

Cabinet

7 April 2020

Name of Cabinet Member:

Cabinet Member for Public Health and Sport – Councillor K Caan

Director Approving Submission of the report:

Director Business, Investment and Culture

Ward(s) affected:

All Wards

Title:

Transition of the benefits within Passport to Leisure and Learning Scheme into Go CV

Is this a key decision?

Yes – the matter contained within this report is deemed to be significant in terms of its effects on communities living or working in an area comprising 2 or more wards or electoral divisions in the area of the City.

Executive Summary:

The Go CV card is free to obtain and available to all Coventry residents and currently operates two levels of discounting - a standard discount and an enhanced discount (Go CV+) for residents in receipt of qualifying benefits. Go CV+ is effectively the equivalent to the Passport to Leisure and Learning (PTLL) scheme. The Go CV scheme enables residents to use sports, events and cultural facilities. In turn the Go CV card informs the development of initiatives to support increasing participation, especially amongst those least likely to participate.

It is proposed to transition the PTLL scheme and transfer members to the Go CV+ scheme which will simplify the collection and analysis of information and improve cost effectiveness through removing duplication of resource whilst improving the customer journey. There is no detriment to PTLL members through this proposal which will affect residents currently using a range of partner services, Council services, including adult education and parks.

Recommendations:

The Cabinet is requested to approve:

- 1) The merging of the existing Passport to Leisure and Learning concession scheme into the new Coventry residents discount scheme creating a unified concession Go CV card.
- 2) Using Corporate earmarked reserves to fund 2020/21 costs, expected to be £72k. This allows time for officers to finalise a review of the scheme to understand the best way for GoCV to become self-funding.

- 3) That services across the Council incorporate Go CV as a means of addressing health inequalities, and that, where possible, Go CV cardholders are offered discounts or other advantages across Council facilities, attractions and events.

List of Appendices included:

Appendix 1 – Insight Data of both Go CV and Passport to Leisure & Learning Cardholders

Background papers:

None

Other useful documents

Report to Cabinet Member Public Health and Sport on 5 December 2016:

- Passport to Leisure and Learning: Relaunch and new online application process

<https://edemocracy.coventry.gov.uk/ieListDocuments.aspx?CId=711&MId=11112&Ver=4>

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: **Transition of the benefits within Passport to Leisure and Learning Scheme into Go CV**

1. Background

- 1.1 The Go CV scheme was originally developed by Coventry Sports Foundation (CVLife) working with the Council. The scheme enables the Council, its partners, contractors and funded bodies to offer Coventry residents tailored marketing and discounted / targeted pricing. The Council took over responsibility for managing and expanding Go CV in April 2019 in order to ensure that the potential for the scheme to provide benefits across a wider range of activities (including cultural activities) was fully developed.
- 1.2 Go CV has three main purposes:
- A means to encourage Coventry residents to participate in sport and cultural activities through a campaign and a greater understanding of participation patterns;
 - A mechanism to offer discounted pricing at facilities, events and activities in the city similar to the Passport to Leisure and Learning scheme; and
 - A vehicle to support inward investment initiatives in the future.
- 1.3 Go CV is a fully integrated scheme with council data to provide insight into participation patterns which helps to identify priority areas for sports and cultural development work in order to tackle health inequalities in participation. At the time of writing, the Go CV scheme membership is 43,677 – as shown in the city map in Appendix One.
- 1.4 Since the Council took on the development and management of Go CV, it has worked to identify the ongoing costs of the scheme and the development work and resources needed for it to reach its ongoing operation. The budget for Go cv scheme is set out below.

Description	2020/2021	2021/2022	Total
	£000	£000	£000
ICT	26	7	33
Scheme Development	28	24	52
Materials	6	3	9
Passport to leisure legacy pressure	23	23	45
Total expenditure (sum of above)	82	57	139
Funded by budget	10	10	20
Total income (sum of above)	10	10	20
Budget gap	72	47	119

Merger of Passport to Leisure and Learning into Go CV

- 1.5 The existing PTLL card was relaunched in December 2016. At that time, Cabinet agreed to examine the feasibility of a unified concession card for all Coventry residents. There are 5,461 current PTLL card-holders (since the re-launch).
- 1.6 Go CV has two levels of membership. Level One is for a standard adult or child under the age of 16 (Coventry resident). Level Two, known as Go CV+, is for adults and their dependants in receipt of any of the following qualifying benefits. The list of qualifying benefits for Go CV+ and PTLL are exactly the same.

- Attendance Allowance
- Asylum Seeker
- Bereavement Benefit
- Carer's Allowance
- Carer referred by Carer's Trust Heart of England
- Council Tax support (not the single person occupancy)
- Disability Living Allowance
- Employment and Support Allowance
- Housing Benefit
- Incapacity Benefit
- Income Support
- Industrial Injury Disablement Benefit
- Industrial Death Benefit
- Jobseeker's Allowance
- Pension Credit
- Personal Independence Payment
- Severe Disablement Allowance
- Student (NUS)
- Universal Credit
- Widows Benefit
- Working Tax Credit (not Child Tax Credit alone)
- Young person (age 16-19)

- 1.7 The Go CV technology checks the validity of applications for Go CV+ (Through a live system). Irrespective of whether an individual is receiving Level One or Level Two discount with their Go CV card, the card is visually identical, removing the potential stigma of having a PTLL card. The technology behind the card identifies the level of discount the cardholder is entitled to.
- 1.8 The Go CV card is fully integrated with the ticketing operations of both CV Life and Culture Coventry, which operates the Coventry Transport Museum, Herbert Art Gallery & Museum and Lunt Roman Fort. Membership numbers significantly increased linked to the opening of The Wave and Alan Higgs 50m Pool, and in response to Culture Coventry introducing an admission charge to the Coventry Transport Museum.
- 1.9 There are currently 19 partners that accept PTLL cards. In addition to these, Go CV has a further 9 long term partners across a range of sports, arts and culture – for example Coventry Bears RFL, Comedy Central Live and The Albany Theatre. Therefore, the merging of the schemes increases the number of offers and benefits available to PTLL card holders.
- 1.10 It is now proposed that PTLL will cease week commencing 1st July 2020. Go CV and PTLL will continue to run concurrently until 30th June 2020 whilst technologies are migrated for current PTLL partners.
- 1.11 This change will be supported by a coherent marketing and communications plan (see below).

ICT Developments, Website and QR Reader

- 1.12 Vulnerable adults & children e.g. care leavers, people with learning difficulties, foster carers, carers/support workers and looked after children are supported and fully integrated into the Go CV scheme. The current Go CV system has removed the need for an email address (if a prospective member does not currently have one, and only as a last resort)

and to improve the system for verification of addresses to allow vulnerable citizens who are supported by the Council, but live outside the city of Coventry.

- 1.13 Technology is in development to enable smaller partner venues to scan a card and check for Go CV+ eligibility, this will increase the offer to all size venues.
- 1.14 The next development is to implement the QR reader technology and this will shortly go live with a pilot project to gather user feedback before full roll-out to other venues. Training and guidance will include the existing venues to ensure consistent application and smooth transition with PTLL. Testing will commence in park sites including War Memorial Park and Coombe Abbey Park.

Marketing and Communication

- 1.15 PTLL partners, including the Council's Adult Education services and the Belgrade Theatre are testing the integration of the two systems. A full Marketing and Communications Plan has been prepared, with media campaigns and communications concentrated in areas where there are high numbers of existing PTLL cardholders.
- 1.16 In recent months, using opportunities arising from European City of Sport, staff have been deployed at a number of community events including Sports Fest, community festivals and events to sign people up to the Go CV card and make the process simpler and quicker.

Other City Council Services

- 1.17 Discussions have commenced with the Library Service, Employee Benefits, Coventry Music Service, Parks, Public Health and Healthy Lifestyles, Resettlement/Migration Team and Family Hubs to explore the potential for wider benefits for Coventry residents as part of Go CV card. Cardholders will also be able to access Family Hubs with a Go CV simple swipe system as they arrive for their appointment.
- 1.18 The transition for the Adult Education Service to ensure that Go CV cards can be accepted via their online booking system in readiness for the Autumn Term enrolments in the full range of courses across 30 centres in the city (currently 90% of all courses are booked online.) This will also enable a clear transition from PTLL to Go CV as Adult Education is one of the biggest users of the PTLL scheme.

Development Plans for Go CV

- 1.19 Coventry City of Culture Trust are in discussion with officers concerning a Go CV offer (a variation of discounts, early bird, priority booking etc) for activities and events planned for 2021 and in the build-up.
- 1.20 Discussions have taken place with Coventry BID to develop and consolidate the relaunch the Coventry VIP Card into one 'easy to use' card for all Coventry residents. To date 17 businesses have come forward with an expression of interest as part of the scheme. This will also enhance the offer for PTLL user through the Go CV card and a better digital technology.

2. Options considered and recommended proposal

2.1 Option 1 – Do nothing (not recommended).

The City Council would retain two concessionary schemes for residents receiving qualifying benefits both the PTLL and Go CV cards. This would also prevent the joining of other loyalty schemes.

The application process for the PTLL would continue to be a paper-based and a less efficient process.

The perceived stigma attached to the existing PTLL card would continue and participating venues would need two distinct offers for users.

Without an ongoing budget to operate the scheme, Go CV would not be resourced and the potential for growing and developing it would be missed. Technological improvements would not be made and maintenance of the system would not be possible.

The offer to residents would not meet a digital approach and the interaction with venues such as the Wave, Coventry Transport Museum would cause confusion and poor customer journeys for residents.

2.2 Option 2 – Transfer PTLL benefits to Go CV (preferred option).

There is no detrimental affect to PTLL cardholders transferring to Go CV as the same qualifying benefits apply and there are more partners and offers available to Go CV cardholders than to PTLL alone.

Covering the core costs of running the scheme as set out below will enable it to develop from its successful set-up phase into business as usual, properly supported in terms of staffing, marketing and technology.

Go CV was developed following the cabinet paper in 2016, that highlighted issues with PTLL and the accessibility for residents. The Go CV card is more interactive and will become a mobile app as the scheme progresses.

There has often been a stigma attached the PTLL card and the Go CV card is the same for all residents and the details of who is receiving benefits is anonymous at point of sale and creates a more customer friendly experience.

Communication to members of Go CV is more functional and can respond to offers and benefits that emerge for local people. This has proven popular with some of the pilot offers for Go CV where we have provided free access to major events and activities.

The system is connected to other council systems to ensure that local people receiving benefits will be able to receive the discounts (live) and provide proof linked to existing city council benefits systems online.

Go CV is not only a card but a campaign and will work with partner organisations to encourage people to take part in other sporting, cultural or business events and projects. There are already a number of campaigns that are working to get residents involved i.e. Go Run, Go Canley and Go Swim.

The merger of PTLL and Go CV will have no detrimental effect to those currently in receipt of the card as all benefits that exist will continue and allow partners to review the offer and provide an enhanced offer that meets current user demand.

3. Results of consultation undertaken

- 3.1 Public consultation was not necessary as there is no detrimental effect to current PTLL cardholders transferring to the Go CV scheme.

4. Timetable for implementing this decision

17 April 2020	<p>Subject to Cabinet approval, the Marketing and Communications Plan will be activated to ensure PTLL cardholders are aware of the transition. This includes:</p> <ul style="list-style-type: none">Issuing press releasesIssuing PTLL members notice of the changeUpdating both PTLL and Go CV websites / social mediaPosters created and displayed at libraries and family hubsMessaging on screens at Council buildings / partner organisationsAdvertising campaigns with current PTLL partnersIntranet advertsContent in Council's public newsletter / Citi visionFAQs for public facing staff in Customer Services <p>Any new applications for a PTLL card will be guided to apply for a Go CV card and supported in this process (via city council customer services). The reason why a resident is applying for a PTLL card will be closely monitored to ensure concessions are still available and transferred.</p>
17 April – 30 June 2020	<p>Period of transition where PTLL partners will continue to accept PTLL temporary cards whilst concessionary benefits and technology transferred over to Go CV portal.</p>
1 July 2020	<p>PTLL will cease to be accepted by partners – and be transferred to Go CV.</p>

5. Comments from Director of Finance and Corporate Services

5.1 Financial implications

The expected cost of running the Go CV card including one off ICT costs is £72k in 2020/21, however ongoing costs are expected as presented in the table in paragraph 1.4

Income opportunities are currently being pursued so the estimates represent a worst-case position and will be a key focus for officers. A report into the budget setting process would be required should additional funding be required beyond 2020/21.

5.2 Legal implications

5.2.1 The recommendations contained in this report ensures that the Council continues to meet its duty under the following legislation:

Section 2B of the National Health Service Act 2006 as amended by s.12 of the Health and Social Care Act 2012 which states

“(1) “Each local authority must take such steps as it considers appropriate for improving the health of the people in its area” and “(3) The steps that may be taken under subsection (1) include:

- (a) providing information and advice;
- (b) providing services or facilities designed to promote healthy living (whether by helping individuals to address behaviour that is detrimental to health or in any other way);
- (c) providing services or facilities for the prevention, diagnosis or treatment of illness;
- (d) providing financial incentives to encourage individuals to adopt healthier lifestyles;
- (e) providing assistance (including financial assistance) to help individuals to minimise any risks to health arising from their accommodation or environment;
- (f) providing or participating in the provision of training for persons working or seeking to work in the field of health improvement;
- (g) making available the services of any person or any facilities.

5.2.2 The Council shall need to ensure that it has regards to and complies with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation in relation to the sharing of any data held by the Council.

5.2.3 Legal Services will be able to provide any necessary legal support and advice to colleagues as required to ensure compliance with the Data Protection Legislations as well as in relation to the Go CV offer for activities and events planned for 2021 and in the build-up.

6. Other implications

6.1 How will this contribute to the Council Plan?

Continuing the provision with PTLL partners of reduced costs for sports, learning, leisure, arts and cultural activities through the Go CV card will support ‘Improving the quality of life for Coventry people’ specifically;

- Improving education outcomes through access to heavily discounted Adult Education courses, partner activities and events.
- Making communities safer – all young people are eligible for a card so will have safe places to get active, learn and enjoy cultural activities at sports centres, education venues, museums, galleries and events to help them integrate and make a positive contribution to the city which in turn supports crime reduction and anti-social behaviour
- Improving health and wellbeing by helping residents lead healthier lifestyles including better mental health. It will also work to develop improved lifestyle behaviours for residents and will work closely with public health colleagues to ensure a clear impact.

- Providing opportunities for greater access to local facilities for the most vulnerable reducing health inequalities and impact of poverty. The reduced offer and the technology can work hand in hand especially if there is a target audience that could receive special offers i.e. looked after children.

6.2 How is risk being managed?

The numbers of Go CV cardholders in comparison with PTLL is much greater and will continue to rise. It is envisaged that current partners to the PTLL scheme will take the opportunity to review and improve their 'offer' and in turn will monitor usage, especially at peak times, as this may have a detrimental effect to their business commercially. Officers will hold 6 monthly meetings with providers so that insight data and concessionary offers can be reviewed and the best deal for local residents can be agreed and communicated.

It is expected that new Partners will be joining the scheme which will broaden the offers for both Go CV and Go CV+ level of benefits.

The risk of a lower update of the PTLL due to the merger with the Go CV card is mitigated by the application process being digital, more cost effective and easier than the previous paper-based process. Individuals without IT access can attend anyone of the five designated centres for support in applying for the card.

The Cabinet Member for Public Health and Sport will receive regular briefings from officers on progress of the Go CV scheme and will support its ongoing development.

6.3 What is the impact on the organisation?

Paragraphs 1.12 (incorporation of vulnerable adults and children), 1.17 (other Council services) and 1.18 (Adult Education) above outlines the other service areas where initial discussions have already taken place to ensure integration with Go CV.

Resources are required, as outlined in Paragraph 1.4 above, for the ongoing administration of Go CV. The aim would be for Go CV to develop a commercial business plan to support the ongoing sustainability of the scheme.

There is allocated resource to support the scheme through the Sports, Culture and destinations service, ICT, communications, and customer services.

6.4 Equality and Consultation Analysis (ECA)

An Equalities and Consultation Analysis was undertaken as part of the report.

This assessment showed that there is likely to be a positive impact on protected characteristic groups and no adverse effects. The Consultation told us that by reducing the paperwork and bureaucracy previously associated with the card, those on the lowest incomes in the city will be more likely to engage in sport, education and cultural activities.

There will also be a positive impact on the children of those on the lowest incomes as they too, will be eligible for a card. Those on disability benefits will also be eligible. It is known that engaging in sports and physical activity could increase length of life, improve lifestyle and improve mental health.

The Go CV card helps to remove the barriers highlighted in the consultation report. The scheme has also made significant changes to ensure that those that do not have digital skills are still able to access the scheme, this enables those who do not have access to an email address to still be able to access a card.

The Go CV card has had a bigger presence in the community linked to European City of Sport and a community activation programme to get to all wards was established. The engagement will continue across council services and events.

The online sign up process is less bureaucratic and links directly to ensure that those signing up that are on the council tax register, in receipt of council tax support and housing benefit are approved electronically meaning residents are instantly signed up to the card.

The card now gives insight and data so that it can become more targeted (as per the map in appendix 1) and areas with high level of benefits could be targeted to activate the card.

As detailed in the report work is already underway across the people directorate to ensure those service users that are of strategic importance are receiving the card, this includes looked after children, Public Health and Healthy Lifestyles, Resettlement/Migration Team and Family Hubs are some areas already issuing card to local residents.

Ongoing analysis will take place with officers and reported back to the cabinet member for Public Health and Sport on a regular basis.

6.5 Implications for (or impact on) climate change and the environment

The intention is to move the Go CV card as far as possible onto a digital platform with the creation of an Go CV 'app' so that it can be used from mobile phones, removing the current need for a plastic card to be produced. In future it may be possible to use the card to reward sustainable behaviour.

6.6 Implications for partner organisations?

The Go CV team is seeking new partners all the time. The benefit to partners is the opportunity to be part of a targeted approach to increasing participation by under-represented groups, which is a service priority.

The demands placed on partners, if they agree to participate, are small by comparison.

Partners will join the scheme based on their own commercial business decision and would be entering the partnership dependent on a desire to communicate with a large number of Coventry residents and provide a reduced rate / special offer to local people be it a Coventry tax payer or those on a qualifying benefit.

There may be some financial implication in terms of ICT for partners to integrate the Go CV scheme linked to point of sale in order to create the best customer journey. There are alternative ways that partners can be a part of the scheme and this would include using promo codes and utilising the QR reader to scan cards. The longer term plan is to create an app that would increase the opportunity for partners.

Report author(s):**Name and job title:**

Val Birchall
 Head of Sport, Culture and Destination Services

Directorate:

Place

Tel and email contact:

Tel: 024 7697 2734

Email: val.birchall@coventry.gov.uk

Enquiries should be directed to the above person.

Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
Contributors:				
Lara Knight	Governance Services Co-ordinator	Place	11/03/2020	11/03/2020
Jon Hunt	Development Manager Sport	Place	06/03/2020	10/03/2020
Mark Williams	Finance Officer		06/03/2020	09/03/2020
Jane Barlow	Sports/Culture Programme Officer	Place	06/03/2020	06/03/2020
Steve Wiles	Service Manager Sport and Culture	Place	06/03/2020	10/03/2020
Carl Bainbridge	Marketing and Design Manager	People	06/03/2020	09/03/2020
Jason Williams	ICT	Place	06/03/2020	10/03/2020
Names of approvers for submission: (officers and members)				
Phil Helm	Finance Manager	Place	13/03/2020	13/03/2020
Oluremi Aremu	Major Projects Lead Lawyer	Place	06/03/2020	10/03/2020
Andy Williams	Director Business, Investment and Culture	Place	13/03/2020	13/03/2020
Councillor K Caan	Cabinet Member Public Health and Sport	-	16/03/2020	20/03/2020

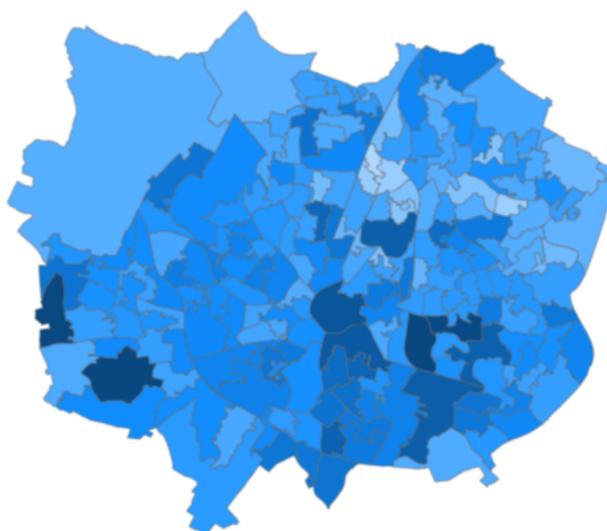
This report is published on the council's website: www.coventry.gov.uk/councilmeetings

Comparison of Go CV Cardholders with Passport to Leisure & Learning Cardholders

There are currently 5,658 cardholders that receive Go CV+ discounts equivalent to PTL, more than the existing number of PTL card holders.

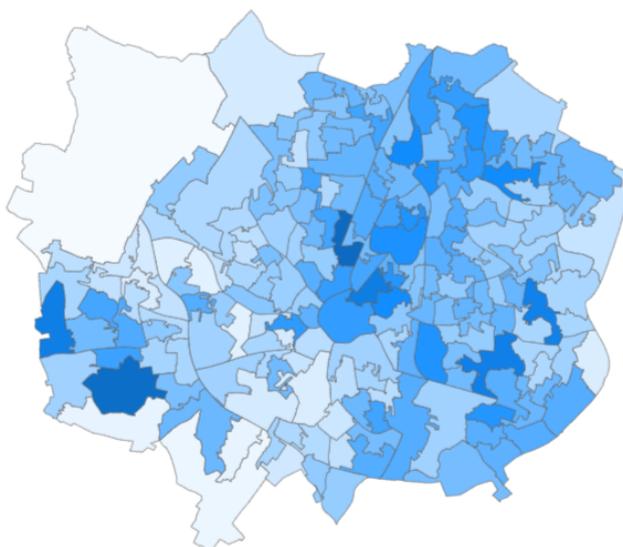
Insight map representing the number of Go CV cardholders

43,677



Insight map representing the number of Passport to Leisure cardholders

5,461



Legend: The colours used here are continuous from White to Dark Blue – the darker the colour the greater the %age of members/population in an area