

**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 920 customers, of these 94% (864) are private residents and 6% (56) are council tenants in general needs accommodation. A recent review has been undertaken. This review has identified that there are opportunities to grow the Lifeline service by marketing it to new customers and expanding the range of services on offer. Further information is available below:

- Marketing – a Lifeline marketing plan has been agreed. This includes the development of a new suite of marketing materials (see the appendix) which includes; a leaflet, social media advertising and a pop up banner  
The service will initially be promoted in GP surgeries and with partner agencies including hospital discharge teams and social services.
- Lifeline Plus – In addition to the standard Lifeline Service, a Lifeline Plus option have been developed. Lifeline Plus offers customers the option of purchasing additional services including the installation of a keysafe and the provision of falls detector technology for an additional weekly payment.

With increased marketing and the new Lifeline Plus products we aim to increase the number of Lifeline customers to over 1000 within 12 months.

The service will continue to be monitored to determine how it can be enhanced in the future for Lifeline customers.

3. Financial implications

General Fund revenue income from the provision of lifeline units in 2018/19 amounted to £165,418. The budgeted income for 2019/20 is £175,780.

**Recommendation**

**The Committee is asked to NOTE the Lifeline Service update.**

Background papers

Nil