

WAVERLEY BOROUGH COUNCIL

O&S - COMMUNITY WELLBEING

- 12/09/2017

Title:

Community Meals Service Update

Summary and purpose:

The purpose of this report is to update the Members of Community Wellbeing on the transfer of the Community Meals Service and progress to date.

How this report relates to the Council's Corporate Priorities:

The Council supports and funds a number of voluntary organisations that provide high priority services for the benefit of Waverley residents, in partnership with the Council. The Community Meals Service is provided through the local voluntary organisations that provide services to older residents and is available to older residents, vulnerable people and people with disabilities through eligibility criteria.

Financial Implications:

The previous Waverley Meals on Wheels service was delivered by the Royal Voluntary Service under an annual Service Level Agreement. Waverley Borough Council and Surrey County Council Adult Social Care directorate both contributed £30,000 towards the overall service delivery, totalling £60,000. Waverley also contributed staff time and premises costs for the service totalling a further £10,000. Surrey County Council withdrew their funding to the service from 31 March 2017.

The Council has provided start up funding of £4,000 to each organisation for the first 3 months in the financial year 2016/17 and maintained the same level of funding, £30k for 2017/18 to support the first full financial year of the service along with capital funding of £40,000 to purchase equipment necessary to deliver the service.

Funding is not required for the element of the service delivered in house for the Godalming area. All associated administration is provided within existing budgets and the service is in effect self financing.

Legal Implications:

Waverley has no statutory obligation to provide a meals on wheels service. Currently the three external voluntary organisations are receiving grant funding in the financial year 2017/18 to enable them to develop and deliver the service during this transitional period and this is monitored through a Partnership Agreement. As noted above, the in-house Godalming service is self-financed.

Introduction

Background

Meals on Wheels Service Review

1. It was agreed at Community Overview and Scrutiny on 19 January 2016 to carry out an in-depth review of the Meal on Wheels Service as a result of the steady decrease in the uptake of meals since 2011.
2. Drivers for the review included:
 - a. Monitoring information provided by Royal Voluntary Service showed that there has been a steady decrease in the take up of the Meals on Wheels service from 40,248 meals delivered in 2011/12 to 29,775 meals delivered in 2014/15.
 - b. The current Meals on Wheels Service had operated in the same way for some years.
 - c. Consultation from the Ageing Well Strategy highlighted the need to review the service as some residents expressed dissatisfaction with the quality of the meals.
 - d. Future priorities and how these would be achieved needed to be considered to ensure a sustainable meals service that meets the future needs of the community and offers a high quality service, meeting people's wellbeing needs and offers a value for money service.
 - e. The Sub-Committee agreed they would like to see a fresh food meal service for residents and following a presentation to Community O & S on Tuesday 14 June 2016 it was agreed to proceed with working with the local day centres to become service providers. Brightwells Gostrey and Rowleys Centre for the Community agreed to be a service provider along with Haslewey Community Centre due to the Orchard Club changing their service model.

The New Service

3. The new service transferred on 16 January 2017 with the offer of a 5 day a week service which provided a hot freshly cooked meal and optional afternoon tea (£5.50 for hot meal with a pudding and £3.25 for tea).
4. Service providers
 - a. Brightwells Gostrey Centre – Farnham Area
 - b. Haslewey Community Centre – Haslemere Area
 - c. Rowleys Centre for the Community – Cranleigh Area
 - d. Waverley Borough Council staff restaurant – Godalming Area
5. Menus are provided 5 days in advance in order to cater for clients who are vegetarians or have special dietary requirements and there is the option to receive frozen meals at weekends and bank holidays.

6. To ensure a consistent service across the borough it was agreed to develop uniformed branding and promotional material (see [Annexe 1](#)) and uniforms eligibility criteria and wellbeing checks for all the providers.

Support from Waverley Borough Council

7. The Community Services Team worked with various services across the council to ensure a smooth transition of the service to the new providers. This included:
 - a. Working with IT services to create a database system for all the centres to manage the service, which includes generating meal rounds and number of meals served so bills can be produced separately. They also provided one to one training on the new data base.
 - b. Working with environmental health services to ensure the service meet all food and hygiene regulations. Environmental Health is in regular contact with the service providers offering vital support.
8. The Community Services Team wrote to all existing clients and volunteers on behalf of the centres to inform them of the change to the service and provide details of the new service.
9. Officers worked with the new providers to assist with the development of business plans and cash flow forecasts for 2017/18 to determine the levels of grant funding to support the transition of the service.
10. The Council provided start up funding of £4,000 to each organisation, (excluding the in house team for Godalming) for the first 3 months in the financial year 2016/17 and maintained the same level of funding previously for the Royal Voluntary Service (RVS) Meals on Wheels Service for 2017/18 to support the first full financial year of the service. This funding is monitored through partnership agreements.
11. Provided capital funding of £40,000 to purchase equipment necessary to deliver the service which included sealing machines, hot cupboards, fridges and laptops and made a donation to RVS for their hot boxes, heat pads and duvets to give to the new providers.

The new Service to date

12. The new service has been operating for 7 months and as of the 30 June the headlines are: [Annexe 2](#) provides further detail of the points noted below:
 - a. Clients accessing the service 110 – each provider has seen a high turnover of clients using the service;
 - b. 10,283 hot meals delivered across the borough – this increased significantly in the second quarter (1 April – 30 June);
 - c. 748 frozen meals delivered; and
 - d. 1,026 teas delivered.
13. Other data collected has featured the turnaround of clients accessing the service, please see table below. This is mainly due to clients no longer living independently and going in to a care home, suspending the service for lengthy

stays in hospital or passing away. However, a handful of clients decided they did not want to move across to the new service. This is comparable to information supplied by the Royal Voluntary Service through their monitoring meetings.

Table 1

	Total
Number of new clients using the service	67
Number of clients that have ceased using the service	55
number of suspended clients	17
Total turnaround in clients	139

14. This data clearly demonstrates the need for continual promotion of the service across the borough. Currently the Cranleigh and Godalming area have been affected the most with the turnaround in clients and both providers are planning proactive marketing campaigns and leaflet drops (see [Annexe 1](#)). An article about the service went in the summer addition of the Council's 'Your Waverley' which also included a request for volunteers. The Godalming Service has had a good response from the article particularly with new referrals and enquiries for volunteering opportunities.
15. The client and family feedback to the new model has been very positive with clients increasing the amount of days that they receive meals due to being 'much nicer'; family members saying their parent looks healthier and has increased energy and comments such as; Haslemere volunteer I have been doing this for over 10 years and the service and meals are the best that they have ever been".
16. Virtually all volunteers transferred to the new model, however, some relations needed to be rebuilt as the volunteers were not as informed as we had expected and on the point of transfer there was some frustration and negativity. This has greatly improved and the volunteers have played a vital part in the success of the transfer of this service.
17. Lessons have been learnt in the first few months of the new service with the key one being the temperature of the freshly cooked meals and keeping them hot on the delivery rounds. This has now been resolved.
18. The Godalming Service that is presently being delivered by the Council's staff restaurant will continue in this current form for the foreseeable future as no voluntary organisation has come forward to take it on. The service is running well and there is no negative impact to the officers who are at the forefront of the delivery. Delivery of the meals to clients is achieved by external volunteers and some council employees as part of their volunteer hours.

Conclusion

19. The Royal Voluntary Service Meals on Wheels Service successfully transferred across to the new delivery model on Monday 16 January 2017 and has embedded into all the local organisations.
20. The new service has been well received by the existing clients and there have been 67 new clients who are now accessing the community meals service. The aim is to increase the number of residents accessing the service from 139 to 180 by the end of financial year 2017/18.
21. It is essential that there is a robust marketing campaign in place to continually promote the service as due to the nature of the service there is a high turnover of clients. The Cranleigh and Godalming services need to undertake an assertive marketing campaign to increase their client numbers.
22. Continue with the Council staff restaurant delivering the Godalming service for the foreseeable future and increase the number of clients to 30 to ensure a sustainable service for the council.

Recommendation

That the Community Wellbeing Overview & Scrutiny Committee considers the findings of this report and provides feedback to Officers.

Background Papers

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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Logo and A5 Flyer



Community Meals Generic Logo

Generic Community Meals Service A5 Flyer



Community Meals Service – Monitoring Information

	Quarter 1 16th January to 31st March 17	Quarter 2 1 April to 30 June 17	Totals
Brightwells Gostrey			
1. number of clients currently receiving the service @ 30th June			46
2. number of main meals delivered	1,941	2,331	4,272
3. number of frozen meals delivered	108	152	260
4. number of teas delivered	213	236	449
Godalming			
1. number of clients currently receiving the service @ 30th June			20
2. number of main meals delivered	938	1,019	1,957
3. number of frozen meals delivered	168	122	290
4. number of teas delivered	80	202	282
Haslewey			
1. number of clients currently receiving the service @ 30th June			32
2. number of main meals delivered	1,313	1,497	2,810
3. number of frozen meals delivered	0	57	57
4. number of teas delivered	102	65	167
Rowleys Centre for the Community			
1. number of clients currently receiving the service @ 30th June			12
2. number of main meals delivered	625	619	1,244
3. number of frozen meals delivered	101	40	141
4. number of teas delivered	44	84	128
Total Across the Borough			
1. number of clients currently receiving the service @ 30th June			110
2. number of main meals delivered			10,283
3. number of frozen meals delivered			748
4. number of teas delivered			1,026