

# **Hull City Council**

## Neighbourhoods and Housing Independent Living Service Strategy 2025-2030

# Vision

**The fundamental aspiration of the Independent Living Strategy 2025-30 is that residents of the city can live in their own home safely whilst maximising their independence.**

**By harnessing the opportunities offered by digital technology alongside access to face-to-face services in ways that meet people's preferences, we will design modern, tailored and flexible responses that meet the current and future needs and aspirations of our residents.**

**The essence of this approach is focussed on promoting wellbeing; reducing isolation and increasing connectedness within local communities so that people can live fuller, longer and healthier lives. These aspirations support the vision for the city set out in the Hull Community Plan 2024-2034, the Hull City Council Adult Social Care Market Position Statement for Care Quality Commission Regulated Care and Day Opportunities 2025-2028 and the emerging Adult Social Care Strategy.**

**We will regenerate the sheltered housing offer in council managed schemes and remodel the cross-tenure lifeline service so that the offer is attractive to a wider range of potential customers, beyond our "traditional" client groups.**

**By working collaboratively with partners in social care and health services, the Independent Living Service will become integral to the provision of first-class digital care and support to improve the health and wellbeing of individuals and carers, create efficiencies and ensure value for money by reducing reliance on "through the door" homecare whilst supporting the "discharge to assess" model.**



# Foreword

## Portfolio Holder: Economic Renewal, Housing and Organisational Development - Councillor Drake-Davis

The Independent Living Service within Neighbourhoods and Housing gives peace of mind to some of our most vulnerable residents and their carers, helping people in all tenures to retain independence by providing services that enable them to live safely and confidently in their own homes, for as long as they are able. Working closely with Adult Social Care and health partners, the service is committed to enhancing the quality of cost-effective support and improving outcomes for individuals in their home, increasingly offering technology as an integral part of the care and support process.

Over the last five years Technology Enabled Care has evolved rapidly, and the range of suppliers and products has expanded significantly. This brings

opportunities for the service to extend, expand and diversify its offer. Additionally, the digital switchover creates opportunities for innovation as well as introducing a number of significant service challenges.

This strategy sets out how the Independent Living Service intends to respond to these opportunities and challenges in order ensure that it is fit for the digital future and aligns with, informs and supports Adult Social Care's developing Digital Strategy, the Joint Health and Wellbeing Strategy and the ICB Digital Strategy.

The Digital Switchover is already happening, and it is critical that our services adapt. This presents logistical, technical and financial challenges for organisations delivering lifeline and telecare services and a significant element of this strategy is concerned with the steps we need to take to prepare. Whilst presenting significant challenges, the Digital Switchover also offers an opportunity to deliver a much wider range of services into people's homes to support

the delivery of health and care support and consequently for a fundamental redesign of our existing Independent Living Service and telecare offer. This will leave behind the traditional "sheltered housing" model and transform the service so that it aligns with the aspirations of our customers and future prospective customers. Whilst our current service is primarily a reactive alarm response service, moving forward we will look to further develop integration to health and social care services modernising and widening the scope of the service to become not only responsive but also preventive and proactive.

Designing our new Independent Living Service can only succeed if it is co-produced with our customers, their families and other key stakeholders. Listening to their views and experiences will shape our future services.

A handwritten signature in black ink, reading 'Paul Drake-Davis', enclosed within a thin black rectangular border.



# Introduction

The existing Sheltered Housing estate, lifeline and telecare services have not undergone any significant investment or modernisation over the last decade.

This five-year strategy focusses on five key themes which encompass a range of initiatives to support the council to; respond to the challenges and opportunities presented by the digital switchover, and redesign and rebrand a modern affordable, effective and attractive service that the residents of Hull deserve.

Technology has moved forward at pace over the last decade and

the range of affordable assistive technologies reaching the market has increased considerably. This presents opportunities for growth, service development and crucially, expansion in the supported housing and telecare arena.

It is widely recognised that when utilised as a preventative or early intervention tool, assistive technology and technology enabled care offer cost effective ways of providing services to many vulnerable people in their own home. By working collaboratively with partners to redesign the Independent Living Service offer we will be able to improve options, opportunities and outcomes for customers.

In responding to these challenges, we have developed a comprehensive strategy which sets out how we will;

- respond to the demands of the digital switchover.
- modernise the service offer in the council's sheltered housing schemes.
- expand and modernise the provision of lifeline and telecare services across all tenures.
- work closely with partners to realise the opportunities presented by joint working, data sharing and joint commissioning as we embed the transition to Integrated Care Systems.



# Five Key Themes

## Theme 1 - Understanding the needs and aspirations of our customers and potential customers

We recognise that in order to develop services that meet the current and future needs of the residents of Hull we need to establish and embed effective customer engagement tools.

Failure to understand what our customers want and need, can result in poor investment decisions and missed opportunities to

improve health and wellbeing outcomes for residents.

In order to achieve our ambition of developing services that help people to live fuller, longer lives, safely and confidently in their own homes we will;

1. Work with Adult Social Care to develop and embed an engagement plan to encourage and enable residents to inform and co-produce service development decisions.

2. Work with the Tenant Participation service to develop further engagement opportunities for tenants in the council's sheltered housing schemes.
3. Establish a set of service standards for the Independent Living Service, in consultation with customers.





## Theme 2 - Preparing for and flourishing after the Digital Switchover

Our strategy includes a strong focus on responding to the challenges and opportunities that the digital switchover presents.

Telephone providers across the UK are already moving their customers from analogue landlines to landline services that use digital technology. The change means that services which rely on the analogue landline system including home phones, lifelines and telecare and healthcare devices, will need to be capable of using Voice over Internet Protocol (VoIP) technology.

For most people this change will be straightforward, with many customers already making the switch when they upgrade to full fibre broadband.

However, there are significant implications for the technology enabled care (TEC) sector and the millions of people who rely on telecare.

TEC call handling platforms, TEC equipment hard wired in sheltered housing schemes, dispersed lifelines and linked telecare equipment are all analogue devices or services. Business as usual is not an option and there are some critical decisions, actions and interventions needed to ensure that the care and support that these vulnerable clients rely upon is not interrupted. This includes upgrading our systems and equipment and as a result, this theme is a critical part of our strategy.

In order to safeguard current service provision and set the foundations for future service development we will;

1. ensure that our call handling platform is fully digitally enabled.
2. upgrade dispersed lifeline units with digital devices.
3. upgrade the telecare equipment in our sheltered housing schemes in order to be in a position to make best use of the opportunities that digital equipment provides to modernise the service offer for tenants. This work will be informed by scheme options appraisals and will include customer and stakeholder consultation.
4. We recognise that there are many suppliers and products available. We will work closely with colleagues in Adult Social Care to explore the Technology Enabled Care marketplace and to conduct new product trials to offer a range of products that best meet the individual needs of clients. This will involve diversifying providers as well as products and broadening the service offer for example include more portable and wearable devices.



## Theme 3 - Business development, sustainability and growth

We recognise the need to modernise, develop and grow our services.

Change is needed to respond to the evolving needs and aspirations of customers, and ensure that our services are attractive, affordable, competitive and sustainable.

Expanding our lifeline client base is a key objective and, in consultation with stakeholders, we will seek to;

1. Rebrand and market the service. The services we provide have traditionally been for older people and there is a deep-rooted perception that this client group is our only target audience. The services we provide are also available for and could benefit others, for example, people with physical disabilities or learning disabilities, or simply people that are anxious and would benefit from the reassurance that a lifeline provides. We see value in rebranding and reaching out to a broader client base and service re design is an opportunity to achieve this.
2. Gain accreditation with the Tech Services Association (TSA). This will evidence and provide assurance of the quality of our services, supporting our ambition to attract new clients.
3. Promote the profile of the Kingston Care call handling service with registered social landlords in order to attract new business.
4. Establish further links with other providers to improve networking opportunities. By benchmarking our current service performance and identifying emerging best practice in the sector, we will ensure the service design and future procurement is fit for purpose, efficient and continues to provide a high-quality response to vulnerable customers. Improved networking will also allow us to explore potential opportunities for working collaboratively with other providers in the region.
5. Redesign the service offer across the Independent Living Service. Consultation and co-production with stakeholders will inform the future shape of the service and support our ambition to provide first-class services that help and support the people of Hull to live fuller, longer lives, safely and confidently in their own homes with a focus on wellbeing and preventing isolation. By developing a more flexible service offer and charging structure, the service will be more attractive, sustainable, affordable and efficient, reducing unnecessary admissions into more costly forms of supported housing.

# Theme 4 - Partnerships/ integration

By building on existing partnerships and forging new ones, we will develop services that contribute to the provision of first-class digital care and support to improve the health and wellbeing of individuals and carers, improve efficiency and ensure value for money by reducing reliance on “through the door” homecare and supporting the “discharge to assess” model.

We will ensure that we are part of Hull’s ambition to provide truly integrated models of care and support and in doing so we will;

1. Work in partnership to ensure that our services align with and support Adult Social Care’s strategic and operational objectives with a particular emphasis on expanding the use of telecare as a prime early intervention tool. Proactive consideration of the role that assistive technology could play at the start of a clients social care journey will contribute to the goal of supporting independence at home, reducing both the need for more intrusive interventions and reducing costs to the wider system. Maximising the use of assistive technologies as part of a broader care package will be pursued in partnership with social work teams and occupational therapists.
2. Ensure that the Independent Living Service plays an active role in the Care@Home priority programme of the Hull Health and Care Partnership and is an active partner in the Health, Wellbeing, Telecare and where appropriate, Telehealth arena.
3. Support the work being carried out by statutory partners to improve data sharing across

the partnership. Expanding the use of assistive technology aligns with the development of a clustered digital strategy, enabling data to be shared across a single platform which will facilitate a more collaborative approach and contribute towards:

- a reduction in the number of people requiring acute care in an emergency and associated costs.
- earlier discharge from hospital, reducing “bed blocking” for people that are medically fit for discharge and associated costs.
- a reduction in physical visits and calls and associated costs where technology can support instead of a visit.
- improved ability to meet the changing needs of the person receiving assistive technology services, as they become less or more independent.





## Theme 5 - Workforce development

Our workforce is a valued and critical part of the service.

This strategy recognises the importance of investing in our workforce to ensure service stability and enable service development and diversification. Things move at speed in a world of technology and the challenges that this presents to our workforce is not underestimated.

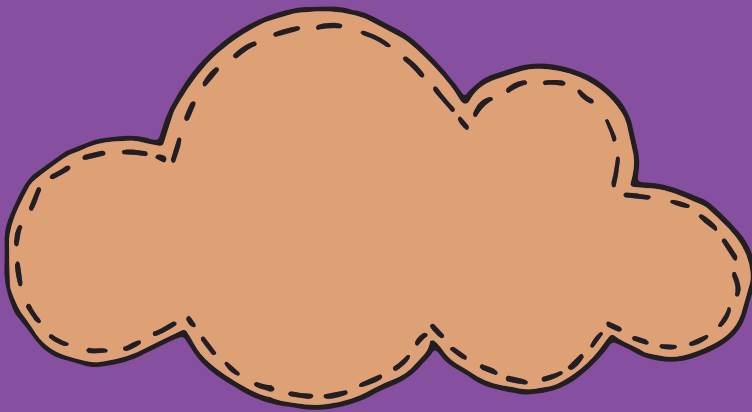
In order to be able to support customers in a constantly evolving environment our workforce needs to be technically and digitally confident.

This workforce development theme is critical and to rise to the challenges ahead we will;

1. Ensure there is adequate capacity within the service to carry out all aspects of the modernisation plan that this strategy describes including sourcing and trialling new products, consulting with customers, developing partnerships and networking opportunities, TSA accreditation and retention, marketing and attracting new business.
2. Ensure that staff across the service are trained and confident in using and installing new equipment and in supporting customers to understand and confidently use it.
3. Work with staff to modernise the business model and remodel/redesign our service offers.

**Neighbourhoods and Housing's "Independent Living Strategy" is a comprehensive and proactive approach to modernise, expand and develop all parts of the service.**

**By focusing on 5 key themes, we aim to improve options and outcomes for vulnerable individuals and families in our community. Through collaborative efforts and a commitment to change, we strive to create a future where more people can live fuller, longer independent lives, safely and confidently in their own homes.**





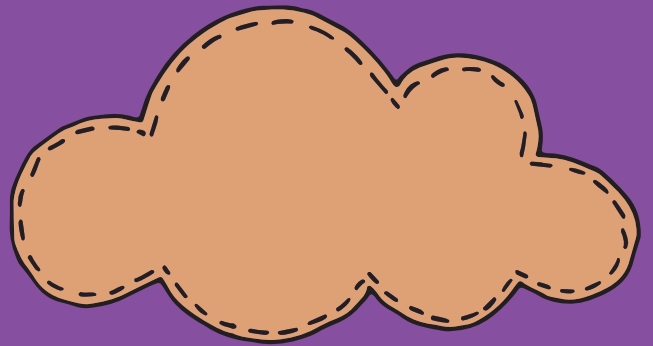




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Independent Living Service  
Strategy 2025-2030



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