

Introduction of citizen feedback adjustment to home support quality scores and methodology

September 2025



 **RESET**

 **RESHAPE**

 **RESTART**

Introduction

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Purpose

- Inform Home Support Providers of the introduction of the citizen feedback adjustment to the home support quality score
- Share with Providers the methodology for calculating the quality score



Background

- Key part of our Commissioning Strategy to incorporate citizen feedback directly into the commissioning of Home Support services as follow:
 - “Packages of care placed through the Home Support Framework are allocated to the provider with the highest quality rating. If more than one offer has the joint highest quality rating, the offer that was made first will be accepted.”
(Commissioning Strategy for Home Support & Quick Discharge Services 2024+)
 - “The Quality rating is to be made up of the latest inspection rating out of BCC and CQC and going forward will have a citizen feedback adjustment applied” *(Home Support and Supported Living Quality Assurance Framework 2024_– Guidance).*



Background continued

- The citizen feedback adjustment wasn't initially applied, to allow new providers to establish a citizen feedback record.
- Feedback data was reviewed at 5 months and it was decided there was an insufficient volume of data at that time to be able to fairly apply the citizen feedback adjustment.
- Data reviewed again at 11 months and position significantly improved - decision made to introduce the adjustment at 12 months (September 24th 2025)



Why are we doing it

- Our intention and approach was clearly set out in our approved Commissioning Strategy.
- Birmingham City Council believe it is important for citizen experience to influence the placement of future packages of care.
- This principle was supported by providers at the pre-tender market engagement events in September and October 2023 where we shared our proposed approach.
- The citizen feedback will differentiate provider quality scores, meaning less reliance on the fastest offer.



Methodology

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Methodology – base quality score

- The base quality score is determined by the latest quality assessment by either BCC or the CQC
- BCC and CQC scores and domains are aligned as follows;

BCC rating	CQC Rating	Base Score
Gold	Outstanding	75
Silver	Good	50
Bronze	Requires Improvement	25
Inadequate	Inadequate	0

BCC domain	CQC domain
Personalised care & support	Caring
Involvement & information	Responsive
Suitability of staffing	Effective
Safeguarding and safety	Safe
Quality of management	Well-led



Methodology – base quality score continued

Domain	Gold	Silver	Bronze	Inadequate
Overall score	75	50	25	0
Caring score	15	10	5	0
Effective score	15	10	5	0
Responsive score	15	10	5	0
Safe score	15	10	5	0
Well-led score	15	10	5	0

Example 1 – Provider A is rated Silver overall and Silver in Caring, Effective, Safe and Well-led, and Bronze in Responsive. Their base quality score will be; $50 + 10 + 10 + 10 + 10 + 5 = 95$

Example 2 – Provider B is rated Silver overall and Gold in Caring, Silver in Effective, Responsive and Safe and Bronze in Well-Led. Their base quality score will be; $50 + 15 + 10 + 10 + 10 + 5 = 100$



Methodology – citizen feed back adjustment

Citizen feedback is collected as part of the review process via the following questions;

Q1. Are the person's outcomes being fully met? If not is this because of a provider quality issue?

		Are the person's outcomes being fully met?		
		Fully	Partially	Not Met
If the persons outcomes are not be fully met, is this because of a provider quality issue?	-	1	-	-
	Yes	-	0.25	0
	No	-	1*	1*

Example 1 – Provider A has 10 reviews; 8 fully met and 2 partially met (provider quality issue);

$(1 \times 8) + (0.25 \times 2) = 8.5$. The score for this question is divided by the highest possible score ($10 \times 1 = 10$) to produce a score out of 1 = **0.85**

Example 2 Provider B has 6 reviews; 4 fully met, 1 partially met (provider quality issue), 1 not met;

$(1 \times 4) + 0.25 + 1 = 5.25$. The score for this questions is divided by the highest possible score ($6 \times 1 = 6$) to produce a score out of 1 = **0.875**



Methodology - citizen feed back adjustment continued

Q2. Would you recommend this service to a family member or friend?

Would you recommend this service to friends and family?	
Yes	1
No	0
Not known	Excluded from calcs

* if the answer is not known, the review is not counted in the calculation for this section

Example 1 - Provider A has 10 reviews; 6 yes, 4 not known; $6 \times 1 = 6$. The score for this question is divided by the highest possible score to give a score out of 1; $6 / 6 = 1$

Example 2 - Provider B has 6 reviews; 4 yes, 1 no, 1 not known; $(4 \times 1) + 0 = 4$. The score for this question is divided by the highest possible score to give a score out of 1; $4 / 5 = 0.8$



Methodology - citizen feed back adjustment continued

- The average of the scores for both Question 1 and 2 is used to provide a single customer feedback score per provider.
 - **Provider A** scored 0.85 in Question one and 1 in Question two;
 $(0.85 + 1)/2 = 0.93$
 - **Provider B** scored 0.875 in the outcome question and 0.8 in the friends and family question; $(0.875 + 0.8)/2 = 0.84$



Methodology - citizen feed back adjustment continued

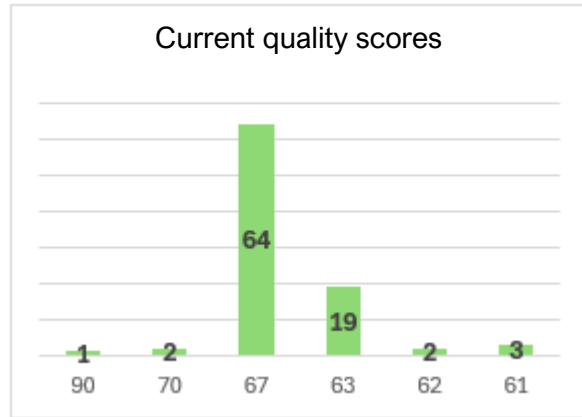
The single customer feedback score is then added to the base quality score from the latest inspection.

- **Example 1** – Provider A has a base quality score of 95 and a citizen feedback score of 0.93; **Quality score = 95.93**
- **Example 2** – Provider B has a base quality score of 100 and a citizen feedback score of 0.84; **Quality score = 100.84**



Change in score distribution

- Result of the change in methodology is greater spread in scores
- Still a large proportion of providers that are Silver in all domains and have 100% positive feedback from citizens so there is no way to differentiate on quality



Change in score by Area



Questions & Answers



Thank you

Thank you for attending the event.

Further information is available here; [Home Support and Supported Living Quality Assurance Framework 2024 – Guidance | Birmingham City Council](#)

You can find details of your area commissioners here; [Area Commissioning Teams – Contact and Care Provider Forum information | Who to contact in the commissioning team | Birmingham City Council](#)

Please visit our Shaping the Market webpages here for a wealth of information to support providers; [Information for care providers | Birmingham City Council](#)

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