

**Report of Chief Libraries Arts and Heritage Office**

**Report to Scrutiny Board Sustainable Economy and Culture**

**Date: 21<sup>st</sup> February 2013**

**Subject: Enabling every child to have a Breeze card**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**Summary of main issues**

1. To avoid any issues of data sharing it is proposed to give all children who entered school since 2010 a Breezecard in the summer term in preparation for the summer activities.
2. It is estimated this will cost £4,000.
3. As the computer systems become more sophisticated and people can apply online via the council network it is planned to enable a child to receive a Breezecard at their 9 month health check as part of the Bookstart scheme. The cost of this is £6,000 p.a.

**Recommendation**

4. Scrutiny Board are asked to approve the distribution of Breezecard to children who have entered school since 2010 in preparation for the summer activities and to support the introduction of Breezecard distribution as part of Bookstart.

## **1 Purpose of this report**

- 1.1 To outline how the Breeze card could move from an opt in card to one which is given to all children in Leeds.

## **2 Background information**

- 2.1 The Breezecard, which is also a Library Card, has been available to all children for a number of years and they obtain the card by applying at such events as Breeze on Tour or when they join the library. The card gives young people reduced cost access to some services, discounts from some outlets on the high street and leisure venues and it can offer differential pricing (for example, looked after children). In 2010 all children of school age were given a card as part of government funding. In late 2012 Sport Services automated their systems and now a Breezecard can give improved access to sports services via online bookings.

## **3 Proposal**

- 3.1 The intention is to make Breeze card an entitlement for all children born and living in Leeds.
- 3.2 The long term ambition is to give one to each child at their nine month health check as part of Bookstart. The parent or carer would then take it to the library or sports centre to validate it.
- 3.3 In the short term it is proposed to give a card to all those children who have gone to school since 2010 and who have not got a Breeze card. The cost of this is approximately £4,000.
- 3.4 Once it is possible to move to a Breeze card being included in the nine month health check at a cost of £6,000 a year it is planned to introduce new pricing policies and attract more offers and discounts to give more value to keeping the card.

## **4 Main Issues**

- 4.1 All children at school were issued a Breezecard in the summer of 2010. Most families were happy to accept the named card for their child however some refused with one family taking their complaint to the Ombudsman claiming their personal data had been shared.
- 4.2 It is estimated that to give children who have joined since 2010 a Breezecard will cost £4,000 this is because 46% already have a Breezecard.
- 4.3 To avoid any issues of data sharing it is proposed that children in Reception and Year 1 be given Breezecards after the Easter break. They could then validate their card for use at a Library, Leisure Centre or at Breeze on Tour.

- 4.4 There are still challenges with the computer system behind the Breezecard as online applications cannot be made. Once the issues is resolved it is proposed to include a Breezecard application process in the 9 month health check as part of the bookstart pack.
- 4.5 The emphasis is not just to give out cards but to make them useful and give people a reason to keep them. Children's Services are keen to work towards Breezecard being an opt out rather than the current opt in service. Inner South and North East areas both want to pilot greater use of Breezecard data to develop a more targeted and relevant activity programme.

## **5 Corporate Considerations**

### **5.1 Consultation and Engagement**

- 5.1.1 Young People are consulted with each Summer as part of the Breeze on Tour events and in 2012 were also consulted as part of the youth review. Breeze is a very popular brand with young people and they are very supportive of the card. They would like to see more benefits attached to the card.

### **5.2 Equality and Diversity / Cohesion and Integration**

- 5.2.1 An equality screening has taken place for the introduction of Leedsactive and Breeze in general. The greater benefit of Breezecard is that it provides the data to enable targeting of activity, communication and marketing to specific groups. Two Areas are particularly keen to pilot detailed investigation of take up as part of this summer's programme. Breezecard enables services to target specific groups of young people such as looked after children.

### **5.3 Council policies and City Priorities**

- 5.3.1 Breezecard is a vital component in creating a Child Friendly City as it enables young people to get relevant information, access benefits and discounts and for services to respond to their wants and needs.

### **5.4 Resources and value for money**

- 5.4.1 To give all Reception and Year 1 children a Breezecard will cost the Council an additional £4,000. This is a modest amount and will be found within budget. The challenge is greater with moving forward and getting the balance right between making it easy for everyone to have a card and avoiding unnecessary cost and wastage. Cards are relatively cheap to produce and have to be activated to work. Although this is an easy process it would mean the computer system sitting behind the card is clogged up with approximately 10,000 empty records and allocated numbers until they were activated. Any unactivated numbers could not be reused. A better process may be to enable parents who wish to register to go online at the 9 month health check to gain a card. Then as the child enters school there would be a check and any child without a card who would like one could be given one via the school. This would keep costs down and ensure the card is more likely to be used.

## **5.5 Legal Implications, Access to Information and Call In**

5.5.1 This proposal does not require access to school held data and so no legal issues are needed.

## **5.6 Risk Management**

5.6.1 Issues of data sharing have been avoided through these proposals.

## **6 Conclusion**

6.1 School age children can be given a card through school this summer and there is a longer term plan to introduce the card to all at their 9 month health check.

## **7 Recommendations**

7.1 Scrutiny Board are asked to approve the distribution of Breezecard to children who have entered School since 2010 in preparation for the summer activities and to support the introduction of Breezecard distribution as part of Bookstart.

## **8.0 Background Documents<sup>1</sup>**

8.1 None.

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<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.