

**COMMUNITY TRANSPORT AND LONGMEAD CENTRE**

<u>Report of the:</u>	Head of Operational Services
<u>Contact:</u>	Linda Scott
Urgent Decision?(yes/no)	No
If yes, reason urgent decision required:	
<u>Annexes/Appendices (attached):</u>	<u>Annexe 1</u> – Pictorial of draft self service information boards for advertising.
<u>Other available papers (not attached):</u>	Scrutiny Review of Routecall report and minutes of the Social Committee meeting of 29 October 2015.  Fees and Charges reports and minutes of the Social Committee meeting of 28 January 2016 and Community and Wellbeing Committee meeting of 24 January 2017.

**REPORT SUMMARY**

**This report provides an update on changes to the Routecall service, and proposes rebranding for our Community Services operations and the Longmead Centre.**

**RECOMMENDATION (S)**

**That the Committee:**

- (1) Notes the progress on implementing the recommendations of the Scrutiny Review of Routecall.**
- (2) Agrees to the rebranding of the services within the Community Services operation, as detailed in section 4 of this report.**
- (3) Requests the Audit, Crime & Disorder and Scrutiny Committee to undertake a review of the rebranded Community Services in April 2018.**
- (4) Agrees to the changing the name of the Longmead Centre to the “The Epsom and Ewell Community and Wellbeing Centre”.**

*Notes*

## 1 Implications for the Council’s Key Priorities, Service Plans and Sustainable Community Strategy

- 1.1 The report links to the key priority of “Supporting our Community”.
- 1.2 The proposals and actions presented in this report support our mid-term financial strategy which maintains the financial health of the council, whilst delivering the priorities of our Corporate Plan.

## 2 Background

- 2.1 A review of the Routecall service was completed in October 2015 by the Audit, Crime & Disorder and Scrutiny Committee, to ensure that the service met the needs of residents and was cost effective to provide.
- 2.2 A number of recommendations were made for the service. These were agreed by the Social Committee on 29 October 2015.

## 3 Actions implemented as a result of scrutiny review recommendations

- 3.1 The table below details the actions carried out as a result of the recommendations agreed by the Social Committee.
- 3.2 The recommendation to rebrand our Community Services operation is addressed later in this report.

Recommendation	Action taken
Newly developed service promoted to current members and more widely to attract new members.	<ul style="list-style-type: none"> <li>• We advertise weekly excursions at the Longmead Centre, in vehicles and on our website.</li> <li>• We have agreed with Surrey Downs Clinical Commissioning Group for notice boards to be placed at Doctors surgeries. Please see <u>Annexe 1</u>.</li> <li>• We have 200 posters advertising the service displayed within litter bin promotion panels.</li> </ul>
To reduce the amount of vehicles in the Community Services fleet and procure factory built vehicles rather than custom built models.	<ul style="list-style-type: none"> <li>• Four, 14 seat accessible factory built vehicles have been ordered under the new Transport contract.</li> <li>• We also own a four seat and a nine seat vehicle.</li> <li>• The Meals on Wheel service operates with three smaller vans.</li> </ul>

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Recommendation	Action taken
	<ul style="list-style-type: none"> <li>• This is a reduction of our vehicle fleet by two accessible vehicles (which had 11 seats)</li> </ul>
<p>To merge the following services: Route Call, Meals on Wheels and Community Alarm.</p>	<ul style="list-style-type: none"> <li>• The outcome of the restructure is a multi-skilled workforce which has the flexibility to deliver all services.</li> <li>• Staff have been trained and upskilled to deliver all services.</li> </ul>
<p>To replace the Council's current operating and scheduling system.</p>	<ul style="list-style-type: none"> <li>• A scheduling system (Flexiroute) was identified to improve the efficiency of services.</li> <li>• Flexiroute has been purchased, and data transfer is in progress.</li> <li>• Completion date forecast as October 2017.</li> </ul>
<p>Excursions to operate on a cost neutral basis.</p>	<ul style="list-style-type: none"> <li>• Excursions are now only held on Mondays and within the local area.</li> <li>• Payments are received on booking of excursion with a no refund policy. This has ensured full attendance on each excursion.</li> </ul>
<p>Discontinue cash payments on Routecall buses.</p>	<ul style="list-style-type: none"> <li>• A payment on booking process will be introduced as part of Flexiroute (see above).</li> <li>• This will be fully integrated with our other financial systems.</li> <li>• Bookings will be non-refundable.</li> </ul>
<p>To increase the membership fees for Routecall in line with the Council's recommended increase of fees and charges.</p>	<ul style="list-style-type: none"> <li>• Fees and charges were agreed by Social Committee in January 2016. Community and Wellbeing in January 2017.</li> </ul>
<p>That a review of Routecall be undertaken within 12 months of the</p>	<ul style="list-style-type: none"> <li>• Review to be completed by the Audit, Crime &amp; Disorder and</li> </ul>

Recommendation	Action taken
implementation of the new Flexiroute system.	<p>Scrutiny Committee.</p> <ul style="list-style-type: none"> <li>• It is recommended that this review is undertaken in April 2018. This is to allow the implementation of Flexiroute.</li> </ul>
Report back on implications arising from the Committee recommendations.	<ul style="list-style-type: none"> <li>• Implications will be fully assessed as part of the Audit Committee review. A summary of the current position is given below:</li> <li>• The collection of non-refundable excursion payments has been very successful in ensuring the cost effectiveness of each trip.</li> <li>• Developing an integrated workforce covering all services has been very successful.</li> <li>• New 14 seat vehicles have been ordered, this will ensure that up 56 seats will be available to take clients to the day centre within four vehicles.</li> <li>• <b>There has been a reduction of members using the shopping service. The spare capacity will be marketed to the borough residential homes.</b></li> <li>• Membership figures have continued to fall. This could be due to only accepting payment by direct debit (introduced in 2016-17) and the aging client profile of the service.</li> </ul>

#### 4 Proposals- rebranding Community Services

- 4.1 A recommendation was made by the Scrutiny review (see section 2 above) that Community Services be rebranded.

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- 4.2 It is recommended that Community Services should be rebranded as “Community and Wellbeing Services” with a strap line of “Supporting you”.
- 4.3 It is also recommended that the Longmead Centre be renamed and rebranded as the “The Epsom and Ewell Community and Wellbeing Centre”.
- 4.4 The table below proposes rebranding for individual services:

<b>Current branding</b>	<b>Proposed rebranding</b>
Routecall	<b><u>Transport from Home.</u></b>  This will include the following visits: <ul style="list-style-type: none"><li>• Day Centre</li><li>• Shopping</li><li>• Personal (Medical appointments, hairdressers etc.)</li><li>• Excursions</li></ul>
Community Alarm and Telecare	<b><u>Community Alarm Plus</u></b>
Meals on Wheels	<b><u>Meals at Home</u></b>

- 4.5 If the proposed rebranding is agreed, the next steps will be to have the self-service information point (SSIP) boards and accompanying leaflets (see [Annexe 1](#)) created and installed in doctors’ surgeries around Epsom and Ewell.

## **5 Financial and Manpower Implications**

- 5.1 One of the key financial implications for the future of the combined services is the fact that from April 2017 there is a reduction in service level agreement funding from Surrey County Council of £11,850 for the transportation of higher needs clients to the Longmead Centre.
- 5.2 Rebranding of the current Community Services offering will be financed by the Personalisation, Partnership and Prevention fund. This will pay for the design, production and installation of the SSIP boards and accompanying leaflets.

5.3 **Chief Finance Officer's comments:** The estimated contribution that would be required from PPP funding to meet Routecall service rebranding costs is £20k. The expenditure from PPP requested for the provision of Higher Needs Day Care at the Wellbeing Centre, covered by another report on this agenda, would leave a sufficient balance to accommodate this.

5.4 Costs associated with the change of name to the Longmead Centre are estimated to be around £2,500. This includes signage, updating corporate templates and communication to users of the Centre.

## **6 Legal Implications (including implications for matters relating to equality)**

6.1 None for the purposes of this report.

6.2 **Monitoring Officer's comments:** There are no legal issues arising from this report.

## **7 Partnerships**

7.1 We work with Surrey County Council with regards to the provision of services.

## **8 Risk Assessment**

8.1 Rebranding, the production of SSIP boards/leaflets and continued marketing will be necessary to ensure the sustainability of all services.

8.2 With the financial demands on Surrey County Council there is risk of further reduction of funding.

## **9 Conclusion and Recommendations**

9.1 That the progress made to meet the recommendations of the scrutiny review of Routecall be noted.

9.2 That the Committee agrees to the rebranding of the services and Lonmead Centre as stated within this report.

9.3 That the Audit, Crime & Disorder and Scrutiny Committee be requested to undertake a review of the rebranded service in April 2018.

**WARD(S) AFFECTED: (All Wards);**