

# **CULTURE, TOURISM AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE**

## **Agenda Item 11**

Brighton & Hove City Council

<b>Subject:</b>	<b>Residents' Card Scheme</b>		
<b>Date of Meeting:</b>	<b>30<sup>th</sup> June 2011</b>		
<b>Report of:</b>	<b>Strategic Director: Communities</b>		
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<b>Wards Affected:</b>	<b>All</b>		

### **1. SUMMARY AND POLICY CONTEXT**

1.1 Many local authorities have implemented 'Smart Card' schemes of various kinds both for residents and visitors ranging from simple loyalty card schemes for local businesses to more complex applications combining access to different public and private services across local authority boundary areas. A number of Councillors have raised, as an aspiration, the implementation of a scheme for Brighton and Hove. This paper sets out some of the issues for discussion and some potential next steps.

### **2. RECOMMENDATIONS**

2.1 That the Committee consider the potential scope for a Residents' Card scheme and make recommendations to the Administration to inform this initiative being taken forward.

### **3. RELEVANT BACKGROUND INFORMATION**

#### **3.1 Background**

3.1.1 As more and more services are available to the public online and via smart technology, there is, perhaps, an expectation that all services could eventually be accessible in this way. In many cases, there has been cost savings associated with service delivery, ticketing costs etc as a result of the implementation of smart card technology.

3.1.2 Card schemes have been used in order to increase access to cultural and leisure services in particular for targeted groups as part of specific health initiatives. They are also used in order to provide an 'award system' in various ways; in response to residents volunteering for example. From a

marketing point of view, they could also be used to target/increase attendance at low points in the season in the city.

### **3.2 Further information**

- 3.2.1 Any scheme implemented in Brighton and Hove would have to take into account a range of already current initiatives, in order to ensure that their effectiveness was not materially damaged, there would also be a range of potential partners. The scope, and therefore the cost, of any scheme would be variable.
- 3.2.2 There is currently already a targeted card scheme which has been operational since 2003 in Brighton and Hove, the Compass Card. This is the local leisure discount card available to children and young people with disabilities and significant special needs who have registered their details with the Compass Database. Amaze is the organisation contracted to co-ordinate the local register of disabled children by BHCC and the organisation's ability to attract and retain families registering their details is significantly helped by the offers developed via the Compass Card.
- 3.2.3 Amaze has also been commissioned by the BHCC's Adult Services to develop a menu of offers to be available to all carers in the city as a Carers' Card (being managed by the Carers Centre). This card will be available from 1<sup>st</sup> April but is being widely launched in June.
- 3.2.4 The Royal Pavilion and Museums Foundation membership card scheme already supports a wide ranging membership and the Youth Council is looking to support a specific card that supports the engagement of young people called a 3 in 1 card.
- 3.2.5 Brighton and Hove Bus Company is currently looking to implement an Oyster Travelcard system and have indicated that they would be happy to work with the Council. This would be a potential partner for a Resident and Visitor Card scheme. With the national plans to make Oyster card nationally compatible this could potentially have a major impact.
- 3.2.6 In addition to the above points, there would be a number of legal and governance issues that would need to be addressed within the project management process such as data protection and data ownership.
- 3.2.7 The costs for set up and implementation are very dependent upon the scope of the scheme. In terms of options for card schemes, a wide range of useful current case studies are available for further information at the following website: <http://www.scnf.org.uk/index.html>

(SCNF is a non-profit organisation providing an events network, online resource and user forum for Local Authorities choosing multi-application smart card schemes to improve service delivery.)

### 3.3 Next steps

Following input from Scrutiny, a number of next steps could be undertaken:

- Establish project steering group including representatives from different service areas, partners providers, digital technology providers, council communications and IT to oversee scoping exercise and detailed options analysis.
- Join SCNF network and participate in free information sharing events and networks.
- Continue discussions with potential partners such as Brighton and Hove Bus Company
- Take forward an options paper to Cabinet for decision on resource allocation

## 4. CONSULTATION

- 4.1 There has been consultation in the preparation of this report with senior service area officers, scrutiny officers and the Chair of Scrutiny.

## 5. FINANCIAL & OTHER IMPLICATIONS:

### 5.1 Financial Implications

Investment would be required to support the development and implementation of any Residents' Card Scheme which would need to be built into the budget strategy. Any options paper would need to outline the financial implications in detail.

*Finance Officer consulted: Anne Silley*

*Date: 15<sup>th</sup> June 2011*

### 5.2 Legal Implications

There are no legal implications resulting from the recommendations of this report itself. However, there would be significant legal implications in the development and implementation of any Residents' Card Scheme to be outlined in detail in any options paper.

*Lawyer consulted: Bob Bruce*

*Date: 13<sup>th</sup> June 2011*

### 5.3 Equalities Implications

There are no direct equalities implications arising from this report, however, there could be significant equalities implications in the development and implementation of a Residents' Card Scheme. There could be positive implications in terms of any targeting of activity a scheme could be used for.

### 5.4 Sustainability Implications

There are no direct sustainability implications arising from this report, however, there would be sustainability implications in the development and implementation of any Residents' Card Scheme particularly in terms of financial sustainability.

5.5 Crime & Disorder Implications

There are no direct crime and disorder implications arising from this report. It is possible that the uses of a Residents' Card could contribute to targeted activity that is designed to reduce the likelihood of crime and disorder; a scheme to engage young people in cultural or leisure activity who might otherwise be at risk of engaging in criminal activity for example.

5.6 Risk and Opportunity Management Implications

The risk and opportunity management implications of the different options for the Residents' Card Scheme would be fully explored in the options paper and would be very significant in terms of any decisions around options.

5.7 Corporate / Citywide Implications

To be successful, any scheme developed would have to be genuinely citywide in its reach. The development of any scheme would need to be seen as a corporate project given the different areas of expertise and service areas involved.

**SUPPORTING DOCUMENTATION**

**None**