

REPORT TO:	Housing & Community Services Committee	AGENDA ITEM: 13
DATE OF MEETING:	13th June 2013	CATEGORY: DELEGATED
REPORT FROM:	Director of Housing & Environmental Services	OPEN
MEMBERS' CONTACT POINT:	Richard Knott, Housing Operations Manager (ext 5797)	DOC:
SUBJECT:	New pricing structure for Careline and Housing Related Support Services to private customers	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: HCSO1

1. Recommendation

1.1 That Members approve the proposed menu of options and pricing structure for private customers of Careline and Supported Housing Services.

2. Purpose of Report

2.1 To inform and seek members' approval of the proposed expansion of the menu of options and pricing structure changes for private customers of Careline and Supported Housing Services.

3. Detail

3.1 In 2011 Housing Services implemented the recommendations of a stakeholder and staff led review in to the provision of services provided by Careline. This review streamlined the number of Careline-Support Co-ordinators (formerly known as Wardens) delivering 'Housing Related Support' and created a menu of options for customers to choose a service appropriate to their needs.

3.2 The menu of options, for those in properties with equipment hard wired and for those with purchased lifeline equipment, was agreed as follows:

Level of Service	Weekly Cost
Level 1: Monitoring & response	£3.00
Level 2 - Level 1 + 1 visit per week	£9.00
Level 3 - Level 1 + 2 visits per week	£12.00
Level 4 - Level 1 + daily visit (e.g. following release from hospital)	£20.00

3.3 All customers of the service were consulted with and placed in the appropriate level relating to their needs. This menu also allowed Careline to offer a tenure neutral service and market fully to private customers for the first time.

3.4 In late 2012 Careline was awarded the contract to continue to deliver Housing related Support Services to those customers aged over 55 from 1st April 2013 and publicly funded via the County Council. The new contract placed a number of new requirements on ourselves as providers.

3.5 One such requirement was to expand the menu of visit options to the following:

Level of Service
Level 1: Daily visit (following release from hospital)
Level 2: 2 visits per week
Level 3: 1 visit per week
Level 4: 1 visit per fortnight
Level 5: 1 visit per month
Level 6: 1 visit per quarter

3.6 Through integrating the above visits with our Careline alarm monitoring service we are able to offer a combined service giving piece of mind to customers and their families in case of emergency, fall or injury, whilst following this up with visits to ensure customers are supported to sustain their tenancies and well-being.

3.7 Approximately 700 customers at any one time have their services funded by Derbyshire County Council, whilst upto 200, known as self funders, pay for the combined services themselves. We will shortly be assessing all customers against the new menu of options and following consultation placing them in the appropriate level of service.

3.8 It is therefore proposed to introduce the same level of choice to private customers and potentially realising additional income. A cost analysis exercise has been carried out to determine an appropriate cost level for self funders with the following rates proposed:

Level of Service (includes monitoring where equipment hard wired or purchased)	Weekly Cost
Level 1: Daily visit (following release from hospital)	£3.00 + 17.00 = £20.00 (no change)
Level 2: 2 visits per week	£3.00 + £9.00 = £12.00 (no change)
Level 3: 1 visit per week	£3.00 + £6.00 = £9.00 (no change)
Level 4: 1 visit per fortnight	£3.00 + £3.00 = £6.00 (new service level)
Level 5: 1 visit per month	£3.00 + £2.00 = £5.00 (new service level)
Level 6: 1 visit per quarter	£3.00 + £1.00 = £4.00 (new service level)
Level 7: Monitoring and response only	£3.00 (no change)

3.9 In addition Careline currently rents out pendant and base unit equipment (commonly known as lifelines) to private self funders at a weekly charge of £4.66, including monitoring and response. The rental element is £2.00 per week. This is an historic charge that is overdue for review. It is proposed to increase this cost to £5 per week to reflect current costs.

3.10 There is also an installation charge applicable of £160 to install this equipment. There is considerable feedback that this charge is prohibitive to many prospective customers in taking up the service. This is an historic charge set some years ago when the installation of equipment was more complex. Nowadays the nature of the equipment makes installation quicker and easier. A review of this charge is long overdue. It is

therefore proposed to reduce this charge to £50. Following a cost analysis this is a more realistic cost and one that would ensure Careline attracted more private business than is currently the case. Payment by instalment would also be offered.

3.11 Existing self funders will be given adequate notice of the proposed changes and consulted with accordingly. New customers will incur the new charges following approval of this report.

4. Financial Implications

4.1 The new levels of service will be actively marketed to the private sector. Therefore marketing material will be required to be published. However this can be met from existing budgets.

4.2 The new structure of charges is designed to increase income to the service.

5. Community Implications

5.1 A consultation exercise will be carried out with all affected customers and residents.

6. Background Papers

6.1 Not applicable