

Appendix 3:

Draft letter to service-users and next of kin/other contacts

Town Hall
Station Road
Clacton on Sea
Essex CO15 1SE

Tel: (01255) [insert]

Email: [insert]

Please ask for : [insert]

XX June 2025

Our Ref : [Insert]

Your Ref :

Dear XXXX,

Careline is changing to Helpline

In February, we were pleased to let you know that Tendring District Council had decided to work with Colchester City Council to merge the Tendring Careline service with Colchester's very similar Helpline service. This will ensure your service will continue, uninterrupted, into the future and will improve. That decision followed on from a year-long review of the Careline service and consultation with our customers, residents and other interested parties.

Tendring District Council's Careline service has been providing valuable care and support to Tendring residents since 1987. However, in recent months the Council has needed to think very carefully about the long-term future of the service in the face of increasing competition from private companies providing similar services, and emerging proposals for the re-shaping and reorganisation of Local Government and Councils.

We are writing to you again now to formally notify you that **from Friday 1st August 2025 [provisional transfer date] we intend that Tendring Careline will become part of Helpline** – which is run by Colchester City Council's arms-length trading company Amphora. The name of your service will change from Careline to Helpline but as you are an existing customer, all your current terms and conditions will remain unchanged and your service will continue into the future without any interruption or impact on the quality of service.

You might however be contacted by our colleagues at Helpline in the coming months about replacing or upgrading your existing equipment from analogue to digital or from

2G to 4G (if you haven't already had that done) to ensure your equipment is up to date and your service meets the latest government standards. This upgrading of equipment is something Tendring Careline has already started, with many of our customers already provided with new digital equipment. For our existing customers still using the old-style analogue equipment, upgrading to digital equipment will require the monthly fee to increase from £23.82 to £30.55 – which is still within customers' existing terms and conditions under the Careline service and still offers the very best value for money service when compared to other services in the market.

Although the service will be run by a new provider with a different name, many of our dedicated Careline staff will be transferring over to Helpline so they can continue to serve our residents and ensure continuity and stability going forward. In fact, the Careline and Helpline teams are already working very closely together and our colleagues from Helpline are already providing additional support to our residents and will continue to do so in the coming weeks, in preparation for the merger.

You do not need to do anything. Your service will continue to be live 24/7.

However, if for any reason you do not agree with the idea of your Careline service automatically transferring over to the Helpline service run by Colchester City Council's company Amphora, you have the opportunity to 'opt out'. However, if you do choose to opt out of the transfer to Helpline, it does mean that your service will end completely on 1st August 2025 and you will need to make your own alternative arrangements with another provider – for which we can offer advice.

If you would prefer to opt out of the transfer to Helpline, we ask that you please let us know before Tuesday 1st July 2025 [provisional], either by emailing [insert email address], phoning [insert number] or writing to [insert address]. Otherwise, we will make the necessary arrangements for your service to change over to Helpline from 1st August 2025 [provisional transfer date] – including changes to your Direct Debit arrangements.

If you have any other questions or concerns, please do not hesitate to get in contact with us.

Can we take this opportunity to thank you both for your continued custom with Careline and for your patience and understanding while the Council has been considering the best way forward for the future of the service.

Yours sincerely,

Gary Guiver
Corporate Director
Planning and Community
Tendring District Council

Alistair Wilson
Senior Commercial Manager
Colchester Commercial (Holdings)
**Colchester Helpline
(Amphora Trading Ltd)**