



## **THE RUGBY BOROUGH COUNCIL**

You are hereby summoned to attend an ORDINARY MEETING of the Rugby Borough Council, which will be held at the TOWN HALL, RUGBY, on Tuesday 13<sup>th</sup> December 2016 at 7pm.

### **A G E N D A**

#### **PART 1 – PUBLIC BUSINESS**

1. Apologies for absence.
2. To approve the minutes of the meeting of Council held on 15<sup>th</sup> November 2016.
3. Declaration of Interests.  
  
To receive declarations of -  
  
(a) non-pecuniary interests as defined by the Council's Code of Conduct for Councillors;  
  
(b) pecuniary interests as defined by the Council's Code of Conduct for Councillors; and  
  
(c) notice under Section 106 Local Government Finance Act 1992 – non-payment of Community Charge or Council Tax.
4. To receive the Mayor's Announcements.
5. Questions pursuant to Standing Order 10.

6. To receive any reports of Cabinet and Committees which have met since the last meeting of the Council and to pass such resolutions and to make such orders thereon as may be necessary:

**(a) Cabinet - 31<sup>st</sup> October 2016**

- (1) Retrospective approval of service charges for the Ashwood Court supported housing scheme - Communities and Homes Portfolio Holder.

**(b) Cabinet - 28<sup>th</sup> November 2016**

- (1) Finance and Performance Monitoring 2016/17 – Quarter 2 - Resources and Corporate Governance Portfolio Holder.

- (2) Service Level Agreement Grant Funding for Community Associations (2017/18 and 2018/19) and One-Off Community Grants (2017/18) - Communities and Homes Portfolio Holder.

- (3) Control Centre Lifeline Service – Purchase of Replacement Hardware and Software Systems -Communities and Homes Portfolio Holder.

- (4) Calendar of Meetings 2017/18 - Resources and Corporate Governance Portfolio Holder.

7. Correspondence.

8. Common Seal

To order the affixing of the Common Seal to the various orders, deeds and documents to be made or entered into for carrying into effect the several decisions, matters and things approved by the Council and more particularly set out in the Committees' Reports adopted at this meeting.

9. Motion to Exclude the Public under Section 100(A)(4) of the Local Government Act 1972.

To consider passing the following resolution:

“under Section 100(A)(4) of the Local Government Act 1972 the public be excluded from the meeting for the following item on the grounds that it involves the likely disclosure of information defined in paragraphs 1 & 3 of Schedule 12A of the Act.”

## **PART 2 – EXEMPT INFORMATION**

1. To receive the private report of Cabinet dated 31<sup>st</sup> October 2016.

**Cabinet – 31<sup>st</sup> October 2016**

- (1) World Rugby Hall of Fame Visitor Attraction - Leader of the Council.

(2) Voluntary Redundancy Requests 2016/17 - to receive the private report of the Head of Corporate Resources and Chief Financial Officer.

DATED THIS 2nd day of December 2016

**Executive Director**

To: The Mayor and Members of Rugby Borough Council

**QUESTIONS AT COUNCIL**

*A Councillor may ask a Question at the meeting by giving notice in writing of the Question to the Chief Executive no later than midday on Wednesday 7<sup>th</sup> December 2016. The rules relating to Questions are set out in Standing Order 10 of Part 3a of the Constitution.*

**REPORT OF CABINET**

**31 October 2016**

**PRESENT:**

Councillors Stokes (Chairman), Leigh Hunt, Mrs Parker, Ms Robbins and Mrs Timms.

Councillors Cranham, Ms Edwards, Mrs O'Rourke, Roodhouse and Sandison were also in attendance.

**1. RETROSPECTIVE APPROVAL OF SERVICE CHARGES FOR THE ASHWOOD COURT SUPPORTED HOUSING SCHEME**

Cabinet considered the following report which requires Council approval.

**Background**

Given the short notice, the council were not in a position to request authorisation to change the service charges for the Ashwood Court Supported Housing Scheme prior to taking on the management function on 1 August 2016.

The council has not managed a supported housing scheme previously and as such has sought advice from partner organisations with such experience about the best way to manage the scheme. This has included the most efficient ways for tenants to pay their bills. Given the residents vulnerabilities and potential management issues associated with non-payment within shared accommodation it has been recommended that the council pay charges up front for the residents and then claim the costs back via a service charge.

**Financial Implications**

Appendix 1 provides a breakdown of the current rent and service charges. Appendix 2 provides details of the previous rent and services charges made by Mayday Trust up to 1 August 2016.

**Equality and Diversity Implications**

The existing Equality Impact Assessment completed as part of the 2015 Allocations Policy review has been considered and there are no negative impacts for residents as a result of the changes.

**Conclusion**

The council has considered affordability for residents and has significantly reduced the rent and service charges on the scheme since taking over the management, which will help to remove disincentives to accessing

employment. The service charges are currently an estimate and in future could be subject to relatively small increases or decreases once the council understands in detail the utility costs for the scheme.

**Recommendation of Cabinet**

Cabinet decided that the service charges be retrospectively agreed on the Ashwood Court Supported Housing Scheme as detailed in Appendix 1 to the report.

**Recommended that** - the service charges be retrospectively agreed on the Ashwood Court Supported Housing Scheme as detailed in Appendix 1 to the report.

**COUNCILLOR M STOKES  
CHAIRMAN**

## **Appendix 1 Retrospective Service Charges:**

Council Tax = £10.50 per week on the shared accommodation only\*

Water = £5.00 per week\*

Heating and lighting = £10.00 per week\*

Furniture = £2.00 per week (Housing Benefit eligible)

### **1 Bed Flat**

Rent per person per week = £74.19

Service charge = £42.28\*\*

Total per person per week = £116.47

### **2 Bed flat (shared flat)**

Rent per person per week = £41.93

Service charge = £40.15\*\*

Total per person per week = £82.08

\*These are Housing Benefit ineligible and as such residents are responsible for covering the costs of these charges.

\*\*Inclusive of both existing service charge covering communal lighting, CCTV, Control Centre costs, communal cleaning, cost of the Estate Officer, Housing Officer and the retrospective service charges.

**Appendix 2: Mayday Trust charges at Ashwood Court Supported Housing Scheme up to 1 August 2016.**

1 bed flat inclusive of rent and service charges = £154.40 per week.

2 bed shared flat inclusive of rent and service charges = £164.62 per week.

**REPORT OF CABINET**

**28 November 2016**

**PRESENT:**

Councillors Stokes (Chairman), Leigh Hunt, Mrs Parker and Mrs Timms.

Councillors Ms Edwards, Mrs O'Rourke and Sandison were also in attendance.

**1. FINANCE AND PERFORMANCE MONITORING 2016/17 – QUARTER 2**

Cabinet considered a report concerning the Council's anticipated financial position for 2016/17 and performance monitoring information for the second quarter of 2016/17 . The report was circulated as part of the Cabinet agenda and all Members are requested to bring their copies to the meeting.

**Recommendation of Cabinet**

Cabinet decided to recommend to Council that –

- (1) the Council's anticipated financial position for 2016/17 be considered;
- (2) the Council's performance monitoring information for the second quarter of 2016/17 be considered and noted;
- (3) a General Fund revenue contribution to Corporate Savings of £39,450 from salary savings as a result of the Senior Management Restructure; and
- (4) IT BE RECOMMENDED TO COUNCIL THAT -
  - (a) a General Fund revenue budget virement to Corporate Savings of £90,000 from Refuse and Recycling be approved, in relation to savings achieved through reduced charges from April to September 2016;
  - (b) a carry forward of General Fund capital budget of £347,000 be approved to 2017/18 for the Carbon Management Plan – Solar PV installation at RAGML/QDJLC;
  - (c) a supplementary HRA capital budget of £103,500 be approved for 2016/17 for the Purchase of Vehicles for the Property Repairs Team to be met from HRA balances and a corresponding reduction to the General Fund capital budget;
  - (d) a carry forward of General Fund capital budget of £251,960 be approved to 2017/18 for the Purchase of Vehicles;



- (e) a supplementary General Fund capital budget of £142,000 be approved for 2016/17 for Disabled Facilities Grants to be met from additional external funding; and
- (f) a carry forward of HRA capital budget of £640,000 be approved to 2017/18 to facilitate the completion of Housing Window Replacement programme in spring 2017.

**Recommended that** – the recommendation of Cabinet be approved.

## **2. SERVICE LEVEL AGREEMENT GRANT FUNDING FOR COMMUNITY ASSOCIATIONS (2017/18 AND 2018/19) AND ONE-OFF COMMUNITY GRANTS (2017/18)**

Cabinet considered the following report.

### **BACKGROUND**

The Council provides significant funding to the voluntary and community sector through its community grants programme. This is in the form of both multi-year grant funding arrangements with community associations (linked to service level agreements) as well as a number of grant funds that organisations can bid into for one-off grant funding.

This report provides recommendations on:

- The allocation of grant funding to the community associations that have previously received multi-year grant funding linked to Service Level Agreements
- Proposals for the Council's one-off grant funds for 2017/18:
  1. Grants to Voluntary and Community Organisations.
  2. Rural Development Fund
  3. Sports Grant
  4. Youth and Play Grant
  5. Arts Grant

### **SERVICE LEVEL AGREEMENT GRANT FUNDING**

For a number of years, the Council has provided SLA grant funding to a number of community associations in Rugby. In 2010/11 it was agreed that SLAs should run for 2 years to provide greater certainty for organisations to enable them to plan and to budget effectively. At the same time it was agreed that the payments for the community organisations would be profiled against performance measures. Performance is monitored through quarterly 6 monthly meetings with each organisation. Procurement Officers are satisfied that the amount of money involved remains below the requirement to trigger a competitive tendering process.

It is proposed that funding for the next period again be for 2 years. During this time additional work will be done to identify:

- the tier-two priority areas sitting beneath the current priority areas
- how the SLA funding should be profiled to support the community sector within the two-tier priority areas.

The summary of the allocations for 2016/17, and the proposed allocation for 2017/19 are shown in table 1 below:

**Table 1:**

	<b>COMMUNITY ASSOCIATIONS</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
1.	Brownsover Community Association	£7,500	£7,500	£7,500
2.	Overslade Residents' Association	£7,500	£7,500	£7,500
3.	Benn Partnership Centre	£7,500	£7,500	£7,500
4.	New Bilton Community Association	£7,500	£7,500	£7,500
5.	Newbold Community Association	£7,500	£7,500	£7,500
	<b>Total</b>	<b>£37,500</b>	<b>£37,500</b>	<b>£37,500</b>

As part of the SLA monitoring process, each of the above has been in discussion with the Council to identify how their planned and existing activities can support the Council in:

- meeting its corporate priorities
- achieving the objectives of the Regeneration and Housing Strategies
- tackling financial exclusion, including fuel poverty

The Community Associations will focus on the following for 2017/19:

- increasing their independence and sustainability
- supporting the priorities of the Rugby Borough Regeneration Strategy
- Assisting the council in carrying out community audits of the areas they represent and helping to form potential solutions to the problems identified
- carrying out an organisational annual health check to ensure on-going compliance with preVISIBLE
- identifying projects that may be carried out in partnership with other community associations to increase both impact and resilience
- helping to generate health improvements for their area
- making better use of social media to keep in touch with their communities

## AVAILABLE BUDGETS

The budget position, and therefore the figures quoted in this report, will not be confirmed until full Council in February 2017.

## PROPOSED SLA GRANT FUNDING ALLOCATIONS

Having considered the information provided by the relevant organisations, the following allocations (see table 1) of funding for 2017/19 are proposed by the Communities & Homes Portfolio Holder.

### ONE-OFF GRANTS

#### Funds available:

The proposed funds for each of the one-off grants for 2017/18, based on current and previous year figures, are identified in table 2 below:

**Table 2:**

<b>Grant Fund</b>	<b>Funds available 2016/17</b>	<b>Proposal 2017/18</b>	<b>Detail</b>
Grants to Voluntary and Community Organisations	*£20,410	*£20,410	One-off revenue grants up to £1,500
Rural Development Fund	£25,000	£25,000	One-off revenue grants up to £10,000 – rural area only
Sports Grant	£6,000	£6,000	One-off revenue grants up to £1,000
Youth and Play Grant	£6,000	£6,000	One-off revenue grants up to £1,000
Arts Grant	£6,000	£6,000	One-off revenue grants up to £1,000
<b>Total</b>	<b>£63,410</b>	<b>£63,410</b>	
Public Health Grant	**£10,000	To be confirmed.	One-off revenue grants up to £1,000
<b>Total</b>	<b>£73,410</b>		

\*This includes the £11,500 service level agreement funding previously allocated to Relate Rugby & North Warwickshire

\*\*In addition to the Council's allocation, in 2016/17 Public Health Warwickshire contributed additional revenue funding of £10,000 (each grant up to £1,000). This was ring-fenced to applications that could demonstrate an increase in: physical activity levels and positive mental wellbeing. This additional funding was administered by the Housing & Community Development Team, along with the wider council funded portfolio of grants. Currently, there is no confirmation of potential Public Health Grant Funding for 2017/18, or the criteria for bids.

### **Proposals for 2017/18**

It is proposed that the grant criteria remain unchanged for the following:

- Grants to Voluntary and Community Organisations
- Rural Development Fund
- Sports Grant
- Youth and Play Grant
- Arts Grant

### **SIGNIFICANT PROPOSED CHANGES TO SLA and ONE-OFF GRANT FUNDING**

The significant proposed changes from 2016/17 are:

- The discontinued SLA grant to RELATE (Rugby and NE Warwickshire) be reallocated to the Grants to Voluntary and Community Organisations from 2017/18 onwards

### **Recommendation of Cabinet**

Cabinet decided to recommend to Council that –

- (1) the service level agreement grant funding allocations for the community associations for 2017/19 be agreed, as identified in table 1, subject to budget availability;
- (2) the proposals related to the Council's one-off grant funds, as identified in table 2, be endorsed for implementation in 2017/18; and
- (3) the discontinued grant to RELATE (Rugby and NE Warwickshire) be reallocated to the Grants to Voluntary and Community Organisations from 2017/18 onwards.

**Recommended that** – the recommendation of Cabinet be approved.

### **3. CONTROL CENTRE LIFELINE SERVICE – PURCHASE OF REPLACEMENT HARDWARE AND SOFTWARE SYSTEMS**

Cabinet considered the following report.

#### **Introduction**

This business case is to support the purchase of a replacement for the existing Control Centre Solution as the current system is no longer fit for purpose having been installed over 11 years ago.

Currently the service provides 24 hours, 365 days a year, support for 1481 lifeline connections in Rugby Borough Council (RBC) sheltered schemes and 516 connections in private sector accommodation. With more than one person using a connection, 1760 and 582 respectively vulnerable adults are supported to live independently in their own homes. The service also provides Out of Hours support for Repairs, Community Safety Wardens and other RBC functions.

A recent appraisal of the hardware and software systems that make up the solution has identified that they are at imminent risk of failure due to their age. A subsequent outage of the server itself also highlighted limitations in the current setup of the Disaster Recovery (DR) arrangements. Continuing to operate with a system of this age and vulnerability has the potential to put the lives of our customers at risk

As it becomes more important for RBC to become self-sustaining opportunities to achieve this goal must be identified and developed. The Lifeline service operates in a growth sector of the economy and if properly developed it can make a significant contribution to financial independence.

#### **Business Objectives**

- Address the current issues by upgrading the system to a modern stable platform capable of keeping pace with developing technology.
- Expand the service by signing up more private customers and non-sheltered housing tenants.
- Increase the number of services available.
- Rebrand and promote the service to attract new customers.
- Attain Telecare Services Association (TSA) accreditation. This will allow us to bid for other contracts as well as keep us up to date with industry developments.
- Generate revenue to contribute towards the RBC goal of financial independence.
- Increase operational efficiencies by digitisation of processes, facilitated by integration with the corporate network.

## How will we deliver the objectives?

To achieve the business objectives the plan is to develop the service as follows:

- Update the lifeline technology. Identify and install a modern system that will keep up to date with industry developments and allow us to make cost effective use of these developments to expand the services that we currently offer.
- Make cost effective use of resources. Take advantage of the modern system to identify and predict busy periods and demand type. Use this information to ensure that higher staffing levels are available at busier times while ensuring sufficient staff are available during the quieter hours. Understanding the demand type helps to ensure that staff have the appropriate skills to deal with customer needs.
- Integrate the new system with the RBC network to improve the efficiency of data exchange, removing the need for duplication of information and effort. Out of Hours services can be handled more efficiently, removing the need for unnecessary manual tasks. The Control Centre already provides Out of Hours support for council services ensuring 24/7 support for key services. Full integration to the RBC network will allow the team to provide additional administrative support to help relieve the pressure on other council services.
- Rebrand and promote the service. We have an excellent reputation with our existing customer base and skills to develop the service further. Rebranding and marketing the service is essential to growth.
- Provision of lifeline services is now very much a growth market with the number of potential customers and competitors growing daily. Data from the Subnational Population Projection shows that in 2012 residents of the borough aged 65 and over made up 18.1% of the population (18,200 residents) this is 1.2% higher than the national average at that time. By 2037 this figure is predicted to rise to 26.5% (31,800 residents) while the national figure is projected to rise to 24%. This demonstrates that the percentage of the borough's population aged 65 and over is not only higher than the national average but it is also rising faster. The data demonstrates good growth potential for the service and increased revenue.
- To meet the demand for the service and reduce pressure on the NHS and other emergency services the technology companies are becoming more innovative in the products that they offer. If RBC is to compete in this environment then it is necessary to have the right tools and the right team to deliver the service. TSA accreditation will provide an assurance of quality for our customers while allowing us to develop relationships with manufacturers and other care providers, opening the door for further expansion.

## **Costs, Funding and Future potential savings**

The recent increase in the weekly cost of the service has ensured that the revenue income matches current revenue costs.

A market evaluation has been undertaken looking at price and quality to ascertain the most economically advantageous product/software solution in order to ascertain the likely cost of the project.

Three systems were being considered. Taking a value for money approach a budget of £41,000 would be required for the replacement of the hardware and software systems and £30,000 for the replacement of old lifelines. £10,500 annual revenue expenditure was required for maintenance of the system. As the Housing Revenue Account (HRA) budget already provides £13,110 for maintenance this shows a saving of £2,610.

There is existing HRA and capital budget available to fund the replacement systems and old lifelines. A detailed breakdown of the financial costings is shown at Appendix 1.

The market evaluation was sufficient to identify that procurement via Crown Commercial Services framework is a viable option, which reduces the timescales and overall costs of going out to market.

An anticipated uplift of 120 new customers per year over five years would generate £86,490 return in investment at today's prices.

## **Alternatives to Funding the Changes**

The alternative to funding these changes would require outsourcing the service to someone else. This step would require us to surrender control of how the service is managed and the callout service may well be lost as many providers do not offer this service.

The Out of Hours service would also have to be outsourced, incurring additional costs. Outsourcing these services would mean losing the opportunity to develop and grow the service and therefore eliminate a potentially significant revenue stream. This could also have a negative impact on RBC's reputation.

Warwickshire County Council recently tendered the telecare service and whilst the initial cost was less than that charged by RBC consideration was being given to charging people for the number of emergency calls they made and for providing a physical response. Ultimately the cost to the customer could be more than that charged by RBC. There are also risks attached to this as there are different providers involved in the one call - the contractor receiving the call, a contractor then providing a response and a third contractor in delivering the response.

There is a significant risk element in using multiple suppliers to deliver the services currently provided by the Control Centre. A holistic or one-stop service is not currently available locally.

The out of hours service would cost more for alternative provision. Before the control centre delivered the out of hours service the repairs service and ASB service were paying twice as much as they do now.

### **Benefits Analysis**

Reliability	–Modern hardware with more easily sourced replacement parts will result in improved reliability and greater confidence in the system.
Integration	–Improved support mechanism for DR and maintenance. Improved flow of information between the lifeline service and other RBC functions.
Reports	–Modern systems have powerful reporting and searching tools making reports customisable to our requirements. This provides robust customer activity reports providing key information to stakeholders whilst supporting any need to demonstrate due diligence, also allowing for improved management of services and staff.
Stability	–Compatibility with existing installations ensures continuing support for existing customers.
Growth	–Access to a wider array of services, increasing the services that we currently have on offer.
Flexibility	–The flexibility of a modern system will support flexible working practices. This can translate into labour cost savings.
Revenue	–Increasing the number of connections will increase the revenue generated by the Control Centre.

### **Development of the Service**

Currently the service is limited to answering calls from customers when help is needed. Our only regular contact is the annual update. It is not possible to schedule events or customise the service to meet customers' individual requirements.

An updated system will improve the quality and efficiency of the service by providing SMS or Email updates to Wardens and Next of Kin to let them know of any incidents. In addition it allows us to increase the number of services on offer by using a wider array of equipment types, including GPS tracking, mobile phone and IP Phone technology.



A system with greater flexibility and the ability to track outstanding events and programme activities with customers would greatly improve the quality of the service on offer and allow the introduction of value added services such as:

- **Safe and well checks** - If nothing has been heard from a customer for some time then the system could prompt staff to check in and ensure that all is well.
- **Warden Visits** - Sheltered housing tenants have the luxury of regular visits from a warden to check that all is well. This could be offered to private customers as a chargeable extra allowing us to ensure that their welfare is being addressed appropriately.
- **Returning home** - Customers often go on holiday or have stays in hospital. This service would prompt staff to check their safe return home at the specified time.
- **Annual Updates** - Currently the system relies on reports being produced. While the reports are important there remains a risk that customers can be missed if appointments cannot be made or they get cancelled. Being able to keep track of these things more directly will provide a layer of quality assurance by ensuring that records are regularly checked for accuracy.
- **Business Partnerships** - We are currently speaking with a charity that provides support and independence for adults with learning difficulties. We are exploring the possibility of putting lifelines in with customers who do not need 24/7 care but do need access to help in an emergency. We have installed a lifeline unit in one flat supporting 3 residents. If this is successful then further business is likely. It is likely that there are other care organisations in the RBC area who will benefit from a similar arrangement.
- **Telecare Services Association (TSA)** - This is the only accreditation body available for this industry and RBC should seek accreditation. Applying the TSA icon to marketing literature will demonstrate a commitment to quality and inspire confidence in the service in the same way that the BSI Kite mark does for the manufacturing sector. TSA accreditation will also allow RBC to bid for external contracts which will open up access to new markets.
- **Mobile Technology** - Mobile technology also allows customer's location to be tracked and calls remain a button press away. Using GPS tracking it is possible to locate an individual's precise location making it easier to guide help to a specific location. This is particularly helpful for customers with early onset dementia when they may be confused about their surroundings. Ensuring that the technology is working is key to the provision of a reliable service. Currently the only testing done is limited. For residents of RBC Sheltered accommodation where a warden service is available then there are guaranteed regular visits from the wardens who ensure that the equipment is regularly tested.

For other customers there is no regular prompt and testing relies on the customer remembering to test the alarm. The majority of customers

never test the system, most testing is the result of the button being accidentally pressed. Introducing an automated test procedure will provide assurance that the equipment is working. This cannot test the button itself, however the button will initiate a call when the battery starts to run low.

### **Marketing the lifeline service**

Work was progressing in the development of a marketing plan with the aim of:

- Raising the profile of the lifeline service and the benefits it provides
- Building a database of potential customers
- Increasing the number of customers year on year

A mosaic profile of existing customers indicated that there was a large potential customer base across the borough for this type of service. Further information is shown at Appendix 2.

### **Timescale**

The age and poor reliability of the system make this upgrade urgent, steps need to be taken as soon as possible. Recent failures of the system continue to highlight its vulnerability.

### **Recommendation of Cabinet**

Cabinet decided to recommend to Council that a HRA Capital budget of £71,000 be approved for replacement hardware and software systems for the control centre's lifeline service, including the replacement of 300 lifelines to be met from existing HRA capital and revenue funding as detailed in the report.

**Recommended that** – the recommendation of Cabinet be approved.

## **4. CALENDAR OF MEETINGS 2017/18**

Cabinet considered the following report.

The Calendar of Meetings for 2017/18, set out at Appendix 3, is submitted to Cabinet for approval.

The timetable takes into account the following:

- i) the requirement for five cycles of meetings per year;
- ii) the requirement for five ordinary meetings of Council;
- iii) the requirement for two special meetings of Council to be held in September 2017 and February 2018 to consider the approval of the statement of accounts and budget setting respectively;
- iv) the requirement of Planning Committee to meet on a 3/4 week cycle throughout the year; and
- v) the requirement for the annual meeting of Council to avoid the annual meeting of Warwickshire County Council.

Appeals Committee meets on an ad hoc basis.

Every effort has been made to avoid scheduling meetings during the dates of the political parties' conferences and local community forums in 2017. However, due to the volume of meetings to be incorporated in the calendar, it has not been possible to avoid these dates entirely.

It was proposed that the meeting of Cabinet usually held in late November be rearranged to be held on 4 December 2017. This would allow time for any direct implications of the Chancellor's Autumn Statement for the Council to be assessed and included in the budget report for that meeting. Consequently, the full meeting of Council would be moved back to 14 December 2017 to give time for any reports from that Cabinet meeting to be included on its agenda.

Meetings of Cabinet and Council have been scheduled to avoid school holidays for Warwickshire.

#### **Recommendation of Cabinet**

Cabinet decided to recommend to Council that the calendar of meetings for 2017/18 be approved.

**Recommended that** – the recommendation of Cabinet be approved.

**COUNCILLOR M STOKES  
CHAIRMAN**

## Appendix 1

### Financial Appendix for Proposed Lifeline System Upgrade

The below financial index shows the cost of the proposed Lifeline system upgrade, budget available to fund the upgrade, ongoing annual software maintenance implications and associated future year costs.

#### Upgrade Costs & Offsetting Funding

Cost of the Upgrade	<b>£</b>
Proposed Cost of the Upgrade	41,000
Replacement of 300 Lifelines	30,000
Total Proposed 2016/17 Upgrade Costs	71,000

Existing HRA & Capital Budget available to Fund Upgrade	<b>£</b>
Contribution from Current Year HRA Budget Savings	- 42,300
Current Year Remaining Capital Budget	- 30,000
Total Budget available to fund Upgrade	- 72,300

<u>Annual Software Maintenance Costs for the Lifeline System</u>	<b>£</b>
Current Maintenance Provided by Chubb	13,110
Proposed Ongoing Annual Maintenance Cost	10,500
Annual Saving	2,610

<u>Future Year Costs resulting from Upgrade</u>	<b>£</b>
2017/18 Planned Replacement of 300 Lifelines	30,000
2017/18 Lifeline Capital Replacement Budget	- 30,000
	-

<u>Lifeline Charges Income 2014/15 - 2016/17</u>	<b>2014/15</b>		<b>2015/16</b>		<b>2016/17</b>
	<b>Actual</b>		<b>Actual</b>		<b>Estimate</b>
	<b>£</b>		<b>£</b>		<b>£</b>
Non HRA Tenant Income	- 99,010	-	101,400	-	127,180
General Fund Contribution to HRA	73,720		64,070		94,620
Net General Fund Total	- 25,290	-	37,330	-	32,560
HRA Tenant Income	- 216,390	-	229,250	-	263,600

Annual fee for service in 2016/17 is £220.80 ( £4.60 per week / 48 week basis )

**DRAFT v2.0**  
**Summary Communications and Marketing Plan – Lifeline**  
**Author: Matthew Deaves, Communications**  
**October 2016**

### **Background**

There are 516 private lifeline customers in the borough of Rugby.

Lifeline provides a computerised link between a customer's home and the council's 24-hour control centre. Customers can raise the alarm by either activating the Lifeline unit or pressing the light-weight alarm trigger, which can be worn around the neck or wrist, or attached to clothing.

The control centre operator has access to customer names and addresses and can act on each alarm as necessary. The operator can arrange a home visit to check on a customer who is unresponsive after the alarm is triggered.

Council tenants not living in sheltered accommodation or private sector residents can have the Lifeline Home Alarm installed at a cost of £5.52 per week, including VAT. Customers with a qualifying disability are exempt from VAT and pay £4.60 per week.

Payment can be made by Direct Debit, with invoices sent out annually.

### **Aims**

The aims of this plan are to:

- build a database of potential customers;
- increase the number of customers by an average of ten per month across each of the five years of the plan period.

### **Audiences**

A mosaic profile of existing customers indicates that there is a large potential customer base in the “bungalow haven”, “mid-career convention” and “pocket pensions” mosaic types. Non customers in these types, and their families, are the key audiences for this plan.

### **Tactics**

The tactics will focus on communications with a ‘call to action’ – requiring a response or sign-up. Communications channels will include targeted advertising,

leaflets, posters etc and Direct Marketing, with a particular emphasis on data capture through events and roadshows. A “Later Life” conference and exhibition would have the potential to attract a significant audience of relevance to Lifeline and other council services.

### **Evaluation**

The plan will be evaluated according to:

- The number of enquiries about the Lifeline service
- The number of customers
- The response rate to direct marketing communications
- The response rate to targeted advertising

## Calendar of Meetings 2017/18

+

Mon	May	15	July	31	Oct	16	Jan	1	New Year's Day	Mar	19
Tue		16	Aug	1		17		2			20
Wed		17		2		18	Planning	3			21
Thu		18		3		19		4			22
Mon		22		7		23		8	Cabinet		26
Tue		23		8		24		9			27
Wed		24	Planning	9		25		10	Planning		28
Thu		25		10		26		11			29
Mon		29	Bank Holiday	14		30	Cabinet	15	Whittle OSC	Apr	2
Tue		30		15		31	Licensing	16			3
Wed		31		16	Planning	Nov	1	17			4
Thu	June	1		17		2		18			5
Mon		5	Cabinet	21		6	Whittle OSC	22			9
Tue		6		22		7		23	Licensing		10
Wed		7		23		8	Planning	24			11
Thu		8		24		9		25			12
Mon		12	Whittle OSC	28	Bank Holiday	13		29			16
Tue		13		29		14	Council	30	Audit and Ethics		17
Wed		14	Planning	30		15		31	Planning		18
Thu		15		31		16		Feb	1		19
Mon		19		Sep	4	Cabinet	20	5	Cabinet		23
Tue		20		5	Licensing	21	Audit and Ethics	6	Special Council		24
Wed		21		6	Planning	22		7			25
Thu		22		7		23		8			26
Mon		26	Cabinet	11	Whittle OSC	27		12			
Tue		27	Audit and Ethics	12		28		13			
Wed		28		13		29	Planning	14			
Thu		29		14		30		15	Brooke OSC		
Mon	July	3		LD	18	Dec	4	Cabinet	19	May	7
Tue		4	Licensing	LD	19		5		20		8
Wed		5	Planning	LD	20		6		21	Planning	9
Thu		6		21	Audit and Ethics	7	Brooke OSC	22			10
Mon		10		L	25		11		26		
Tue		11		L	26		12		27	Council	
Wed		12		L	27	Planning	13		28		
Thu		13	Brooke OSC		28	Special Council	14	Council	Mar	1	
Mon		17		Oct C	2		18		5	Cabinet	
Tue		18	Council	C	3		19		6		
Wed		19		C	4	Cabinet	20		7		
Thu		20			5		21		8		
Mon		24			9		25	Christmas Day	12	Whittle OSC	
Tue		25			10		26	Boxing Day	13		
Wed		26	Planning		11		27	Council closed	14	Planning	
Thu		27			12	Brooke OSC	28		15		

**NOTE:**

Meetings of the Council commence at 7pm.

Meetings of Cabinet and Committees commence at 5.30pm.

An updated list of all meetings open to the public is available on the Council's web site at [www.rugby.gov.uk](http://www.rugby.gov.uk).

**C = Conservative Party Conference:**

01/10/2017 – 04/10/2017

**L = Labour Party Conference:**

24/09/2017 – 27/09/2017

**LD = Liberal Democrat Party Conference:**

16/09/2017 – 20/09/2017

**INTERNAL USERS** can find

an updated list of all meetings, including pre-meetings, agenda dispatch dates and report deadlines in the 'Committees & WP's - Councillor & Committee Information' folder which is available in the Public Folders through Microsoft Outlook. The working parties and task groups' dates are updated on an ad hoc basis throughout the year and are available from the 'Calendar of Meetings' in the Public Folders, within the 'Committees & WP's' folder, through Microsoft Office.

\*OSC – Overview and Scrutiny Committee