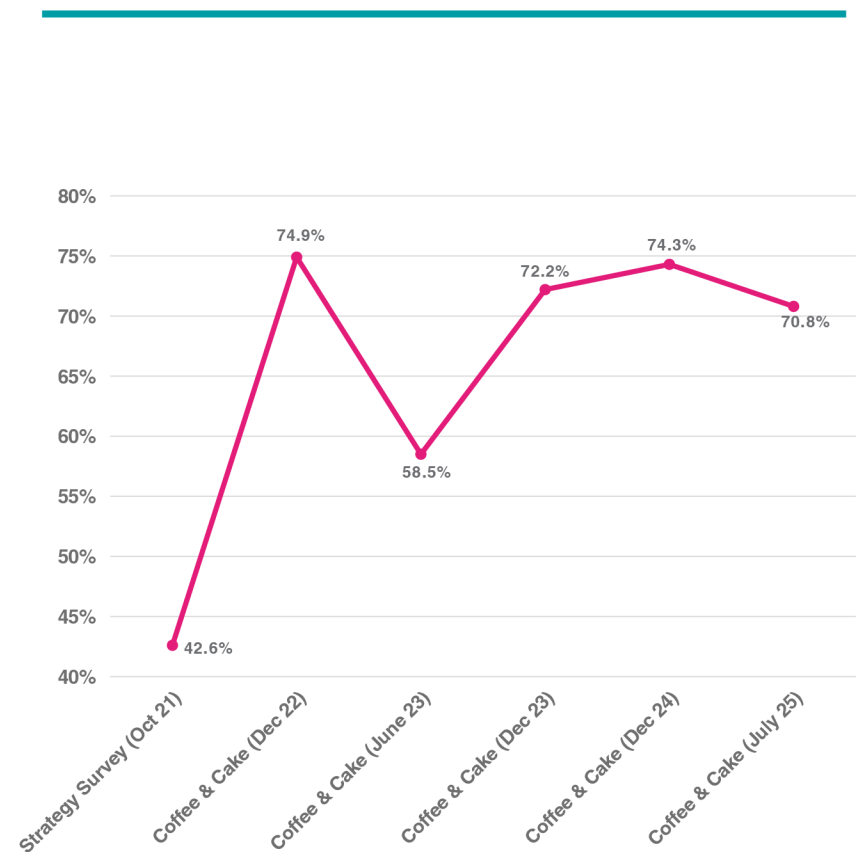
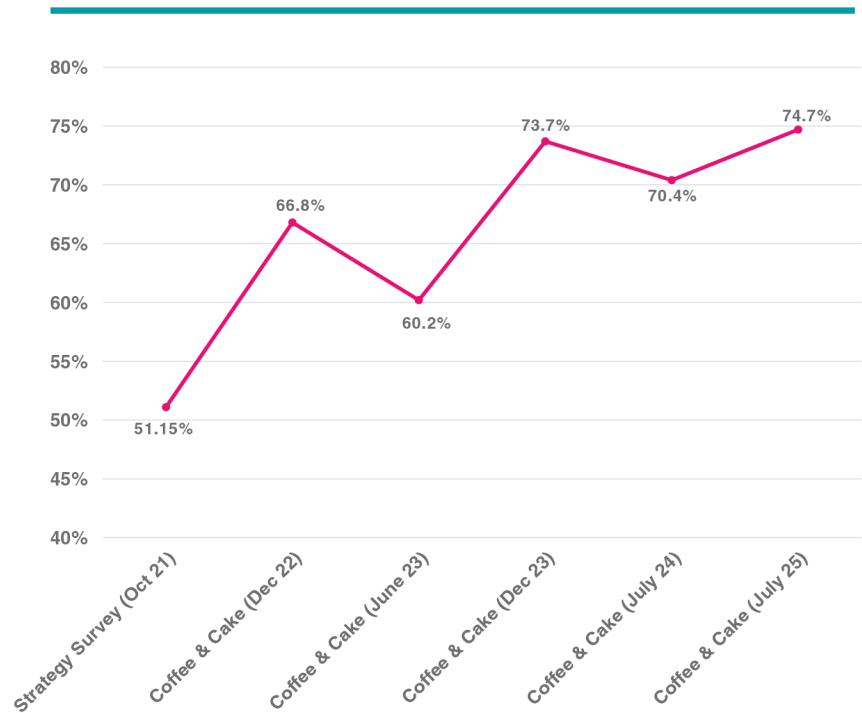
Please note, this question was not included in the December 2024 colleague survey.

I have received recognition for my work or performance in the past month

Results for this statement peaked in December 2022. Our latest results show a slight decrease (3.5%) in those that agree with the statement.

Similarly to the statement above, we are now consistently achieving results between 70% and 75%.

Please note, this question was not included in the July 2024 colleague survey.



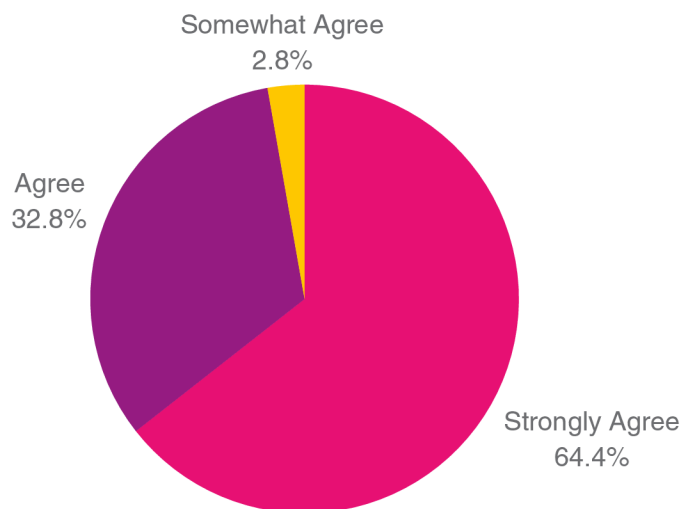
VALUES & MISSION

Job pride and satisfaction were among the strongest themes in the homecare dataset, with 108 mentions. Colleagues described deep pride in their work, happiness with Be Caring's mission, and enjoyment of their roles.

I am inspired by the mission and vision of Be Caring.

"Be Caring has a fantastic model and systems in place, much better than other companies"

M. Gomba

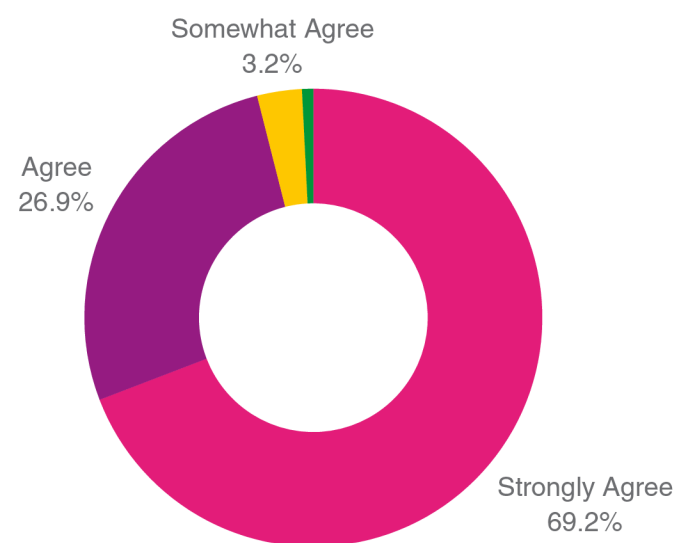


See Figure 1.

I am proud to work for Be Caring.

"It is a company which supports and listen to its employees' views and always supports its employees as well as endeavour to provide full and best support for those cared for in the community."

M. Mahovo

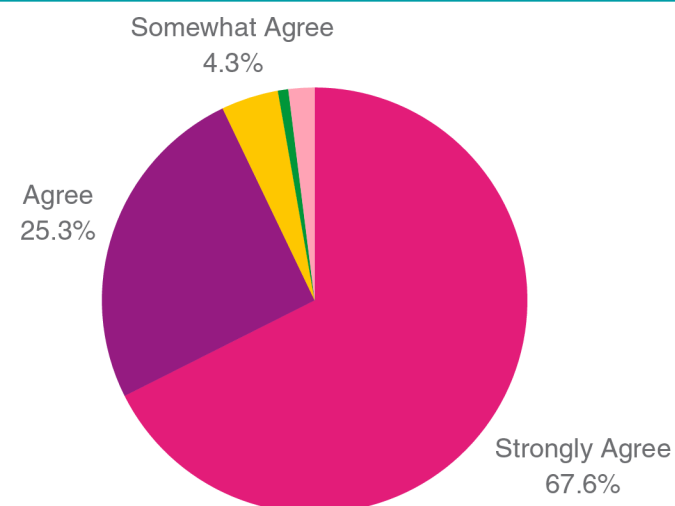


See Figure 2.

I am able to deliver the care I aspire to.

"The team is so supportive, makes the job feel like a hobby."

V. Amune



See Figure 3.

WORK AND DEVELOPMENT

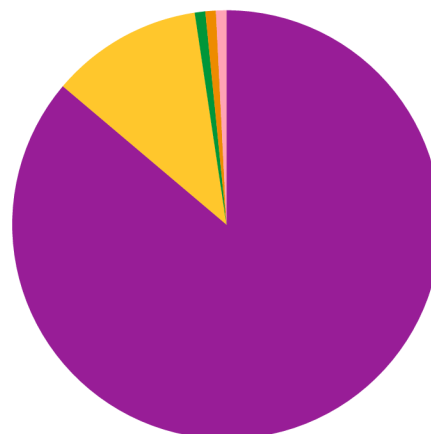
Colleagues are in overall agreement that their work and development is a considered and celebrated. While the percentage of colleagues who disagree with the statements is low, there is area for improvement around rewards and recognition.

My Work is valued.

“Friendly company and staff make you feel valued. I have always felt included and listened to while working here. I’ve had opportunities to progress in my roll; all staff are friendly.”

E. Leydon

Somewhat Agree
11.5%



Agree
86.2%

See Figure 4.

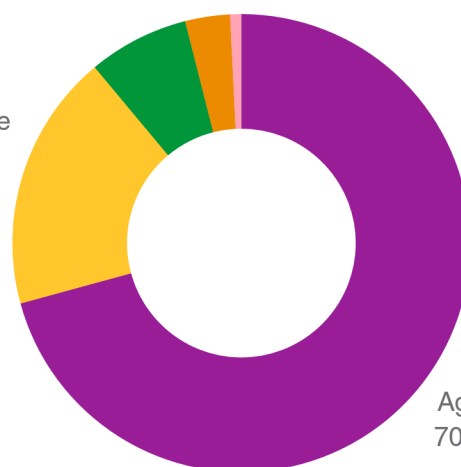
I have received recognition for my work or performance in the past month.

“This is because Be Caring is an inclusive company that listens, helps in career development and appreciates staff.”

F. Addo

Somewhat Disagree
7.1%

Somewhat Agree
18.2%



Agree
70.8%

See Figure 5.

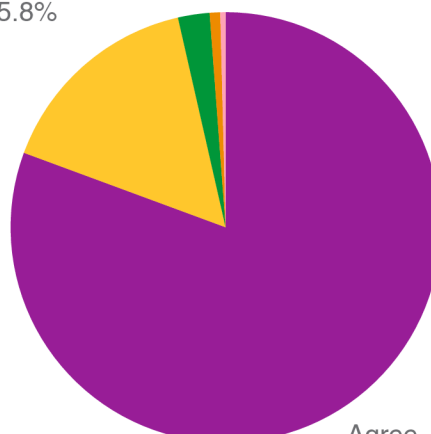
I’ve had the support I want or need when I’ve wanted or needed it.

“I have felt, included, supported from day one. I want the same for people who I care about that are currently working in care”

L. Lembacharu

Somewhat Agree
15.8%

Disagre
0.8%



Agree

80.6% See Figure 6.

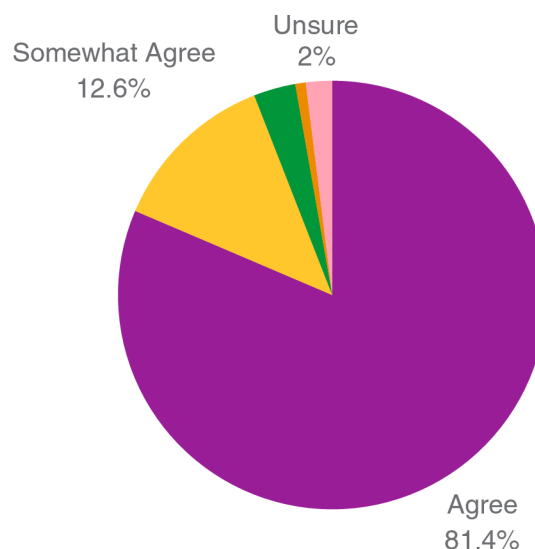
WORK AND DEVELOPMENT

Again, colleagues are in overall agreement that Be Caring prioritises their training and development and their voices are heard and respected.

Feedback I receive from my line manager helps me grow and develop.

"I enjoy my job I feel supported I have a lovely rota and office staff help me when I need help"

T. Rhuebbell

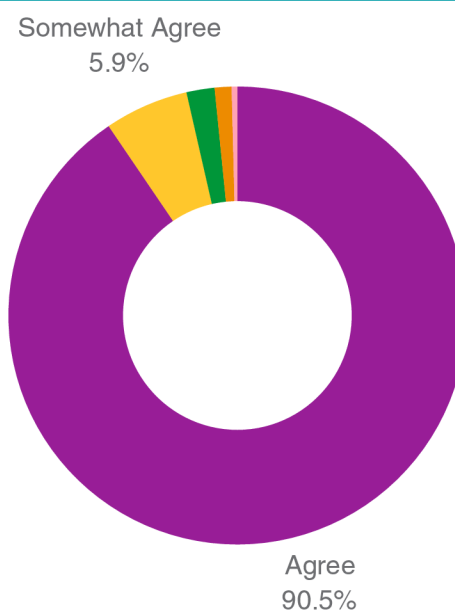


See Figure 7.

I have the training I need to perform my role well.

"I've been with this company 3 years and here's to many more [...] Professionally they have given me the training I require to carry out my job to the best possible standard."

K. Brennan

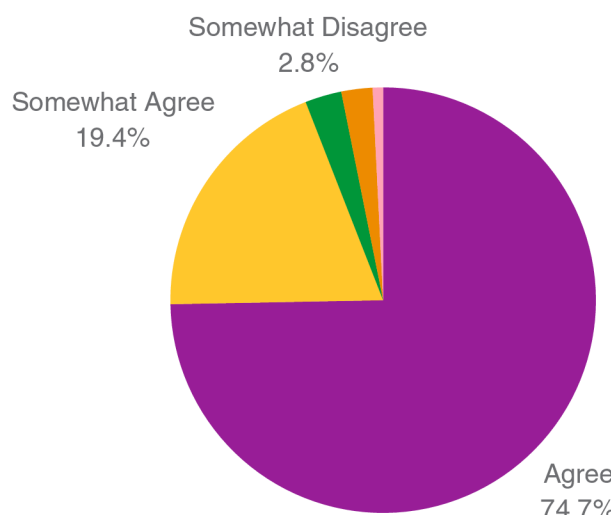


See Figure 8.

I feel listened to and my opinions seem to count.

"Be caring is a great company that makes me feel confident about my work."

M. Watson



See Figure 9.

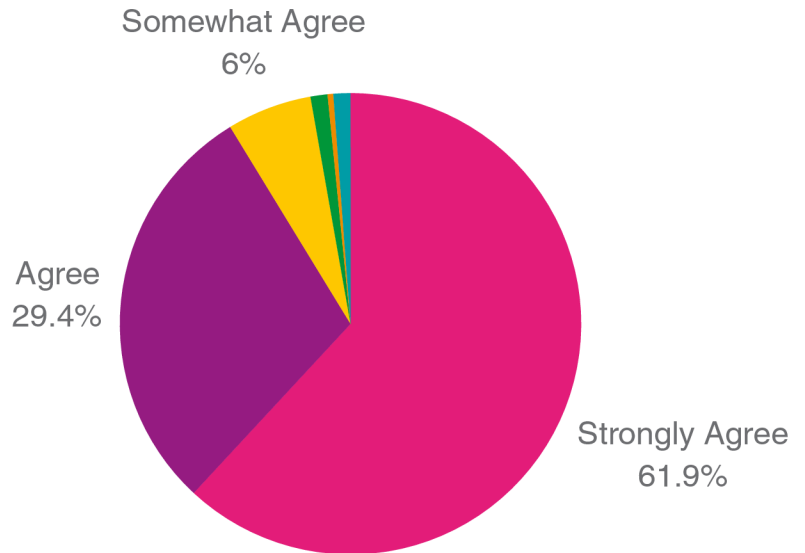
EQUALITY, DIVERSITY & INCLUSION

The EDI answers solidify our stance as an organisation which is open to all, regardless of who they are or where they come from.

Be Caring treats everyone in the organisation fairly, regardless of their background or role.

“Be Caring values everyone with respect if something goes wrong, they have good ways of communication in a respectful manner”

S. Tembo

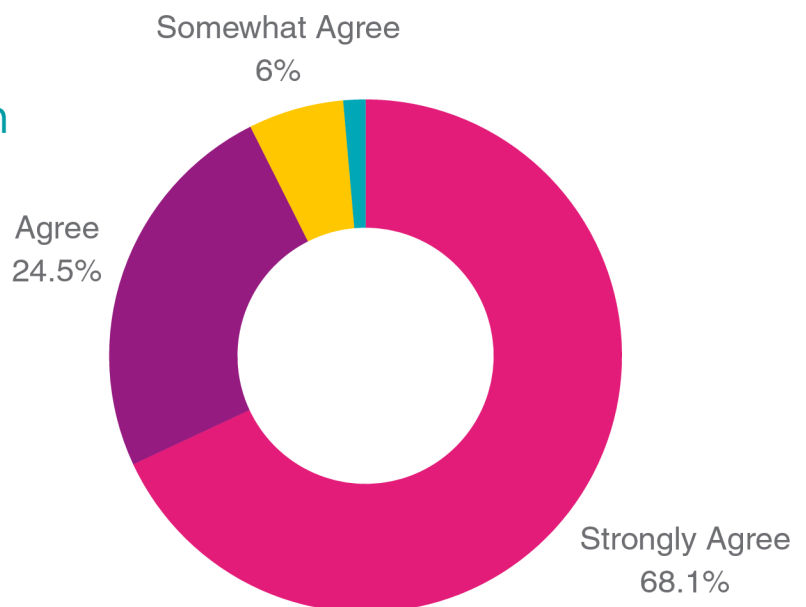


See Figure 10.

Be Caring values, respects and celebrates people from different backgrounds and cultures.

“I have always had the upmost support not just with work but also with personal issues.”

M. Anderson



See Figure 11.

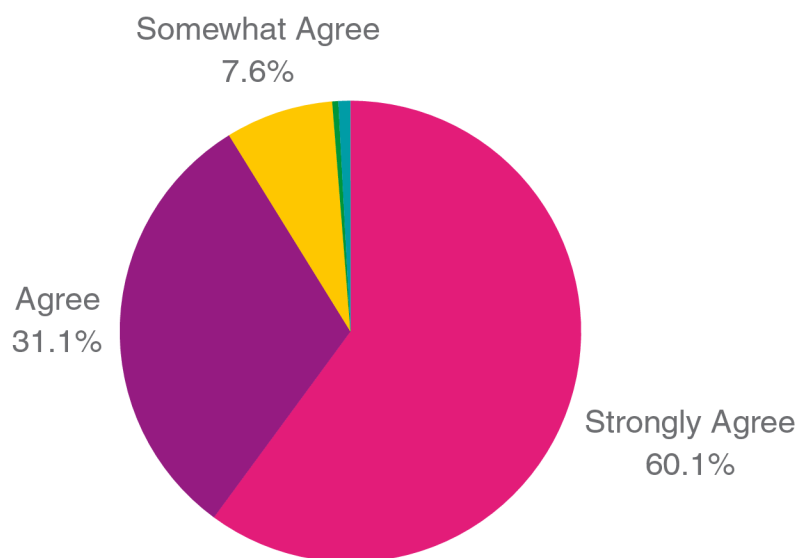
EQUALITY, DIVERSITY & INCLUSION

The EDI answers solidify our stance as an organisation which is open to all, regardless of who they are or where they come from.

Be Caring creates a safe space at work where I can be myself.

“The people who work in the office are just lovely [...] they always answer questions that I need answered and they never seemed to be annoyed no matter how much I call. They are very polite and help me a lot when I’m overwhelmed [...] and always make me feel seen as a carer.

M. McCrum

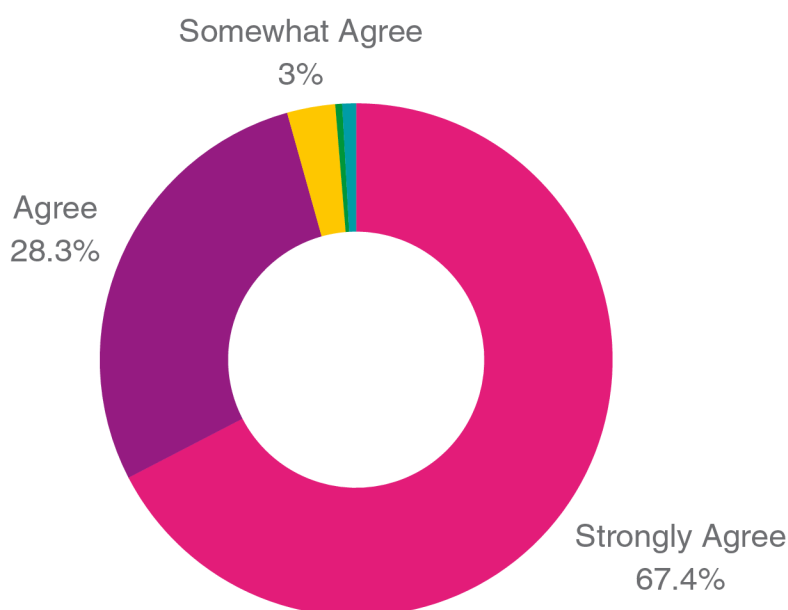


See Figure 12.

Be Caring is an inclusive and welcoming organisation.

“I find the office staff supportive of my changing needs and flexibility and feel they are a good company to work for so would recommend them to others.”

C. Gallagher



See Figure 13.