

Service	Melton Lifeline	Main Code	420	Budget Holder	Aysha Rahman
<i>What are the financial objectives of the charging policy. Please select.</i>					
Commercial Charges	<input type="checkbox"/>	Free	<input type="checkbox"/>	Subsidised	<input type="checkbox"/>
Full Cost Recovery	<input checked="" type="checkbox"/>	Statutory	<input type="checkbox"/>		

Which corporate/service objectives impact on the charging policy?

Helping to support vulnerable people and promote independence

What is the legal basis for making a charge?

None

Who are the users of the service?

Vulnerable people living in their own homes.

What is the current financial position of the service area?

	2020-21
	£
Direct Costs 2019-20	54,130
External Income:	87,170
Contribution to overheads/Council Funds	-33,040
Recharges from other services	44,140
Recharges to other services	0
Net subsidy/contribution to Council funds	11,100

Service Provided	Existing Fee/Charge	Effective Date of Last Increase	2019/20	Annual Usage	Concessions	Recommended Fee/Charge 2021/22	Additional Income 2020/21*
Lifeline telephone without a telephone line - website only	£4.92 + VAT per week	1.4.19	£ 67,320.00	210	None	£5.06 + VAT per week	£0
Installation Charge	£30	1.4.19	£ 1,680.00	35	None	£ 30.00	
Falls Pendants	£7.16 + VAT					£7.38 + VAT	

How will the proposal contribute to the achievement of corporate/service objectives? (Particularly any subsidy provided).

The proposed charging structure will assist in retaining the current level of customers using the private lifeline service as our customer retention rate (other than death or move to care homes) is extremely high. Melton Borough Council is a trusted 'brand' locally for this type of service and our continued installation and explanation of the devices for all customers sets us apart from local competitors. It is hoped that this service will continue to contribute to the commercialism agenda of the Council in assisting to provide additional income to the service.

What impact will the proposal have on the use of the service ?

It is likely that the proposed charging structure will retain current usage levels whilst also increasing income to the service

What is the reasoning for the recommended fee/charge structure? (Include reference to any consultation, benchmarking etc.)

We hope to grow the service over the next financial year following a difficult period due to Covid 19. Customer retention and additional customers will be key to this, a 3% increase as per SLT recommendation seems in line with our desire to grow the customer base.

Completed by: Ryan Ebdale *Date:* 6-10-2020

Director Sign Off: *Date:*

Portfolio Holder Sign Off: *Date:*

Delegated Decision Record Updated By: *Date:*