

# **‘Active at 60’ Southampton Project**

## **SCNF Presentation**

## **19 January 2011**



# Southampton Project Scope (1)

1. Online registration for citizens of pensionable age  
(ENCTS bus pass)
2. Integration of Experian age/address checks
3. Getting citizen 'sign-up' to other services
4. Assisted Registration and outreach activity

## Southampton Project Scope (2)

5. Engagement with citizens through Interest and Focus Groups
6. Development of new initiatives to encourage older people to be active (not funded within the project)
7. Replication in at least one other authority
8. Collection and analysis of management information

# Southampton Set Up

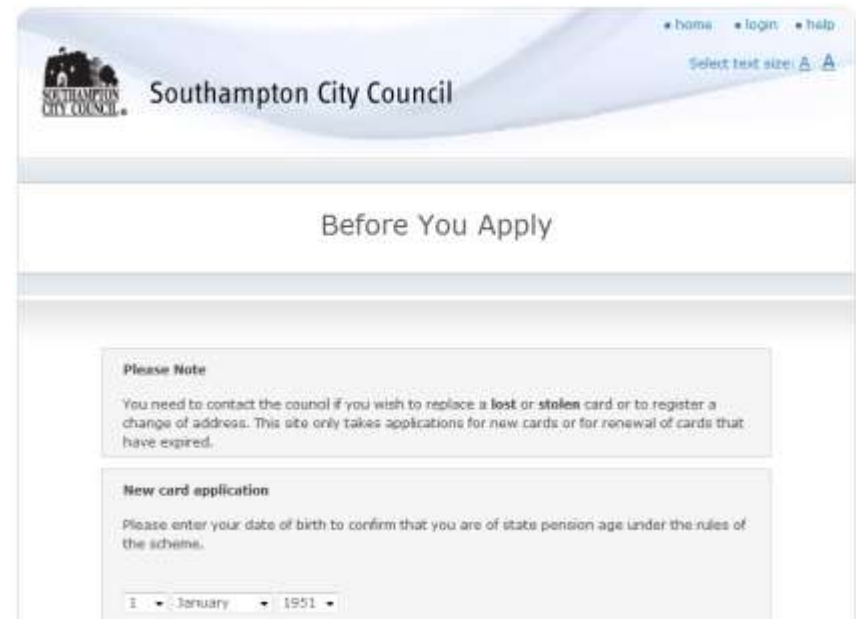
- Leisure and Library already 'smart'
- Dedicated 'SmartCities' team
- City demographic
- Appetite for innovation

# Online Registration

- Council-wide objective to offer more web enabled services
- More convenience for citizens
- Greater opportunity to engage with citizens
- Potential use for card renewal programme in the future
- Significant savings identified
- Incorporates 'Assisted' Registration

# How Online Registration Works

- Navigation from Southampton Website
- Southampton 'Look and Feel'
- Landing page – gateway and information
- Core data (standard dataset with PAF postcode look-up)
- Photo upload
- Additional Services
- Additional Information
- Confirmation



The screenshot shows the Southampton City Council website interface for online registration. At the top, there is a header with the council's logo, the name 'Southampton City Council', and navigation links for 'home', 'login', and 'help'. A text size selector is also present. Below the header, the main heading reads 'Before You Apply'. The content area contains two sections: a 'Please Note' box stating that users must contact the council for lost or stolen cards or address changes, and a 'New card application' section. The 'New card application' section prompts the user to enter their date of birth to confirm they are of state pension age, with a dropdown menu showing '1' for the day and 'January' for the month, and another dropdown showing '1951' for the year.

# Additional Services and Additional Information



- Leisure
- Library
- Organ Donor
- Future interests and preferences
- Contact information
  - Applicant
  - Helper



# Engagement for Future Activities

## Future Initiatives, Events and Discounts

We hope to run a number of new initiatives in the future. Please indicate anything that might be of interest to you and we will let you know if and when then are happening.

Leisure Centre Initiatives ☐

Events and Initiatives at Libraries ☐

City Events ☐  
(such as the Boat Show and events on the Common)

Travel related initiatives ☐  
(such as peak discounts on bus or reduced entrance fees at venues reachable by bus)

New services ☐  
(which you can access with your card)

High Street Discounts ☐

## Contacting You

Contacting you: please let us know how best we can contact you about services on your card by indicating all ways in which you are happy to be contacted.



# Fully Online Authentication

- Online to Experian databases
- Confirmation on screen and mail
- Further update mails
- Print and present if fails (no need to fill out form again)

Thank you for your online application for a free concessionary fares pass.

**Your application ID number is: 21296CC148.**

Your registration was successful. We are in the process of finalising your application and checking your photograph. Under normal circumstances, if you are requesting a new pass you will receive it within 10 days. If you are requesting the renewal of a pass which is about to expire, you will receive this shortly before your current pass expires. In the meantime, if you have any questions please contact us.

# Outcomes and Lessons Learned

- Interest and Focus Groups
- Working together with internal departments
- Raising awareness of the multi-application card internally and externally
- Libraries and sheltered housing schemes provide online access to residents
- Leisure to introduce more courses designated for 60plus

# Thank you

## Further information:

Marianne Lane

Email: [Marianne.Lane@southampton.gov.uk](mailto:Marianne.Lane@southampton.gov.uk)

Tel: 023 8083 4222

Gwyn Williams

Email: [gw@unicard-uk.com](mailto:gw@unicard-uk.com)

Tel: 07843 420 510