

ADULT AND COMMUNITY BASED SERVICES COMMITTEE

MINUTES AND DECISION RECORD

9 MARCH 2023

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

Present:

Councillor: Bob Buchan (In the Chair)

Councillors: Gary Allen, Ged Hall and Sue Little.

Also present: Councillor Pamela Hargreaves as substitute for Councillor Ben Clayton in accordance with Council Procedure Rule 4.2.
Frank Harrison and Evelyn Leck.

Officers: Jill Harrison, Director of Adult and Community Based Services
Ian Gardiner, Head of Leisure, Recreation and Participation
David Cosgrove, Democratic Services Team

46. Apologies for Absence

Apologies for absence were received from Councillor Ben Clayton and Tim Fleming.

47. Declarations of Interest

None.

48. Minutes of the meetings held on 16 January and 19 January 2023

Received.

49. Commissioned Services Update (*Director of Adult and Community Based Services*)

Type of decision

For information.

Purpose of report

The report provided 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).

Issue(s) for consideration

The Director of Adult and Community Based Services reported that there were now 15 older peoples care homes in Hartlepool, with a maximum of 748 beds available if all homes were operating at full capacity. A new home, Merlin Manor had recently opened on a phased basis and currently had 46 residents with a potential of 92.

On Home Care for Older People, the Director reported that home care services have recently been re-tendered with new contracts due to commence in April 2023. Contracts had 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 were currently being worked through to enable smooth implementation of the new contracts.

The Director reported that Rosedale and Rosewood (a care home for up to 6 people with specialist needs in Hartlepool operated by Community Integrated Care) along with a supported living scheme operated by the same provider had advised the Council that they were considering closing. The Director was pleased to report at the meeting that detailed work with the provider had led to a change in that decision.

The director also informed Members that the annual process used by the Council to set fees had recently concluded. The process took 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 were significantly higher than in previous years due to the impact of inflation over the past 12 months. Care home fees would increase by 13.60% and home care fees would increase by 10.18%.

Members were pleased to note that all the CQC rated homes in Hartlepool were 'Good' though it was noted that some had not been inspected for some time and the newest homes was still to be inspected. The Director stated that all new homes opening received an initial compliance inspection prior to opening and a full inspection at Merlin Manor was expected sometime this year. Some other inspections had taken place though the reports had not yet been published. Much of the CQC's inspection work had been affected by the Covid-19 pandemic.

Members noted the uplift in fees for care homes and home care and questioned if this would impact on the departmental budget. The Director

stated the uplift had been included in the MTFs recently approved by Council so was built into the 2023/24 budget.

Decision

That the report be noted.

50. Creative Hartlepool Service Branding (*Assistant Director, Preventative and Community Based Services*)

Type of decision

For information.

Purpose of report

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

Issue(s) for consideration

The Head of Leisure, Recreation and Participation reported that following the restructure of the former cultural services section, a rebranding exercise, similar to that for the Active Hartlepool brand, had been undertaken. The new Creative Hartlepool brand logo was included with the report and a short promotional video was also shown to the Committee.

Members understood the need for the rebranding of the service and the potential cost of doing nothing to promote the Council's services but there were some concerns expressed at the number of individual brands now under the 'HBC' umbrella. It was indicated that the Creative Hartlepool brand would always sit alongside the HBC logo to ensure a direct link could be drawn by the public with the new service branding.

In response to Member questions, the Head of Leisure, Recreation and Participation stated that other cultural services outside the Council had not been consulted specifically regarding the rebranding though the work through the branding company TA6 showed that, particularly through social media outlets, people liked the compartmentalising of their interests. The service needed to get a wider audience across the region and even locally was competing against the revamped Billingham Forum and Stockton Globe theatres.

The Committee discussed the wider issues around marketing and particularly the comments made by the recent peer review team. The Head of Leisure, Recreation and Participation indicated that online booking for Active Hartlepool services was to come online during the year and the aim was to have online ticket purchasing through Creative Hartlepool also in the near future.

Decision

That the report be noted

51. Any Other Items which the Chairman Considers are Urgent

None.

The meeting concluded at 2.40 pm.

H MARTIN

CHIEF SOLICITOR

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