

## APPLETREE CARELINE WRISTBAND SERVICE

### 1. PURPOSE OF REPORT

- 1.1 To obtain approval for the fees and charges associated with the new Appletree Careline wristband service.

### 2. BACKGROUND

- 2.1 The Appletree Careline wristband service has been developed in response to customers' feedback asking for a solution that offers a similar level of reassurance provided by our community alarm service, outside of the home and garden. The product is a simple silicone wristband containing the Appletree Careline emergency number and a unique customer number.
- 2.2 The new service will be available for anyone (no matter what age) who would like to feel safer and more confident out of the home. It will be offered as a stand-alone service or in conjunction with an Appletree Careline community alarm.
- 2.3 If our customers find themselves in difficulty or in an emergency situation whilst out and about, anyone coming to their aid can call the emergency number on the wristband. By quoting the unique ID number, our CCTV and Community Alarms Operators will instantly have access to their pre-registered details and preferences and arrange the help required. This additional service will be managed within existing resource levels.

### 3. DECISION

- 3.1 To introduce the new product, agreeing the charges detailed below:

*Existing Lifeline customers – 45p per week (£24 annual charge)*

*New customers: Lifeline and Band - 45p per week (£24 annual charge)*

*Band Only - £24 annual charge (one off payment only)*

- 3.2 An administration charge of £10 will be charged to new customers only.

- 3.3 To encourage initial take up of the service through the following introductory promotions if purchased prior to 1<sup>st</sup> October 2016:

*Existing Lifeline customers will not pay for the band until 1<sup>st</sup> April 2017*

*New customers taking up both services will not pay an installation or administration fee (Usually £30 together)*

- 3.4 Replacement bands will be charged at a cost of £5.00

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 Two thousand wristbands have been sourced, manufactured and delivered at a cost of £700.00 (£0.35 pence each).

#### **5. ENVIRONMENTAL, CRIME & DISORDER OR EQUALITY & DIVERSITY IMPLICATIONS**

- 5.1 None

#### **6. PORTFOLIO HOLDER COMMENTS**

- 6.1 This new wristband service is a great addition to support people outside of their home. It is important that we can use the information held on customers for their benefit and improve service outcomes to the community, as highlighted in the 2016 Corporate Plan. I support the proposed charges as both realistic and competitive.

#### **9. RECOMMENDATIONS**

- 9.1 That the wristband service be introduced and subject to the proposed fees and charges set out above (including the promotional offers).

**Portfolio Holder's endorsement:** I agree the recommendation

**SIGNED:** CLLR J L CLEARY

**Date:** 6 JULY 2016

**Date Notice of Decision given:** 6 JULY 2016

**Last Day for call-in:** 13 JULY 2016

**For further information contact:**

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**Background Papers:**

None