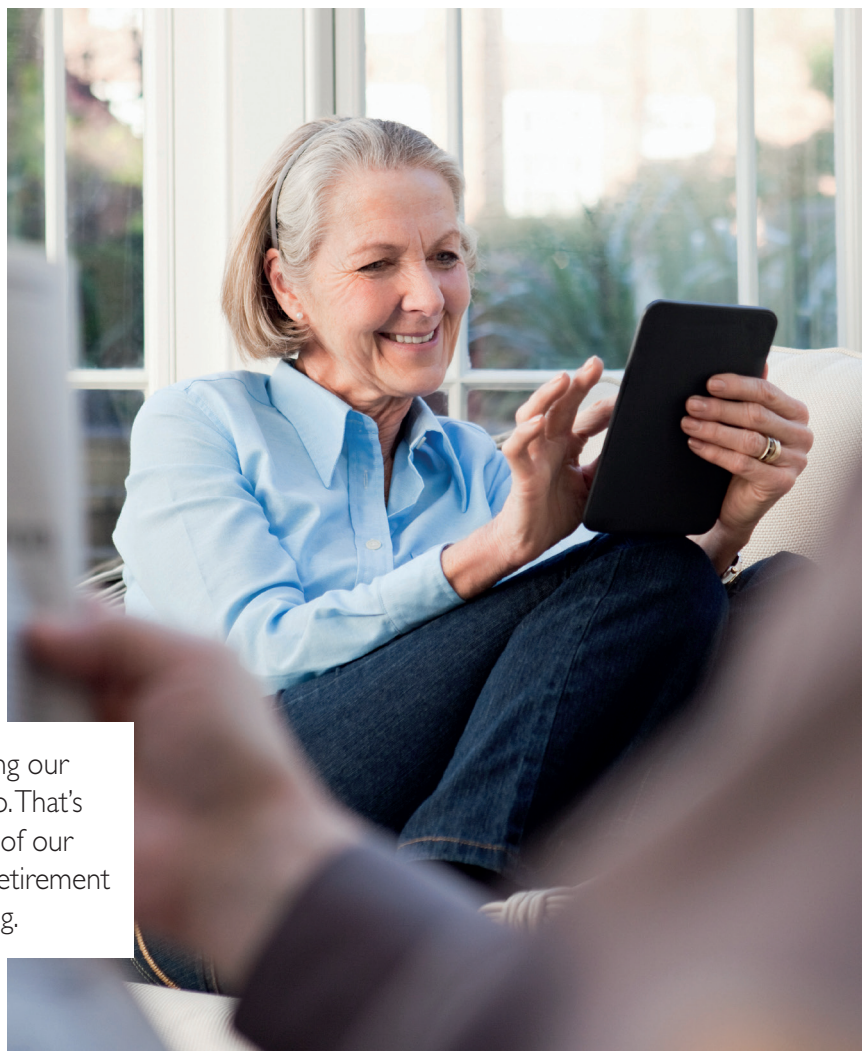


HIGH MARKS INDEED



At Birchgrove we pride ourselves on putting our residents at the centre of everything we do. That's why we're over the moon with the results of our latest customer satisfaction survey at our retirement community Woodbank Apartments, Woking.

The heart-warming result is 83% of residents are 'very satisfied' and 17% 'satisfied' living at Woodbank Apartments. High marks kept coming back to the same things.

- The style and spacious layout of apartments.
- Being in an environment where everything is designed to make life easier and safer in later life.
- Friendly, helpful staff who go above and beyond to help.
- Great food cooked from scratch by our chef.
- The convenience of a community on your doorstep, where you can dip in and out of activities, make friends and socialise as you choose.

All these things led residents to feel safer and more secure and, importantly, renewed their confidence to live a better quality of life.

The survey was carried out using face-to-face interviews with existing residents and the close family members who support them, with the aim to better understand what the experience of living at Birchgrove is like from their personal perspectives.

Does it feel like home?

Such an emotive question; inevitably a retirement community is different to your old home, but it's essential we do everything we can to help people feel at home as quickly as possible.

We're delighted 77% of residents feel 'very much so' with 23% saying 'much so.'

Having the sanctuary and privacy of their own self-contained apartment and being able to furnish it as they wished was highly valued.

Has living at Woodbank Apartments improved your quality of life?

It was truly heartening to hear conclusively that residents and their families feel quality of life has improved 100% since moving to Birchgrove.

The ease, simplification, and convenience of their new lifestyle, the social activities and interaction with others, and the support and attention of the Woodbank team have enhanced their lives in immeasurable ways.

Overall, residents felt living at Woodbank Apartments had 'exceeded' 67% or 'met' 33% already high expectations.

Whilst we are proud of these results, you won't see us resting on our laurels. We're already picking up on suggestions by those interviewed to make life at Birchgrove even better.

If you would like to find out more about living at a Birchgrove retirement community our helpful staff will happily talk through the options.

Because our apartments are not for sale, you'll find our retirement advisors are not trying to sell you anything, rather they are there to help you consider your options. Our intention is to act as a guide for you whilst you're making your own choices about how and where you want to live. Often this is best done by coming to visit you at home to listen to what is important to you and to help our advisors tailor something that works to support your personal needs. ■



“At Birchgrove we pride ourselves on putting our residents at the centre of everything we do”

THE DETAILS

Birchgrove

To find out more, please contact the team on 020 3929 5599 or visit www.birchgrove.life