

**To: Members of the Special Sub-Group**

**Councillors Farrell, Hayfield, Humphreys, Jenns, Singh and Sweet**

**For the information of the other Members of the Council**

## **SPECIAL SUB-GROUP**

**13 SEPTEMBER 2016**

The Special Sub-Group will meet in the Committee Room, The Council House, South Street, Atherstone on Tuesday 13 September 2016 at 6.30pm.

### **AGENDA**

#### **PART I - PUBLIC BUSINESS**

- 1 Evacuation Procedure.**
- 2 Apologies for Absence / Members away on official Council business.**
- 3 Disclosable Pecuniary and Non-Pecuniary Interests**
- 4 Public Participation**

Up to twenty minutes will be set aside for members of the public to ask questions or to put their views to elected Members. Participants are restricted to five minutes each. If you wish to speak at the meeting please contact David Harris on 01827 719222 or email [democraticservices@northwarks.gov.uk](mailto:democraticservices@northwarks.gov.uk).

## **ITEMS FOR DISCUSSION AND DECISION (WHITE PAPERS)**

### **5 Borough Care Service – Report of the Assistant Director (Housing)**

#### **Summary:**

The Borough Care Lifeline Alarm service is being reviewed. As part of the review a decision has been made to charge for the service. This report makes a proposal to appoint an officer on a temporary contract to promote the service to increase the take up of new customers.

The Contact Officer for this report is Angela Coates (719369).

JERRY HUTCHINSON  
Chief Executive

**For general enquiries please contact David Harris, Democratic Services Manager, on 01827 719222 or via e-mail – [davidharris@northwarks.gov.uk](mailto:davidharris@northwarks.gov.uk).**

**For enquiries about specific reports please contact the officer named in the report.**

## **Agenda Item No 5**

### **Special Sub-Group**

**13 September 2016**

**Report of the  
Assistant Director (Housing)**

**Borough Care Service**

## **1 Summary**

- 1.1 The Borough Care Lifeline Alarm service is being reviewed. As part of the review a decision has been made to charge for the service. This report makes a proposal to appoint an officer on a temporary contract to promote the service to increase the take up of new customers.

### **Recommendation to the Special Sub-Group**

**That an officer be appointed for 12 months to promote the Borough Care Lifeline Alarm Service.**

## **2 Consultation**

- 2.1 The Borough Care Task and Finish Group met on 15 August 2016. The Councillors who attended the meeting (Councillors D Wright, Smith, Bell, Davey, Clews, Chambers and L Dirveiks) supported the proposal to appoint an officer to add capacity to the team to raise the profile of the service.

## **3 Background**

- 3.1 A report which made proposals following the review of the Borough Care service was considered by the Resources Board on 25 January 2016, the Executive Board on 9 February 2016 and Full Council on 24 February 2016. Following the decision made at Full Council on 29 June 2016 the Assistant Director (Housing) has written to all Borough Care customers to advise them that a charge will be made for the service from 1 November 2016.
- 3.2 The responses to date indicate that 70% of current customers have decided to continue to receive the service. The consultation feedback from customers earlier this year provided strong evidence of the benefit that the lifeline service provides. The Council is now in a position to promote the service and offer the benefits to more customers however the capacity in the team to do this proactively is limited.

## 4 **Proposal**

4.1 In order to proactively raise the profile of the Borough Care service and grow the number of customers who receive it a proposal has been made that an officer is appointed for a temporary period of 12 months. At the end of the 12 months there will be a review and if it would benefit the service, and there is budget available, the post could be extended for a further 6 months.

... 4.2 The proposed job description is attached at Appendix 1 for consideration. Part of the role will be to develop different ways to publicise the service (marketing material has already been refreshed and revised) however there will be an emphasis on building relationships with professionals in social care and health and the voluntary sector to raise the profile of the Borough Care service and promote its benefits to as wide an audience as possible.

4.3 The customer experiences of the service revealed in the feedback they provided gave a strong indication that the service can support social and health care aims to prevent admission to acute services or residential care and assist with a timely return home.

4.4 It is proposed that a designated officer be appointed to enable the Council to proactively promote its lifeline service locally and push to grow the service. They will not act alone but providing a specific resource will ensure the necessary work is done relatively quickly to support one of the aims of the review which was to promote the service widely. It is envisaged that it will be a part time role working flexibly Monday to Friday over 22 hours.

## 5 **Report Implications**

### 5.1 **Finance and Value for Money**

5.1.1 The Council has a budget available in its reserves for the Borough Care service which will cover the costs of this job. The budget of £29K available will cover the costs of the temporary post.

### 5.2 **Safer Communities Implications**

5.2.1 The service can act as a good neighbour for vulnerable residents. It can be proactive in advising residents about risks to their security and can be easily contacted for advice if someone has a concern.

### 5.3 **Human Resources Implications**

5.3.1 The job role will be evaluated and the outcome reported at the meeting. It will be subject to the Council's recruitment procedures.

#### 5.4 **Equality Implications**

- 5.4.1 The revised policy criteria for the Borough Care Lifeline service meets Equality Act requirements. It is open to adult applicants of all ages and there is an intention to make the same charge to all.

The Contact Officer for this report is Angela Coates (719369).

**NORTH WARWICKSHIRE BOROUGH COUNCIL**

**Job Description**

Post Title: Borough Care Promotional Officer

Post No: Grade:

Directorate: Housing Division:

Section: Community Support

Responsible to: Assistant Director (Housing)

Responsible for: Not applicable

**Safeguarding:**

Through your own actions and behaviours, and those of subordinate staff, to positively contribute to the Borough Council's responsibility to safeguard and promote the welfare of children, young people and adults with care and support needs, to be aware of the signs and symptoms of abuse and, in accordance with the Child Protection Policy and the Safeguarding Policy for Adults with Care and Support Needs, to respond appropriately to any identified concerns.

**Special Conditions:**

Temporary for 12 months and part time 22 hours a week over 5 days – Monday to Friday.

Flexibility is required with regard to specific days worked in order to ensure critical meetings with partners are attended.

The role will require the post holder to attend some evening meetings.

**Scope and Responsibilities:**

To raise the profile of the Borough Care service with potential customers and professionals to increase take up.

To actively promote the Borough Care lifeline service using a variety of formal and informal methods.

To develop a network of professional contacts to create a wide understanding of the positive benefits of Borough Care and provide a referral system.

To attend meetings and events to present information using a variety of materials about Borough Care.

Key Tasks:

1. To develop a promotional strategy and action plan for the Borough Care Lifeline Alarm service to increase the take up of new customers.
2. To work closely with the Assistant Director (Housing) to cultivate partnerships with health and social care commissioners to ensure Borough Care is part of their actions to help people retain their independence at home.
3. To promote the service by actively developing a network professional contacts providing services to North Warwickshire residents. This will include working with a range of health and social care organisations and professionals. It will also include promoting the Council's community hubs and the take up of on line services.
4. To discover groups who work in North Warwickshire to support vulnerable people in their homes, make contact and promote the benefits of Borough Care with them.
5. To actively engage with the HEART shared service and Warwickshire North Clinical Commissioning Group to encourage partnership working and take up of Borough Care.
6. To create positive working relationships with GP surgeries locally and the Integrated Care Hubs specifically to encourage referrals and establish appropriate referral procedures.
7. To present and promote the benefits of the Borough Care service at meetings and events.
8. To design and deliver promotional material for the service.
9. To use a wide variety of methods and media to encourage take up of the Borough Care Lifeline Alarm service to ensure it grows in the numbers of customers who use it.
10. To promote the service in the local media – through news articles & advertisements.
11. To actively engage with current customers and those that would benefit from the service to discover what messages would attract them to the service and make recommendations about the shape of the service based on feedback.
12. To research the market for lifeline services and recommend promotional activity to deliver key messages and about the service.
13. To research and share an understanding of the changing political and commissioning priorities and relevant operational practice within the target market sectors for the service – including housing, health and social care and community safety sectors.

Agreed by the Postholder: .....

Date:.....

Agreed by (*Assistant Director of*):.....

Date:.....