

Careline Engagement Plan work

1. Agree on the Need for Consultation and Approval:

- Identify the reasons for the consultation and who needs to approve it: approval as per Cabinet delegation. Reason is to consult on proposed service changes
- Define the aims and objectives of the consultation: To understand the impact on service users and key stakeholders; to gauge perspectives of residents (*council tax payers*) on use of council funds to subsidise the service and on broader council objectives (*as measured against Our Vision*)

2. Identify Stakeholders:

- Determine who might be affected by or interested in the consultation
- This could include the public, Careline customers, council staff, healthcare providers, and other relevant parties [*see below*]
- Identify key contacts within each of these stakeholder groups

3. Review Previous Consultation on Corporate Plan:

4. Decide on the Consultation Period:

- Determine the appropriate length for the consultation period: six weeks
- Issue reminder at halfway stage; including targeted push to Careline customers who have not yet responded

5. Choose Consultation Methods:

- Decide on the most effective methods for consultation: stakeholder engagement meeting(s), online platforms (*TDC Consultations web page, MS Forms*), paper surveys
- [*input paper forms into online platform to enable efficient analysis of responses*]
- Consider need for alternative formats (*such as Braille, audio, large print, coloured paper, plain English [work ongoing to identify specific customer requirements]*)

6. Develop a Consultation and Communications Plan:

- Outline the process from beginning to end, including details about each stage
- When writing to existing users/NOK include initial details on alternative providers as reassurance; and encourage them to support their customer in responding
- Share details with relevant comms colleagues in partner organisations

7. Design the Consultation and Start Consulting:

- Prepare consultation materials and start the consultation process [*see below*]
- Consider resourcing requirements for external support to customers in completing the consultation

8. Analyse, Interpret, and Report Results:

- Analyse the responses, interpret the results, and report the findings to the relevant parties
- Consider resourcing requirements for this; analysis and inputting, support
- Results will be reported via Cabinet report

9. Provide Feedback:

- Communicate the results of the consultation to the participants and explain the next steps
10. **Evaluate the Success of the Consultation:**
- Assess the effectiveness of the consultation and include within Cabinet report.

Detailed list of potential stakeholders:

1. **Careline Customers:**
 - **Current Users:** Those who rely on the Careline service for safety and well-being + **request to third-party contractors to share with their customers**
 - **Family Members and Carers:** People who assist Careline users
2. **Local Government:**
 - **Careline Staff:** The staff directly involved in operating the service
 - **Housing department:** Professionals who work with vulnerable populations; **older persons housing team**
 - **Policy and Decision-Makers:** Council members and managers: **TDC and ECC (*specifically but not exclusively Adult Social Care*)**; MPs (*already briefed*)
 - **Wider TDC staff**
3. **Healthcare Providers:**
 - **Hospitals:** Medical professionals who interact with Careline users; **ICB, HWB Alliance, ESNEFT**
 - **Emergency Services:** Police, fire, and ambulance services: **EEAST**
 - **Home Care Agencies:** Organisations providing in-home care services
4. **Other Relevant Parties:**
 - **Housing Associations:** Organisations managing housing for elderly residents
 - **Local Charities:** Those supporting vulnerable populations: **CVST, CAT, Age Concern/Age UK, Tendring Community Transport**
 - **TSA**
 - **Contractors**
5. **Public Stakeholders:**
 - **Residents**

Remember to engage with each stakeholder group using tailored communication methods and consider their unique perspectives.

Possible consultation survey questions (*customers/public/staff*)

Introduction: Tendring District Council (TDC) is currently going out to public consultation on the future of its Careline service. The service was launched almost 40 years ago to support people in their own home through assistive technology, including fall bracelets, watches and pendants.

When it began, Careline was almost unique, but it is now one of a number of

providers in the telecare market. Careline provides a 24/7 service to paying customers, as well as some additional offers such as a lifting service. The current preferred option (option 2), for the council's Cabinet, is for TDC to leave the telecare market and cease the lifting/response provision of Careline.

- **Customer information/Awareness of understanding of Careline service:**
 - Are you a: Careline User ☐, Filling in on behalf of a Careline user ☐
Friend or family of a user ☐, Member of the public ☐, Careline Employee ☐, Other ☐
 - Please provide your Careline Customer number (*this will be on any Careline correspondence sent to you*)
 - Which Services do you use? Telecare service ☐, Response service ☐, Telecare and response service ☐, None ☐
- **Impact of Careline Service:**
 - How does the Careline service benefit you or someone you know? (*Please tick all that apply*): Peace of mind ☐, Tackling loneliness ☐, Ability to alert a loved one in case of an incident ☐, Having someone able to come and help me (*responder*) ☐, Helping me get back up (*lifting service*) ☐, Reliable service ☐, Something else (*please explain below*) ☐
 - Has the level of service provided by Careline ever failed to live up to your expectations? If yes please explain how.
 - Do you consider that you have a Protected Characteristic* as defined in the Equality Act (2010) that adversely affects your daily life? *Age, gender reassignment, being married or in a civil partnership, being pregnant or on maternity leave, disability, race including colour, nationality, ethnic or national origin, religion or belief, sex, sexual orientation: Yes ☐, No ☐, Prefer not to say ☐
 - Do you consider that the proposed changes to the Careline service could have an adverse effect on the quality of your life?
 - What challenges would you or someone you know face if the Careline service were to cease?
 - Is there anything Careline does that you do not think you could get from another provider?
- **Feedback on proposed options**
 - For each of the following options, please rank in terms of your preference by adding 1-5 to the boxes, 1 will be deemed as your most preferred option and 5 your least. *Note: Option 2 is the current preferred option for Tendring District Council's Cabinet.*
 - Option 1 - Keep the service as it is, but increase fees to approximately £45 per month (*from £30.55 charged currently*).
☐
 - Option 2 – Cease Careline. Details of alternative providers would be supplied to customers. ☐
 - Option 3 – Staffing changes to move to six-hourly shifts. Otherwise the same as option 1. ☐

- Option 4 – Remove the responder/lifting service; only providing telecare. Included an increase of fees to approximately £33 (*from £22.95 currently*). ☐
 - Option 5 – Continue to provide Careline only to our direct customers; not service any other contracts, and end our Telecare Service Association accreditation. Increase fees as per option 1 (*approximately £45 per month from £30.55 charged currently*). ☐
 - Please explain your reasoning behind the ranking of the 5 options and explain briefly why you support/don't support some of the options.
 - Given the need to ensure a quality service to customers and balancing value for money for taxpayers, do you think there are any options, other than those five set out above to improve the Careline service and ensure its long term success?
- **Value for money**
 - Fees have not been increased at Careline for 2 years and currently Tendring District Council has an annual budget for Careline of £1.4million, but will have to subsidise the service with up to £450,000.
 - How much would you be prepared to pay monthly for a telecare only service?: £20 - £25 ☐, £26 - £30 ☐, £31 - £35 ☐, £36 - £40 ☐, £40 + ☐
 - If a trusted alternative provider supplied you with the same service for the same cost, or cheaper, would you be prepared to go to another organisation? Yes ☐, No ☐
 - Do you think Careline currently provides value for (*please tick all that apply*): Careline Customers ☐, Tax Payers ☐, None ☐, Don't Know ☐
- **Planning and Additional Comments**
 - If you are a Careline customer or filling this in on behalf of a Careline customer what support would you need during the transition? (*Please select all that apply*): Help understanding options ☐, Information about potential other suppliers ☐, Help selecting the right alternative provider based on your needs ☐, Does not apply ☐, Other (*Please Specify*) ☐
 - Is there anything else you would like to share regarding the proposed changes to Careline?
- **Demographic information**
 - Age (*optional*) (*please tick your age range*): 16 – 24 ☐, 25 – 34 ☐, 35 – 44 ☐, 45 – 54 ☐, 55 – 64 ☐, 65 or above ☐
 - Please enter the first part of your postcode (*optional*)

Thank you for taking the time to complete the survey your feedback is appreciated.

Possible consultation survey questions (stakeholders)

Introduction: Tendring District Council (TDC) is currently going out to public consultation on the future of its Careline service.

The service was launched almost 40 years ago to support people in their own home through assistive technology, including fall bracelets, watches and pendants.

When it began, Careline was almost unique, but it is now one of a number of providers in the telecare market.

Careline provides a 24/7 service to paying customers, as well as some additional offers such as a lifting service.

The current preferred option (option 2), for the council's Cabinet, is for TDC to leave the telecare market and cease the lifting/response provision of Careline.

Please be aware this form is to be used by an individual responding on behalf of the organisation that they work for.

- **Feedback on proposed options**

- For each of the following options, please rank in terms of your preference. (*The top option will be deemed as your preference*) Note: Option 2 is the current preferred option for Tendring District Council's Cabinet.
 1. Option 1 - Keep the service as it is, but increase fees to approximately £45 per month (*from £30.55 charged currently*).
☐
 2. Option 2 – Cease Careline: the council will still be available for council related emergencies 24/7, and monitor CCTV. ☐
 3. Option 3 – Staffing changes to move to six-hourly shifts. Otherwise the same as option 1. ☐
 4. Option 4 – Remove the responder/lifting service; only providing telecare. Included an increase of fees to approximately £33 (*from £22.95 currently*). ☐
 5. Option 5 – Continue to provide Careline only to our direct customers; not service any other contracts, and end our Telecare Service Association accreditation. Increase fees as per option 1 (*approximately £45 per month from £30.55 charged currently*). ☐
- Please explain your reasoning behind the ranking of the 5 options and explain briefly why you support/don't support some of the options.
- Given the need to ensure a quality service to customers and balancing value for money for taxpayers, do you think there are any options, other than those five set out above to improve the Careline service and ensure its long term success?
- Are there existing partnerships or resources that could be leveraged to provide an alternative option?

- **Impact Assessment**

- How do you think the proposed changes would affect your organisation and/or the community you serve?
- What specific challenges or opportunities do you foresee for customers?
- What specific challenges or opportunities do you foresee for your organisation?

- **Value for money**

- Fees have not been increased at Careline for 2 years and currently Tendring District Council has an annual budget for Careline of £1.4million, but will have to subsidise the service with up to £450,000.

- How much would you be prepared to pay monthly for a telecare only service? £20 - £25 ☐, £26 - £30 ☐, £31 - £35 ☐, £36 - £40 ☐, £40 + ☐
- Do you think Careline currently provides value for (*please tick all that apply*): Careline Customers ☐, Tax Payers ☐, None ☐, Don't Know ☐
- **Collaboration and Transition**
 - How could your organisation collaborate with Careline/Tendring District Council to ensure a smooth transition for affected individuals?
 - If there is a role your organisation can play during this process, please give further details
- **Risk, awareness and understanding**
 - What potential risks or unintended consequences do you see arising from the proposed changes?
 - How can these risks be managed?
 - Is there anything else you would like to share regarding the proposed changes or its impact?
- **Your Details**
 - Please be aware this form is to be used by an individual responding on behalf of the organisation that they work for.
 - Name
 - Organisation and role
 - Contact information (*Please supply a company email or telephone number*)

Thank you for taking the time to complete the survey your feedback is appreciated.