

**PLEASE NOTE CHANGED DATE AND TIME**

# **ADULT AND COMMUNITY BASED SERVICES COMMITTEE AGENDA**



**Thursday 9 March 2023**

**at 2.00 pm**

**in Council Chamber,  
Civic Centre, Hartlepool.**

**MEMBERS: ADULT AND COMMUNITY BASED SERVICES COMMITTEE**

Councillors Allen, Buchan, Clayton, Fleming, Hall, Little and Young.

**1. APOLOGIES FOR ABSENCE**

**2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS**

**3. MINUTES**

- 3.1 To receive the Minutes and Decision Record in respect of the meetings held on 16 January and 19 January 2023.

**4. BUDGET AND POLICY FRAMEWORK ITEMS**

None.

**5. KEY DECISIONS**

None.

**6. OTHER ITEMS REQUIRING DECISION**

None.

**CIVIC CENTRE EVACUATION AND ASSEMBLY PROCEDURE**

In the event of a fire alarm or a bomb alarm, please leave by the nearest emergency exit as directed by Council Officers. A Fire Alarm is a continuous ringing. A Bomb Alarm is a continuous tone.

The Assembly Point for everyone is Victory Square by the Cenotaph. If the meeting has to be evacuated, please proceed to the Assembly Point so that you can be safely accounted for.

**7. ITEMS FOR INFORMATION**

- 7.1 Commissioned Services Update – *Director of Adult and Community Based Services*
- 7.2 Creative Hartlepool Service Branding – *Assistant Director (Preventative and Community Based Services)*

**8. ANY OTHER BUSINESS WHICH THE CHAIR CONSIDERS URGENT**



# **ADULT AND COMMUNITY BASED SERVICES COMMITTEE**

## **MINUTES AND DECISION RECORD**

16 January 2023

The meeting commenced at 2.00 p.m. in the Civic Centre, Hartlepool.

### **Present:**

Councillor: Bob Buchan (In the Chair)

Councillors: Gary Allen, Ben Clayton, Ged Hall and Sue Little.

Also present: as substitute in accordance with Council Procedure Rule 4.2.

Frank Harrison, Evelyn Leck.

Edwin Jeffries, HJTUC

Officers: Denise McGuckin, Managing Director  
Chris Little, Director of Resources and Development  
Jill Harrison, Director of Adult and Community Based Services  
John Lovatt, Assistant Director, Adult Social Care  
Gemma Ptak, Assistant Director, Preventative and Community Based Services  
Danielle Swainston, Assistant Director, Joint Commissioning  
David Cosgrove, Democratic Services Team

### **34. Apologies for Absence**

Apologies for absence were received from Councillors Tim Fleming and Mike Young.

### **35. Declarations of Interest**

None.

### **36. Minutes of the meeting held on 24 November 2023**

Received.

### **37. Medium Term Financial Strategy (MTFS) 2023/24 to 2024/25** *(Director of Resources and Development and Director of Adult and Community Based Services)*

#### **Type of decision**

Budget and Policy Framework.

#### **Purpose of report**

The purpose of the report was to provide an update on the MTFS and to enable the Committee to scrutinise / comment on the 2023/24 savings proposals referred from Finance and Policy Committee.

#### **Issue(s) for consideration**

The Director of Resources and Development gave an outline of the report originally submitted to the Finance and Policy Committee on 12 December 2022 and updated Members on the subsequent impact of the Government's 2023/24 provisional settlement issued on 19 December. The Director outlined the strategy agreed by the Finance and Policy Committee to address the budget deficit the Council faced in 2023/24 and 2024/25. The Director advised members that the spending power, including the increased Council Tax and Adult Social Care precept, provided in provisional settlement was £1.188m more than forecast and it would be recommended that Finance and Policy Committee use these resources to reduce use of one off funding to balance the 2023/24 budget and put the Council's financial position on a more sustainable basis. Included in that strategy were a number of budget savings identified across all departments for 2023/24 and the report outlined those proposals that fell within the remit of this committee. The Director highlighted that the Finance and Policy Committee had requested that should any of the savings proposals not be supported by a relevant Policy Committee, that committee should forward alternative proposals to the same value as it was key that the savings proposed across the Council as a whole be met in 2023/24.

The Director of Adult and Community Based Services outlined each of the savings proposed for services within this Committee's remit, as detailed in Appendix C to the report. Details of any comments made by the Committee to be forwarded to the Finance and Policy Committee are included in the decision below.

The Managing Director stated that the MP, Jill Mortimer, had submitted her apologies for absence to this meeting in response to a question from a Member.

The Committee debated the issues outlined in the Director of Resources and Development's report and the savings outlined by the Director of Adult and Community Based Services. Members noted that the savings proposals set out in the report did protect front line services to the most vulnerable in the town. Members expressed their concern at the

Government's assumption that Council Tax payers had to keep paying more in the cost of living crisis with severe pressures on household budgets. Members also commented that the Council should still continue to lobby the Town's MP and government departments for further funding despite the additional funding reported by the Director of Resources and Development.

The Director of Adult and Community Based Services highlighted that two of the 2023/34 savings outlined in the report – Adult Social Care Staffing Review and Mobile Library Service – were the second year of savings proposals agreed last year.

The reduced subsidy to the National Museum of the Royal Navy was noted and Members questioned future year's subsidies to the museum. The Managing Director stated those figures would be shared with Members.

Members noted the number of post deletions outlined in the savings and questioned the impact of those on staff directly affected by the proposal and those in teams where vacant posts were being deleted. The Director of Adult and Community Based Services commented there were reductions through vacant posts and some recommissioning of services. Where vacant posts were deleted there would potentially be additional pressures on remaining staff and those would need to be managed through changes to ways of working and prioritisation. Members were concerned at the extra pressures and stress placed on staff. The Director stated that there was support available for all staff and an 'annual health check' for social care staff. This anonymous questionnaire had shown staff considered themselves to be well supported. The Managing Director added that the Council had recently received a Better Health at Work award.

A Member questioned the posts being made redundant and the costs associated. The Director of Adult and Community Based Services indicated that there would be appropriate consultation with any staff affected and redeployment opportunities across the Council would be explored. The number of potential compulsory redundancies had been kept to a minimum through deletion of vacant posts where possible and consideration of voluntary redundancy requests. The Director of Resources and Development stated that through the whole programme of savings for 2023/24 across all departments it was anticipated that compulsory redundancies would be extremely low and any costs would be met through the budget support fund.

The Chair thanked those present for their input into the discussions.

### **Decision**

That as requested by Finance and Policy Committee the Committee considered the recommended 2023/24 savings proposed detailed in Annex A - Appendix C relating to the services within this Committees

portfolio and Members made the following comments to be reported back to Finance and Policy Committee on 23th January in relation to each of the savings proposed.

Budget Reduction Heading	Budget Reduction 2023/24 £000	Adult and Community Based Services Committee comments
Staffing Review	80	No specific comments were made.
Mobile Library Service	6	No specific comments were made.
Review of PA / Admin capacity	30	No specific comments were made.
Culture, Events and Participation Teams	58	No specific comments were made.
Workforce Development	25	No specific comments were made.
Adult Social Care – Commissioned Services	60	No specific comments were made.
Community Hubs and Libraries	71	No specific comments were made.
Reduction in NMRN subsidy	100	No specific comments were made. Details of future year's subsidies to be shared with Members.
Demand management in adult social care	400	No specific comments were made.

### **38. Any Other Items which the Chairman Considers are Urgent**

The Chairman ruled that the following items of business should be considered by the Committee as a matter of urgency in accordance with the provisions of Section 100(B) (4)(b) of the Local Government Act 1972 in order that the matter could be dealt with without delay.

The meeting concluded at 2.40 p.m.

**H MARTIN**

**CHIEF SOLICITOR**

**PUBLICATION DATE: 23 JANUARY 2023**

# **ADULT AND COMMUNITY BASED SERVICES COMMITTEE**

## **MINUTES AND DECISION RECORD**

19 JANUARY 2023

The meeting commenced at 10.00 am in the Civic Centre, Hartlepool

### **Present:**

Councillor: Bob Buchan (In the Chair)

Councillors: Gary Allen, Ben Clayton, Tim Fleming, Ged Hall, Sue Little, and Mike Young.

Also present: Darren Best, Independent Chair, Teeswide Safeguarding Adults Board  
Frank Harrison and Evelyn Leck.

Officers: Jill Harrison, Director of Adult and Community Based Services  
Gemma Ptak, Assistant Director, Preventative and Community Based Services  
Neil Harrison, Head of Safeguarding and Specialist Services  
Leigh Keeble, Head of Community Hubs and Wellbeing  
Julian Heward, Communications and Marketing Team  
David Cosgrove, Democratic Services Team

### **39. Apologies for Absence**

None.

### **40. Declarations of Interest**

None.

### **41. Minutes of the meeting held on 16 January 2023**

Deferred.

### **42. Community Hubs Strategy** *(Assistant Director, Preventative and Community Based Services)*

#### **Type of decision**

Non-key decision.

**Purpose of report**

The purpose of the report was to seek approval from Committee for the Community Hubs Strategy 2023 – 2028.

**Issue(s) for consideration**

The Assistant Director, Preventative and Community Based Services outlined the Community Hub Strategy which focused on an overarching vision whereby the Community Hubs in Hartlepool, together with partners and the Voluntary and Community Sector, nurture opportunities through access to ideas, imagination and connection. The library function was embedded in the Community Hubs which ensured accountability for the comprehensive and efficient provision of libraries as outlined by the 1964 Public Libraries and Museums Act.

A 12 week public consultation had been undertaken with the first 6 weeks taking place between November and December 2021 and the second 6 weeks from March to April 2022. In part one of the consultation an online and in-person questionnaire was completed with 152 people responding. The majority of participants agreed with our priorities with digital being ranked as most important. In part two of the consultation, in-person drop-in sessions were held at the Community Hubs, branch libraries and in Middleton Grange shopping centre. Press releases and a social media campaign informed people of the range of opportunities available to them to take part in the consultation. The presentations at the drop-in sessions outlined the proposed strategic priorities. People were able to talk about the proposals with staff and completed feedback cards. Most of the feedback received related to the buildings and the activities and was very positive.

The Assistant Director also gave a presentation to the Committee outlining the key strategic priorities underpinning the strategy: -

- Health and Wellbeing
- Community
- Digital
- Reading
- Diversity, Disability and Difference
- Jobs and Skills.

The Assistant Director stated that within the library function there were still as many books available as before, the new and additional services had not replaced the library function particularly in the Community Hubs.

Members welcomed the strategy document and the feedback from the public on the services provided through the Community Hubs and libraries. A Member commented that it would be good to add some additional comments in the strategy from the Chair and some of the key officers in delivering the service.



A Member questioned if the equipment within the Centre for Excellence in Creative Arts (CECA) was still up-to-date and future proofed. The Assistant Director stated that it hadn't been but some modernisation had been undertaken. The centre had also been used recently for groups of young people aged 18-25 with disabilities who had been offered taster sessions of various activities including dance, recording music and creative arts.

Members and the public present spoke of the wide range of services provided through the community hubs and libraries. A Member questioned the future of the Seaton Carew library which had been proposed for potential closure. A wide range of services and activities were taking place at the library which was a key facility in Seaton Carew. The Assistant Director stated that the department was not currently suggesting the library should close but it was in need of significant investment. An application to the Library Investment Programme had been made but no decisions had yet been made.

The Director of Adults and Community Based Services thanked everyone for their positive feedback on the services provide through the Community Hubs and the libraries. The recent Local Government Association Corporate Peer Review had noted the development of the Community Hubs and saw them as 'good practice'. There had also been a 'virtual community hub' developed by the department so people could access all the services and activities online. It was recognised that not everyone had the necessary digital skills but there were always people on hand to help users.

The Director reminded Members that details had recently been circulated to them regarding the official opening of the Local and Family History Centre at Sir William Gray House and encouraged Members to attend. Members had also been offered the opportunity to visit Community Hub Central and Community Hub South and again, all Members were encouraged to attend and see the range of services on offer.

### **Decision**

That the Community Hubs Strategy 2023 – 2028 be approved.

## **43. Teeswide Safeguarding Adults Board Annual Report 2021/22 and Strategic Business Plan 2022-2025** *(Director of Adult and Community Based Services and Independent Chair of Teeswide Safeguarding Adults Board)*

### **Type of decision**

Non key decision.

**Purpose of report**

To present to the Adult and Community Based Services Committee the Teeswide Safeguarding Adults Board Annual Report 2021/22 and Strategic Business Plan 2022-2025.

**Issue(s) for consideration**

The Independent Chair of the Teeswide Safeguarding Adults Board (TSAB) was present at the meeting and presented an overview of the Board's 2021/22 Annual Report and the Board's Strategic Business Plan for 2022-25. The TSAB Independent Chair highlighted that Teesside was unique in having four areas come together jointly to have one Adults Safeguarding Board and this had brought greater capacity and resources together to tackle these issues.

The annual report highlighted the volume and complexity of the issues being reported to the service. The increasing number of referrals was not always seen as a negative with much more reporting coming through from care homes in recognition of the work done with them on improving reporting practices. There was also a wide range of local voluntary groups involved with the work of the Board and HartlePower were also to join the partner groups involved. The TSAB Independent Chair also highlighted the statistics outlined in the report around the numbers of concerns and Section 42 Enquiries around Deprivation of Liberty Safeguards (DoLS) Applications.

In response to questions around the reporting of safeguarding concerns, the TSAB Independent Chair commented that the numbers had risen over recent years, most likely through better awareness and reporting. The conversion rate for reported concerns to Section 42 Enquiries was nationally around 37%; the TSAB figure was nearer 50%. This was not considered a concern by the Board. The Director of Adult and Community Based Services added for Members' reassurance that just because a concern had not been escalated to a Section 42 Enquiry did not mean that nothing had happened. A complaint may have been investigated or there could have been social worker intervention or input from the commissioning team.

A member of the public asked if an individual was considered to be neglecting themselves how that could be addressed. The Director stated that this was often one of the difficult areas in that should the individual have the mental capacity to choose how they wished to live their life and/or said they did not need intervention, then there was limited scope to take action beyond a welfare visit and the provision of advice such as signposting them to the services available through a Community Hub. The Fire Brigade could also be asked to undertake a home 'fire safe' visit and provide advice and free smoke alarms.

The Director commented that the Council had recently completed the TSAB Quality Assurance Framework and was pleased to receive positive feedback about the work being undertaken in Hartlepool. The Director highlighted the main area where performance needed to improve which related to Members accessing safeguarding training. Members were advised that training was available in a range of formats and were asked to prioritise completing adult safeguarding training when further details were circulated.

The Chair thanked the Independent Chair of the Teeswide Safeguarding Adults Board for his attendance at the meeting and presenting the annual report.

### **Decision**

That the Teeswide Safeguarding Adults Board Annual Report 2021/22 and Strategic Business Plan 2022 – 2025 be endorsed.

## **44. Esmée Fairbairn Collections Fund – Stories from the Sea** *(Assistant Director, Preventative and Community Based Services)*

### **Type of decision**

Non-key decision.

### **Purpose of report**

To provide an overview of an Esmée Fairbairn Collections Fund grant application in relation to the Museum of Hartlepool and to seek approval to accept the grant awarded.

### **Issue(s) for consideration**

The Assistant Director, Preventative and Community Based Services reported that the Esmée Fairbairn Collections Fund (EFCF) is administered by the Museum Association on behalf of the Esmée Fairbairn Foundation. There were two rounds of EFCF grants each year and the fund was competitive. Around 10 applications per round were funded via a two stage process. Applications were open to accredited museums and galleries to deliver participatory projects that engage people and communities with existing collections.

An expression of interest was submitted in September 2022 for the project titled 'Stories from the Sea'. Following eligibility and project proposal checks an invitation was made to the Museum and Gallery team to make a full application to the Collections Fund by 7 November 2022. On 19 December 2022 the Museum of Hartlepool was notified of EFCF's intention to award a grant totalling £88,285 over two years. Grant offers remained open for one year from the award date and the funder will work

with officers to finalise the project budget, logic model and workplace before a grant agreement is issued.

The grant will fund an engagement project that will support the redevelopment of the Museum of Hartlepool through collections and community work. The project aligned with the proposed vision for the Museum of Hartlepool, prepared as part of the Case for Investment Report submitted to Finance and Policy Committee earlier this year, which identified 'stories from the sea' as the golden thread that runs through the museum's collections and unique visitor experience. The report went on to outline how the project would be delivered including the involvement of the local community and in particular, those groups that were often hard to reach.

Members welcomed the grant funding and the project outlined in the report and congratulated officers on a successful bid to the Esmée Fairbairn Collections Fund. Members hoped that there would be wide publicity around the project to encourage local people to participate.

#### **Decision**

1. That the proposed project budget, aims and outcomes be noted.;
2. That approval be given to the acceptance of the grant; and
3. That the 'Stories from the Sea' project, with its focus on maritime and world cultures collections, as a project with achievable outcomes that deliver social value be supported.

#### **45. Any Other Items which the Chairman Considers are Urgent**

None.

The Committee noted that the next meeting would be held on Thursday 16 February 2023 at 10.00 a.m.

The meeting concluded at 11.30 a.m.

**H MARTIN**

**CHIEF SOLICITOR**

**PUBLICATION DATE: 26 JANUARY 2023**

# ADULT AND COMMUNITY BASED SERVICES COMMITTEE

9 March 2023



**Report of:** Director of Adult and Community Based Services

**Subject:** COMMISSIONED SERVICES UPDATE

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## 1. TYPE OF DECISION/APPLICABLE CATEGORY

No decision required; for information.

## 2. PURPOSE OF REPORT

- 2.1 This report provides the Adult and Community Based Services Committee with an update on commissioned services that support people with social care needs, which are regulated by the Care Quality Commission (CQC).

## 3. BACKGROUND

- 3.1 There have been regular updates to the Committee for a number of years on the range of services that are commissioned to support adults with social care needs including:
- Residential and nursing care for older people;
  - Home care for older people (including extra care);
  - Non residential services for working age adults;
  - Residential care for people with learning disabilities; and
  - Residential care for people with mental health needs.

## 4. CURRENT POSITION AND RECENT DEVELOPMENTS

- 4.1 All services commissioned by the Council are subject to contract monitoring and the Quality Standards Framework. Regulated services are also registered with the CQC and are subject to regular inspection and published ratings. A summary of current ratings and care home vacancies is attached as **Appendix 1**.

#### 4.2. Care Homes for Older People

There are now 15 older peoples care homes in Hartlepool, with a maximum of 748 beds available if all homes were operating at full capacity.

Following the closure of Gretton Court in March 2022 which reduced care home capacity across the town, Merlin Manor (a larger newly purpose built care home) opened in August 2022 on the Bishop Cuthbert estate. This home has a potential capacity of 94 residents and after being open for 6 months currently has 42 residents. Merlin Manor is currently operating a phased approach to admissions increasing staff levels incrementally to support an increasing number of residents, an approach is supported by the Council.

Since the end of December 2022, a number of care homes have received additional funding to facilitate weekend admissions. This has involved care homes ensuring that staff are available on either Saturday, Sunday or both days to support admissions from hospital settings to assist in the management of pressures within the NHS.

#### 4.3 Home Care for Older People

Homecare for older people has been commissioned from two providers for a number of years, one covering the south of the town and one covering the north.

As reported previously, home care services have recently been re-tendered with new contracts due to commence in April 2023. Contracts have recently been awarded, one to an incumbent provider and one to a provider new to Hartlepool but well established elsewhere within the region. Transitional arrangements are currently being worked through to enable smooth implementation of the new contracts.

#### 4.4 Non Residential Services for Working Age Adults

Hartlepool has worked in partnership with the other Tees Valley local authorities to commission complex care for people to stay in the community, using the 'Tees Valley Complex Care & Support' framework. Nineteen providers across the Tees Valley are part of this framework and are available to deliver services in Hartlepool. There are currently 5 Hartlepool residents receiving support under this framework, with a total of 70 people supported across the Tees Valley.

#### 4.5 Residential Care for People with Learning Disabilities

There are currently 6 care homes commissioned by the Council to support adults with learning disabilities.

HBC has recently been advised that Rosedale and Rosewood (a care home for up to 6 people with specialist needs in Hartlepool operated by Community Integrated Care) will close, along with a supported living scheme operated by the same provider. Officers are currently working with the provider to either find an alternative provider for the services or to identify alternative support for

the 8 current residents (3 in receipt of residential care support and 5 in supported living).

#### 4.6 Extra Care Support

A tendering process will commence shortly for the care provided in four extra care settings across the town. This work will culminate with a new contract starting in June 2023.

### 5. **RISK IMPLICATIONS**

- 5.1 There are no specific risks associated with commissioned services at the present time. The closure of the CIC services referenced in 4.5 is being managed by Adult Social Care and the Commissioned Services Team, along with the current provider, to provide alternative services for the 8 people involved in these care settings. A communication plan for residents, family carers and staff at the schemes is being initiated.
- 5.2 As reported previously, there are significant risks associated with managing the care market. Councils have a duty within the Care Act to ensure that services are available locally to meet identified need, but the care market is constantly changing and there is a degree of fragility in some service areas.
- 5.3 If there is insufficient provision locally, there is a risk that more people access out of area placements, which can be costly and are not necessarily the best option to meet needs in the longer term. Conversely, over provision can result in people moving in to an area from other Local Authorities which can place pressure on local services and create financial risks in relation to ordinary residence.
- 5.4 Ongoing work to forecast future need and to develop Market Sustainability Plans helps to mitigate risks of under or over provision within the local market.

### 6. **FINANCIAL CONSIDERATIONS**

- 6.1 There are significant financial considerations associated with the sustainability of commissioned services, including fee setting, implementation of the National Living Wage and managing inflationary pressures.
- 6.2 All Local Authorities were required to undertake a Fair Cost of Care exercise for older people's care homes and home care services during 2022/23. This work was completed in Hartlepool with the majority of providers contributing information on their costs. There was also a requirement for Councils to publish the collated information from these returns by 1 February 2023 and the information for Hartlepool can be accessed at [www.hartlepool.gov.uk/cost-of-care-reports](http://www.hartlepool.gov.uk/cost-of-care-reports).

6.3 The annual process used by the Council to set fees has recently concluded. The approach taken in Hartlepool takes into account a range of factors including National Living Wage, pension contributions and the cost of food and energy and a basket of indices is used to calculate an overall increase or decrease to current fee levels. The proposed increases to fees from April 2023 are significantly higher than in previous years due to the impact of inflation over the past 12 months. Care home fees will increase by 13.60% and home care fees will increase by 10.18%.

6.4 Funding to meet the increased costs of care home and home care provision has been identified within the Medium Term Financial Strategy which was considered by Finance & Policy Committee on 23 January 2023.

## **7. LEGAL CONSIDERATIONS**

7.1 Commissioned care services support the Council to fulfill its statutory duties in relation to the provision of adult social care in line with the Care Act 2014 and other relevant legislation.

7.2 There are no legal implications specifically associated with this report.

## **8. CHILD AND FAMILY POVERTY CONSIDERATIONS**

8.1 There are no child and family poverty considerations associated with this report.

## **9. EQUALITY AND DIVERSITY CONSIDERATIONS**

9.1 There are no equality and diversity considerations associated with this report. The regulation and rating of services is consistent across all ages and client groups in order to ensure an equitable and consistent approach.

## **10. STAFF CONSIDERATIONS**

10.1 There are no staff considerations associated with this report.

## **11. ASSET MANAGEMENT CONSIDERATIONS**

11.1 There are no asset management considerations associated with this report.

## **12. RECOMMENDATION**

12.1 It is recommended that the Adult and Community Based Services Committee note the contents of this report and receive further updates as required.



### 13. REASON FOR RECOMMENDATION

- 13.1 Commissioned services that are regulated by the CQC meet the needs of adults in Hartlepool with eligible social care needs, and the Council has a role in relation to commissioning good quality services to meet those needs.

### 14. CONTACT OFFICERS

Trevor Smith, Head of Strategic Commissioning (Adults) Civic Centre,  
01429 523950 [trevor.smith@hartlepool.gov.uk](mailto:trevor.smith@hartlepool.gov.uk)

Danielle Swainston, Assistant Director, Joint Commissioning, Civic Centre,  
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Sign Off:

Director of Finance and Policy

Chief Solicitor


**QUALITY RATINGS FOR COMMISSIONED SERVICES****Care Homes for Older People**

Care Home	Provider	Publication Date	Rating
Brierton Lodge	HC-One	31/10/17	Good
Charlotte Grange	Park Homes	15/02/22	Good
Clifton House	Independent	27/02/19	Good
Dinsdale Lodge	Abbey Homes	30/12/17	Good
Elwick Grange	Care UK	07/02/18	Good
Lindisfarne	Gainford Care	11/12/20	Good
Merlin Manor	Prestige Group		Not yet inspected
Queens Meadow	Hillcare	27/08/22	Good
Rossmere Park	Independent	15/09/18	Good
Seaton Hall	Independent	09/01/21	Good
Sheraton Court	HC-One	21/04/18	Good
Stichell House	Hospital of God	02/12/20	Good
Warrior Park	Tamaris Healthcare	14/02/20	Good
West View Lodge	Marton Care	14/10/21	Good
Wynyard Woods	Anchor Homes	03/03/21	Good

**Vacancies in Care Homes for Older People**

	31-Dec-2020	31-Mar-2021	30-Jun-2021	30-Sep-2021	31-Dec-2021	31-Mar-2022	30-Jun-2022	31-Oct-2022	31-Dec-2022
Total vacancies	98	78	73	63	97	59	30	28	24
% occupied	87%	90%	90%	91%	87%	95%	95%	96%	96%

**Domiciliary Care**

Provider	Publication Date	Rating
Hartlepool Care Services (Coastal Care)	24 July 2018	Good
Dale Care	19 September 2019	Good

**Non Residential Care for Working Age Adults**

Provider	Publication Date	Rating
Voyage	17 March 2017	Good
Pathways to Independence	4 June 2019	Good
Positive Support in Tees	21 June 2022	Good
Real Life Options	1 May 2020	Good
Home Group (Gainford House) - Opened July 2017	1 October 2021	Good
Elan (Whitethorne) Ltd - Opened January 2018	6 August 2021	Good

**Residential Care for People with Learning Disabilities**

Provider	Publication Date	Rating
Creative Support Ltd	23 March 2018	Good
Voyage: Fivepenny House	4 March 2020	Good
Voyage: Greenfields Lodge	27 July 2017	Good
Voyage: South Highnam	2 April 2022	Good
The Crescent Care Home Ltd	1 March 2018	Good
My Life: Burbank Mews	16 March 2021	Good

**Residential Care for People with Mental Health Needs**

Provider	Publication Date	Rating
Seymour House	16 October 2021	Good
Wordsley House	10 March 2022	Good

**Extra Care Providers**

Provider	Publication Date	Rating
JRF: Hartfields	31 May 2017	Good
Dale Care	13 February 2019	Good

# ADULT AND COMMUNITY BASED SERVICES COMMITTEE

9 March 2023



**Report of:** Assistant Director (Preventative and Community Based Services)

**Subject:** CREATIVE HARTLEPOOL SERVICE BRANDING

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## 1. TYPE OF DECISION/APPLICABLE CATEGORY

1.1 For information only.

## 2. PURPOSE OF REPORT

2.1 To share details of the rebranding of the department's performance venues, outdoor performance spaces, arts development and events/festivals function, as Creative Hartlepool.

## 3. BACKGROUND

3.1 The restructure of the former cultural services section in early 2022 resulted in the reallocation of elements of service under new service groupings, as detailed below. All of the services listed were formerly branded as Culture Hartlepool.

Head of Service (Active and Creative Hartlepool)

- performance venues: Borough Hall; Town Hall Theatre
- outdoor performance spaces: Elephant Rock: Highlight activity space
- arts development/events/festivals: Waterfront Festival, Fireworks Display, Christmas Lights switch-on

Head of Service (Heritage and Open Spaces)

- Hartlepool Art Gallery
- Museum of Hartlepool

Head of Service (Community Hubs)

- Centre for Creative Arts (CECA)

This report is focussed on the rebranding of the department's performance venues, outdoor performance spaces, arts development and events/festivals function.

- 3.2 Members will recall that a similar proposal was brought to committee in 2022 prior to the launch of the Active Hartlepool brand, encapsulating the department's leisure and physical activity assets. Active Hartlepool has been very well received by our customers and partners since its launch.
- 3.3 The development of the Creative Hartlepool brand ensure that there is connection and a level of consistency across the service.

#### **4. MARKETING CONTEXT**

- 4.1 Traditionally, branding has involved giving a company, service or product a particular and unique design, logo or symbol to help promotion and advertising to customers.

Branding has evolved into a much broader, more complex concept, with greater attention being paid to the “emotional feelings and perceptions” that customers can have of a service or product: i.e.

- how “up-to-date” or exciting a product / service may appear to be;
- how accessible it may be (i.e. whether customers feel that “it’s for them?”);
- how appealing a service / product is to buy; and
- how important customer experience is, in linking reputation directly with brand identity.

- 4.2 Branding is important because it can:
  - help to distinguish a service or product from competitors;
  - raise awareness and recognition of who you are, what you do and what your offer is to customers;
  - illustrate the values that you have as an organisation – through colours, design, language and image;
  - create connections between different services, under a common identity;
  - generate new custom and business; and
  - positively impact on staff pride and identity.
- 4.3 Allied to the need to re-fresh and re-design the services’ website, the current brand is considered to be out-of-date and too traditional in design.

#### **5. PROPOSAL**

- 5.1 Designed with support from TA6, the brief included developing a brand logo and brand name that:
  - is vibrant, dynamic and colourful;
  - is contemporary and less “corporate” in style;
  - encourages and supports active lifestyles;

- represents inclusivity;
- illustrates connection and coming together of services, people and/or partners;
- positions the service across the town, at the heart of the community;
- represents creativity, hence the design which is an illustrative version of the phrase “thinking outside of the box”

5.2 The new logo and brand design is attached as **Appendix 1**.

5.3 The new brand will be launched at the end of March 2023, with preparations including:

- the development of a revised staff “playbook”, outlining our vision, mission and values
- staff awareness training
- “re-skinning” existing website with Creative Hartlepool branding
- merger of various culture social media platforms into one Creative Hartlepool link, covering Town Hall Theatre, Borough Hall, outdoor performance venues and events/festivals
- new branded staff uniform
- development of a pre-launch campaign, to raise awareness and interest
- production of pre/post launch press-releases

## 6. RISK IMPLICATIONS

6.1 There is a risk for the Council that the service will fail to compete with many commercial providers both within and beyond Hartlepool without re-branding. Additionally, if services fail to attract or appeal to local residents, there will be an ongoing impact upon income generation, long-term quality and the sustainability of the service.

## 7. FINANCIAL CONSIDERATIONS

7.1 The costs associated with development and application of the re-branding and logo are being met through existing service budgets.

7.2 Although it is not possible to quantify the positive impact of the re-brand in income generation terms, the re-brand and new logo form part of a wider transformation of the service and is expected to play a part in generating new customers and in retaining existing customers too.

## 8. LEGAL CONSIDERATIONS

8.1 There are no legal considerations associated with this issue.

## **9. CONSULTATION**

- 9.1 The views of colleagues within the service have been canvassed and the process has benefitted from input from the Council's Communications and Marketing Manager.

## **10. CHILD AND FAMILY POVERTY IMPLICATIONS**

- 10.1 There are no child and family poverty implications specifically associated with the re-branding but the service aims to be inclusive for all residents.

## **11. EQUALITY AND DIVERSITY CONSIDERATIONS**

- 11.1 There are no equality and diversity considerations associated with the re-brand or logo that require an impact assessment form to be produced. The use of a broad spectrum of colour is intended to represent the accessibility and opportunity for everyone in the community, to participate and be active.

In more practical terms, there will be a design guidance document for colleagues to refer to, to ensure that the logo is used in an appropriate manner (e.g. large print or monochrome versions for those with visual impairment).

## **12. STAFF CONSIDERATIONS**

- 12.1 There are no staff considerations associated with this report.

## **13. ASSET MANAGEMENT CONSIDERATIONS**

- 13.1 There are no significant asset management issues, although consideration is being given to the replacement of existing signage to the exterior of the services' buildings.

## **14. RECOMMENDATIONS**

- 14.1 It is recommended that Members note the contents of the report.

## **15. REASON FOR RECOMMENDATION**

- 15.1 To ensure that Members are aware of the re-branding of services.

## **16. CONTACT OFFICERS**

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