

REPORT TO: POLICY AND RESOURCES COMMITTEE - 12 JANUARY 2009
REPORT ON: DUNDEEdiscovery CARD – RE-BRANDING
REPORT BY: ASSISTANT CHIEF EXECUTIVE
REPORT NO: 22-2009

1.0 PURPOSE OF REPORT

This report seeks approval to rename the DUNDEEdiscovery card team to Dundee National Entitlement Card.

2.0 RECOMMENDATIONS

- 2.1 DUNDEEdiscovery Card team to be renamed Dundee National Entitlement Card Office
- 2.2 All branding to be replaced over the next two years as part of the normal process.

3.0 FINANCIAL IMPLICATIONS

- 3.1 None.

4.0 MAIN TEXT

- 4.1 Since the launch of DUNDEEdiscovery Card the Team has successfully developed and grown, with the National Entitlement Card Programme Office being based in Dundee and the staffing for this is in the National Entitlement Card Programme Office. The Dundee smartcard scheme was known as the Dundee discovery Card since its inception in 2002. As Dundee is the Lead Authority for National Entitlement Card the Dundee scheme has expanded the card usage within Dundee and is now almost through a programme of replacing DUNDEEdiscovery Cards with National Entitlement Cards for all citizens over the age of twelve. There are now some 38,500 active National Entitlement Cards in Dundee with approximately 1700 DUNDEEdiscovery Cards remaining to be updated.
- 4.2 The development of local partnership working has resulted in a national project within the HE / FE sector, with University of Abertay students being matriculated with a National Entitlement Card (NEC). As the first of its kind in Scotland this project has sought funding from the Scottish Funding Council for the roll-out of NECs to other Universities and Colleges.
- 4.3 As part of the schools transition process from primary to secondary school, all pupils are offered an NEC which automatically gives them local library membership and access to leisure services immediately (Passport to Sport) over the summer holidays.
- 4.4 Partnership working with NHS Tayside Community Health Partnership in a smoking cessation project has resulted in a Bronze CoSLA Award and a Scottish Health Service runners-up prize. Interest in this innovative rewards project has come for around the globe.
- 4.5 It is now appropriate to reflect this in the name of the Section. Mainstreamed within Corporate Planning, the Team are responsible for the implementation of smartcard schemes within Dundee, developing new proposals as well as project managing the implementation. Ancillary to this is the work under the Customer First Programme of integrating the card systems with the main customer facing processes for the Council.
- 4.6 Dundee is the national pilot for an electronic purse on the card launched in November of this year. This will further roll-out the National Entitlement Card to those citizens between the ages of 26-59.
- 4.7 It is therefore proposed to rename the section Dundee National Entitlement Card Office and re-designate the two staff job titles accordingly while maintaining the current remit of
 - Maintaining the local smartcard systems
 - Developing new smartcard solutions

- Investigating further uses for smartcards
- Implementing smartcard project solutions
- Integrating process within Customer First programme.
- Integrating current smartcard systems within the National Infrastructure.

5.0 **POLICY IMPLICATIONS**

This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. There are no major issues.

Smartcards seek to remove inequalities by being a single proof of entitlement irrespective of status or income.

6.0 **CONSULTATIONS**

The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and Head of Finance have been consulted and are in agreement with the recommendations above.

7.0 **BACKGROUND PAPERS**

None.

Assistant Chief Executive

DATE: 06 January 2009