

Report of the Chief Executive**LIFELINE SERVICE UPDATE****1. Purpose of report**

To provide Committee with an update on the Lifeline Service.

2. Detail

The aim of the Lifeline Service offered by Broxtowe Borough Council is to increase, maintain and improve the independence of customers to remain living within their own home.

The Lifeline Service has 827 customers, of these 95% (789) are private residents and 5% (38) are council tenants in general needs accommodation.

A review of the service was undertaken in 2019 and a report was reviewed by committee in November 2019. This review identified that there were opportunities to expand the Lifeline service by marketing it to new customers and expanding the range of services on offer.

A marketing plan was agreed which included the development of a new leaflet, social media advertising and a pop up banner for use at events.

Lifeline Plus was launched in December 2019. Lifeline Plus offers customers the option of purchasing additional services including the installation of a key safe and the provision of falls detector technology for an additional weekly payment.

The last report to Committee detailed our aim to increase the number of lifeline customers to over 1000 within 12 months. Unfortunately, this has not been possible as Covid-19 has had a significant impact on customer numbers and our planned marketing campaign.

Further information can be found in the appendix.

3. Financial implications

The estimated general fund income for 2020/21 is likely to be around £160,000 based on current customer numbers.

Recommendation

The Committee is asked to NOTE the Lifeline Service update.

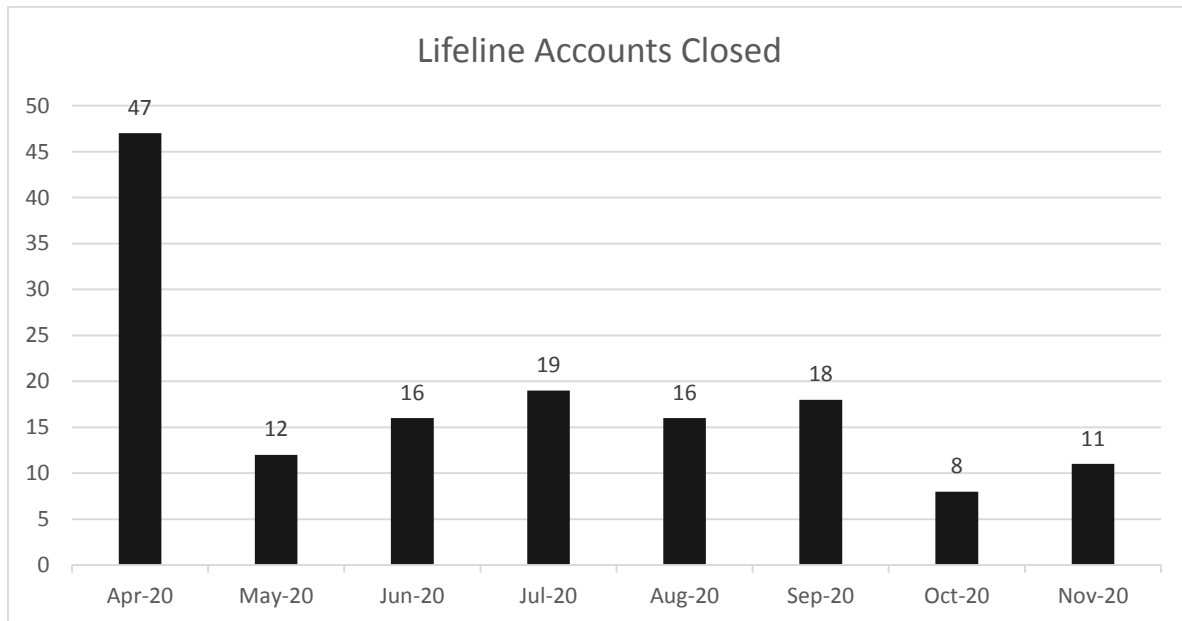
Background papers

Nil

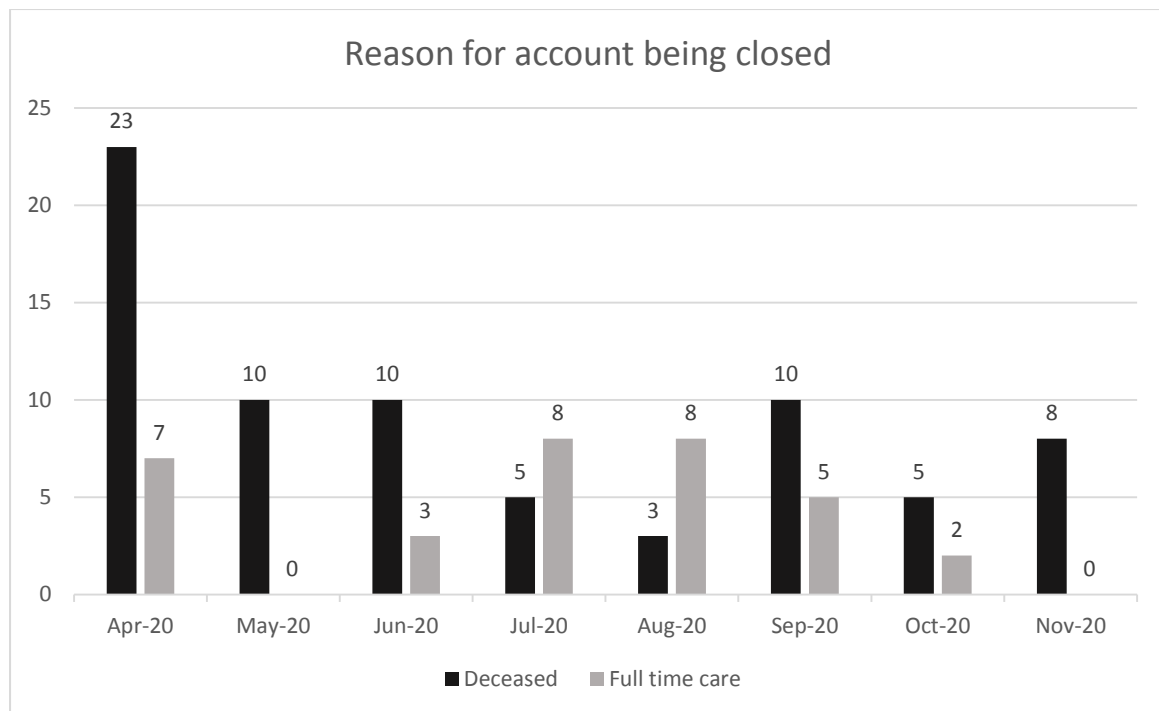
APPENDIXLifeline Update

During the last twelve months we have seen a significant drop in our number of lifeline customers.

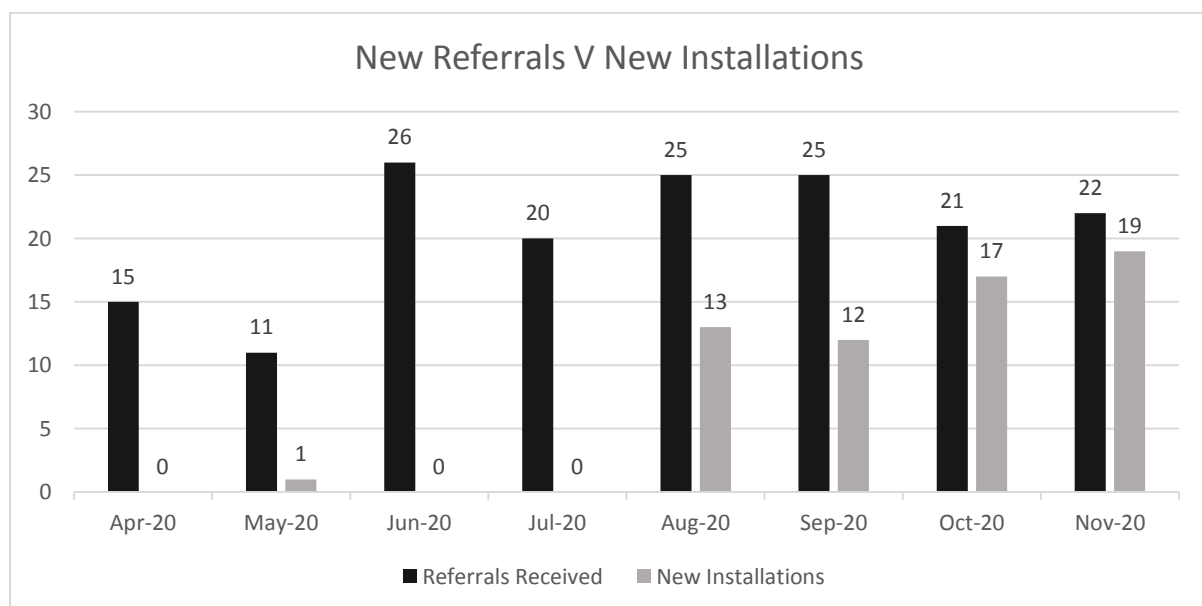
The graph below shows the number of accounts closed each month from April 2020 to November 2020:



As part of the cancellation process we ask for a cancellation reason. The two main reasons for cancellation are death and moving into full time care. From April 2020 there have been a high number of customers who have passed away. The Graph below shows the main two reasons for cancellation between April 2020 and November 2020:

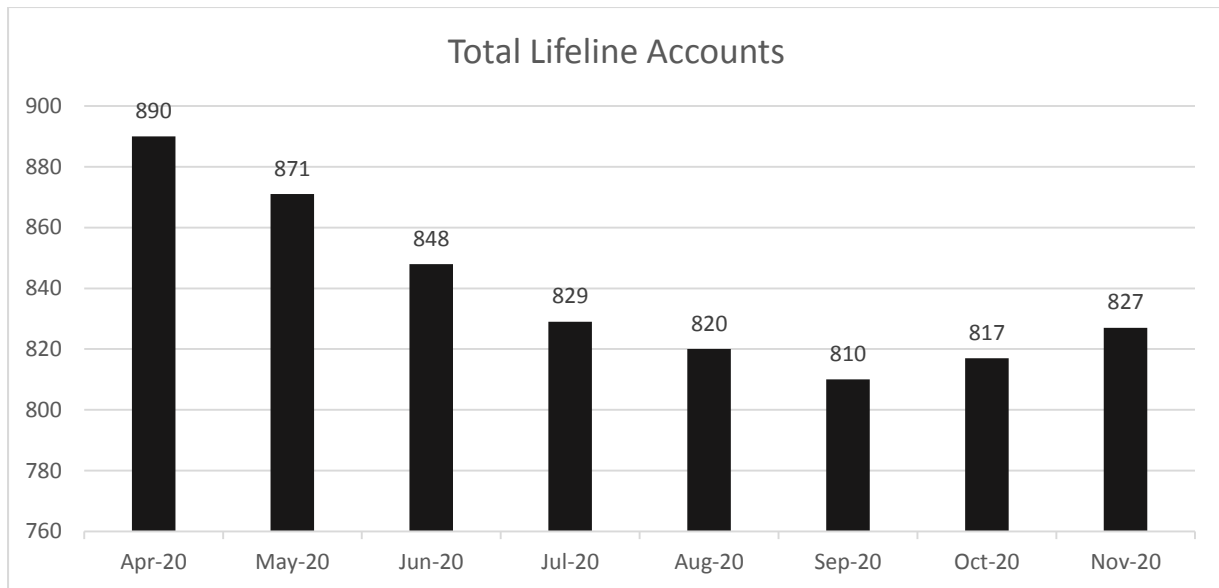


We have continued to receive new lifeline referrals throughout the last twelve months but there was a period of just over four months when only one new installations took place due to the national lockdown. The Graph below shows the number of referrals and new accounts set up between April 2020 and November 2020:



The lifeline coordinator is currently working through all the referrals received and installations are taking place based on priority need. Many customers who enquired about a lifeline during the first national lockdown no longer required the service by the time we were able to book in an installation.

The number of Lifeline customers reached its lowest point in September but since then numbers have gradually increased and we hope to see this trend continue.



Once the national corona virus restrictions are relaxed we plan to promote the service again with GP surgeries and with partner agencies including hospital discharge teams and social services but in the interim details about the lifeline service have been shared with Broxtowe Partners which means the information has been sent to around 100 different partner organisations and we plan look into some additional soft marketing options in the early part of 2021. We will also continue to monitor the service to determine how it can be enhanced in the future for Lifeline Customers.