


















# Social Impact Report

## 2022/23

## Year in numbers

Belong aims to improve the lives of older people and expand our reach and impact year on year. While numbers will never reflect the full picture of every life touched and transformed through our services, they do give some insight into the scale and breadth of our services.

	Belong 2021/22	Belong 2022/23
 Number of household residents	760	<b>859</b>
 Number of Belong at Home customers	276	<b>278</b>
 Number of hours of home care	57,000	<b>54,566</b>
 Number of apartment tenants	186	<b>221</b>
 Number of Experience Days provided	262	<b>2,773</b>
 Number of people who accessed Belong's Admiral Nurse service	162	<b>214</b>
 Number of community groups regularly accessing our villages	N/A*	<b>95</b>
 Percentage of household customers living with dementia	72%	<b>73%</b>
 Percentage of customers receiving a nursing service	40%	<b>41%</b>
 Average household customer age	86	<b>86</b>
 Occupancy in Belong households	92.9%**	<b>94.9%</b>
 Average fee rate per week	£1,196	<b>£1,289</b>
 Percentage self-funding customers	65%	<b>64%</b>
 Percentage of customers publicly funded in households	35%	<b>36%</b>
 Number of household residents subsidised	N/A†	<b>45</b>
 Number of jobs created	11	<b>67</b>
 Average pay increase	8%	<b>5%</b>

\* No figures for 2021/22 due to Covid-19 impact on visiting. \*\* Average UK Care Home occupancy in 2021/22 was 79.4% according to the Knight Frank 2022 Care Homes Trading Performance Review. † This is a new measure, recorded from 2022/23.

To read our social impact report in full, please visit [www.belong.org.uk](http://www.belong.org.uk) or pick up a copy from any of our villages.

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## 2022/23 Highlights Summary

### CQC Ratings

31% of inspected services rated  
**OUTSTANDING**  
62% of inspected services rated  
**GOOD**



# 9.8

Average review score on carehome.co.uk & homecare.co.uk

### Award wins:

- **Palliative Care Award at The Great British Care Awards** won by The Britannia Team at Belong Crewe
- **NAPA (National Activity Providers Association) Award for the Year of Creativity** won by Belong Newcastle-under-Lyme
- **Home Care Worker of the Year at the Great North West Care Awards** won by Belong at Home Wigan Community Support Worker, Sharon Haigh
- Belong Atherton, Crewe Macclesfield and Wigan awarded **Platinum accreditation in Gold Standards Framework** for high quality end-of-life care
- Three wins in the **Wigan Palliative and End-of-Life Care Awards** for Belong Atherton

### Investing in our people



- Belong is a Gold Investor in People - an accolade which puts it in the **top 15%** of organisations
- By April 2023, the minimum hourly rate of pay in Belong had increased to £10.90. This took all colleague remuneration to the new **Real Living Wage**
- **24,125 training courses** were provided to Belong colleagues in the year
- We relaunched the **Belong Champion Awards** to recognise our people



### Investing in our services

- We opened our **first intergenerational care village** in Chester
- We launched **B's Dementia Café** across all locations
- We launched the **Tomforte residents' choir** at Belong Morris Feinmann
- We hosted the **Queen's Baton relay** at Belong Newcastle-under-Lyme
- We continued to invest in the future through the ongoing development of **Belong Birkdale**, the launch of **innovation groups and through our research partnerships**
- We strengthened the **exercise provision** at all locations
- We partnered with the Liverpool contemporary arts organisation, Bluecoat, to provide **artist residencies** in Belong Chester
- For the first time, we contracted a **music therapist** to work with residents at Belong Warrington

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