

Report subject	Resident Card
Meeting date	1 October 2025
Status	Public Report
Executive summary	<p>The Resident Card is a commitment to residents across the conurbation to support household incomes at a time when cost of living is increasing. The Council intends to introduce a scheme which gives residents access to become “Resident Card” holder, offering a free hour of parking in council-owned car parks, discounts at our seaside kiosks and one swim per month at our BCP Leisure centres, to support the wellbeing of local people. Additionally, work is underway with our leisure partners and local businesses across our high streets to build an offer which gives residents more for their money and supports the growth of our economy. The scheme is intended to be accessed digitally and with a physical card and making it truly accessible for all from Spring 2026.</p> <p>This report details the BCP Residents Card offer, what the benefits are to residents and the opportunity to phase in offers or services as the scheme matures. This approach also means the scheme remains flexible and adaptable in line with financial forecasts.</p> <p>Subject to Cabinet approval, the intention is that the offer outlined in this report will set out the requirements for a technology provider. This will form the basis of a detailed specification and contract terms to enable the Council to progress to call off a supplier by direct award.</p>
Recommendations	<p>It is RECOMMENDED that:</p> <p>(a) Cabinet agrees the introduction of a Residents Card scheme, the initial offer as described in paragraph 12 onwards and the associated financial assessment.</p>

	(b) Cabinet approves to delegate authority to the Chief Operating Officer in consultation with Director of Finance to finalise the scheme requirements including partner offers, direct award and associated contracts for the technical solution, in readiness for a summer 2026 go live.
Reason for recommendations	Key activity in the Corporate Plan to deliver for residents. Supports key aims in the Corporate Plan including our inclusive, vibrant and sustainable economy supports our communities to thrive. Supports the Council's UKSPF Investment Plan and existing interventions

Portfolio Holder(s):	Cllr Richard Herrett, Destination Leisure and Commercial Operations
Corporate Director	Glynn Barton, Chief Operating Officer
Report Authors	Amena Matin, Amanda Barrie, Dawn Clifford
Wards	Council-wide
Classification	For Decision

Background

1. The BCP Resident's Card is a commitment to empower local people and make life in the conurbation better. By introducing the Residents Card scheme, this will help to unlock savings direct to residents and encourage more active lifestyles through spending more time in the town centres and seafront, at a time when we recognise the hardships being felt. The BCP Resident Card is more than just a discount scheme, it's about putting our people over visitors, a celebration of local place designed to reward residents and energise neighbourhoods. Whether residents are grabbing a coffee along the seaside, or travelling around our district centres or looking to take advantage of our council swimming pools, this is an exciting scheme which puts residents first.
2. The Resident Card is a key activity within the Council's Corporate Plan for delivery in 2025-2026. It supports key aims in the Corporate Plan including: communities have pride in our streets, neighbourhoods and public spaces; and our inclusive, vibrant and sustainable economy supports our communities to thrive.
3. Every time the card is used, it supports local businesses, boosting footfall in town centres, and helping communities flourish. This will ensure we are building a vibrant, inclusive and sustainable economy.
4. It will be accessible to all with digital or physical card options. Whether residents are tech-savvy or prefer something tangible, the Resident Card is designed to be accessible to all.

5. This is just the beginning. As we learn more about how residents use their card, the offers will expand and evolve ensuring that residents are at the core of the future development.
6. The Resident's Card has been designed around three key principles:
 - I. To ensure equality for all through the delivery of a digital and physical card.
 - II. To deliver a customer offer with preferential rates on Council commercial services including parking, seafront catering venues and leisure centres and building a customer offer which drives footfall to our town centres, neighbourhoods and attractions.
 - III. Implement a scheme within a balanced budget - a key priority for this Administration.
7. The Resident Card scheme is aligned to the UK Shared Prosperity objectives of communities and place, support for local businesses and people and skills. Depending on usage, an individual Resident Card holder could see up to £50 in savings on expenditure in car parks and the seafront.
8. This report seeks approval of the BCP Residents Card offer and the delegated authority to carry out the direct award procurement of the technical solution to secure a launch by Spring 2026.

Progress

9. From May 2023 onwards, the journey to develop the Residents Card has been marked by careful planning, strategic research, and adaptive decision-making. The initiative began with mapping out the core principles for a place-based offer. Extensive research followed, analysing comparable schemes from other local authorities, factoring in procurement strategies, budgetary impacts, and projected uptake—which ranged from 5% to 25% of the population and informed estimates for BCP Residents Card numbers.
10. With this groundwork in place, the project team designed an offer and solution aimed at being cost-neutral for the Council. By December 2024, an invitation to tender was published, seeking a supplier capable of delivering a sustainable business model. However, no tenders were received, likely due to economic challenges causing limited profitability in the market. In response, the Council re-evaluated the financial model and shifted towards a solution with minimal impact on the Medium Term Financial Plan (MTFP). Following recommendations from the Overview & Scrutiny committee in January 2025, the Cabinet resolved to set a charge for the Card.
11. The resulting Residents Card represents an ambitious yet financially prudent offer, designed to be phased in over time. As the scheme rolls out and matures, data insights into usage will further inform future enhancements and opportunities for residents.
12. The Residents Card is a cross-council initiative with a working group comprised of IT and Programmes, Finance, Commercial Operations, Economic Development, Communications and Marketing and Legal and Procurement services.

The Offer

13. Early market engagement with other local authorities who run variants of a Residents/loyalty scheme has helped to shape the development of a BCP Residents Card. Feedback was local authorities to closely monitor income loss that occurs

when providing scheme discounts on Council services, financial due diligence and business modelling was conducted on a range of Council commercial services including but not limited to parking, leisure and attractions and services to ascertain and reduce the impact of offering discounts. The methodology included assessment of different scenarios and take up to ensure the Resident Card can be adequately delivered within a balanced budget.

14. Officers used this due diligence to design an initial Resident Card offer which had the least impact on budget, whilst still passing on valuable savings to residents.
15. Therefore, it is recommended that the initial Resident Card is launched with the following offer, noting the methodology for assessing financial impact is using high level assumptions and cross-authority intelligence :

Category	Offer	Functionality	BCP Financial assessment (based on assumptions of take up and income impact)
Parking	1-hour free parking. With any parking session purchased after 9:30am via RingGo in select town centre council owned surface car parks.	Integration with RingGo. Initially this offer will be accessed digitally however we are investigating workarounds to enable residents who aren't digitally abled, to access the offer. Parking investment options, which relate to the wider Parking Framework, are also being considered.	£200,000 per year
Catering	10% off drinks, food and snacks (excluding alcohol). Valid at all council owned, seafront catering kiosks and outlets,	Residents will use their digital or physical card to receive offer.	£6,000 – £120,000 per year.
Leisure	Each Resident Card holder can access entry to one public or lane swim session per month at a BCP Leisure centre (subject to availability).	Residents would use their digital or physical card to receive offer.	X
Business	Local businesses are able to determine their offer. This will be flexible and expand over time	Offers will be viewed on online. Members use their residents card (digital or physical) to redeem offer.	N/A

16. Longer term aspirations are to grow and expand the offers. Data and insight will be used to understand usage, trends and budget impact and will inform new offers. The technical solution will be flexible meaning these can be added to the residents card. Appendix 1 sets out the car parks in scope.
17. An administrative charge of between £5 and £10 will be applied to the card. This fee is intended to contribute to the delivery cost of the scheme. Further financial analysis is ongoing to confirm the final amount. The scheme is expected to provide residents with upfront savings.

Total Budget & Funding Sources

18. £193,000 total budget has been identified for Year 1 - 2025/26. This is funded by UK Shared Prosperity Fund (£96,000)and Base Budget (£97,000). This will be used to procure the technical solution including digital and physical card, set up and running costs for year 1. It will also fund the launch campaign. Work is taking place to understand ongoing running costs of the software. Financial modelling will determine membership fees, that offset this running cost from year 2 onwards. Despite anticipated income generation from membership fees, budget should be consider to support technical annual support and maintenance costs of technical solution.
19. Additional funding should also be considered for BCP Residents Card Service Management for the administration and running costs, including card promotion, business liaison & promotion, business offer approval, data management, and customer support. Financial modelling initially is based on the Membership fee covering costs of resources to break even, however noting this may result in fees becoming prohibitively expensive.
20. Additionally work has taken place to understand what membership take up numbers may be. This has been used to influence financial modelling for income loss. Engagement with other authorities has given us an understanding of membership numbers of their schemes
21. Over the longer term, consideration will be extended to groups exempt from membership fees, such as care experience leavers. The scheme aims to provide wellbeing offers accessible to a broad demographic. However, it will be necessary to collect initial membership data to assess the feasibility and extent of offering fee exemptions.

Technology Provider

22. A tender exercise supported by Strategic Procurement was carried out during January 2025 to identify potential scheme providers that could deliver a scheme that would achieve a balanced budget for the Council.
23. Although there was interest in a Residents Card scheme, the suppliers indicated that they didn't respond to the tender due to the requirements that the Council was seeking a supplier who can deliver a sustainable business model to offset the potential financial impact to the Council income levels.
24. The residents card programme has used this feedback to refine the scope of the project and identify a viable BCP residents card offer. Additionally, budget has been identified for year 1 of the project, meaning that we can now direct award a contract, as a consequence of the unsuccessful procurement exercise.

25. We are using the finalised offer to create the business requirements and functionality of the Residents Card Software. These requirements include:
- Physical and digital card
 - Parking provider integration
 - Epos integration
 - Payment integration
 - Data collection with BCP ownership
26. This information will be used to create a detailed specification, allowing us to gain precise quotes and delivery timelines from technology providers. We will then direct award the contract for services.

Options

27. The following options assessment has been completed

Option	Benefits/Disbenefits	Mitigation
Option 1: Approve recommended BCP residents card offer and give delegated authority Chief Operating Officer and Director of Finance to carry out direct award procurement.	Benefits <ul style="list-style-type: none"> • Key activity within the Corporate Plan is delivered for residents • Programme objectives are met • Residents and businesses get the opportunity to benefit from the scheme Disbenefits <ul style="list-style-type: none"> • No funding after year 1. • Financial impact of BCP offers. • Potential low take up from residents due to limited offers • reputational damage if scheme is unsuccessful and terminated. 	<p>Income from membership fee will offset running costs for year 2 onwards</p> <p>£500k contingency to be offset any significant income loss.</p> <p>Offers will grow and be amended as we gain more data and insight over usage.</p>
Option 2: Do nothing – Pause work on Residents Card. Financial impact of offers are too significant. The scheme is delayed until cost neutral offers are identified.	Benefits <ul style="list-style-type: none"> • Removes all uncertainties from the scheme • Balanced budget achieved • Work to date has given the Council expertise. Key documentation can be adapted and the project re-started at any time. Disbenefits <ul style="list-style-type: none"> • Key activity within the Corporate Plan is not delivered which may lead to reputational damage • Programme objectives not met • Residents and businesses will not get the opportunity to benefit from the scheme 	<p>Worked to date would be saved and could be resumed at pace, should offers or income become available</p>

- | | | |
|--|--|--|
| | <ul style="list-style-type: none">• UKSPF funding not used | |
|--|--|--|

Summary of financial implications

Forecasted Costs & Revenue

28. Based on assessment of take up, the income loss is forecast to be a maximum of £320,000. However, these figures are only indicative scenario testing and extensive financial modelling and due diligence. In July 2025, through the Budget Outturn report Cabinet has approved £500,000 reserves to be earmarked as contingency to bridge any significant income loss.
29. Income loss will be monitored throughout year one and offers may be adapted where necessary to reduced and significant or unexpected income loss.
30. Annual running costs will be agreed with supplier and membership fees will be established to offset this.

Summary of legal implications

31. Legal approvals are required due to the impact on multiple wards. Procurement and data ownership considerations must comply with council regulations.

Summary of human resources implications

32. Project delivery requires coordination across multiple departments including Marketing, Parking, Seafront, Economic Development, and IT. No direct HR impacts identified at this stage.

Summary of sustainability impact

33. A Decision Impact assessment has been completed. It has concluded that the carbon footprint for the scheme low and digital access reduces environmental impact. (Appendix A)

Summary of public health implications

34. The scheme has the potential to have a positive impact on public health by the inclusion of offers on Council leisure centres and health and wellbeing businesses in the local area. In the future, it may also be possible to offer free membership (subject to the ability to achieve a balanced budget) for some residents who may not be able to afford the scheme who may also benefit the most from accessing leisure services, reducing the need for future Council interventions in public health

Summary of equality implications

35. This scheme was included in an Overview & Scrutiny Board Budget working group. The O&S Board recommended to Cabinet were:
 - (i) That any Resident Card offering is made fully accessible to all those who are not digitally enabled.
 - (ii) That there should be an application process for the card with a small financial contribution for the cost of processing and that the card should be a valuable

offer that residents are willing to pay a small cost for, so that it can be sustainable in terms of administrative costs.

- (iii) That any charge levied for the card should be the same regardless of the format and that consideration should be given to concessions for disadvantaged groups.

36. An EIA conversation/screening document has been completed and discussed with the EIA panel on 15 January 2025. (Appendix B). It advised that digital-only access may limit accessibility for some residents. Therefore, we are investigating workarounds to enable residents who aren't digitally abled, to access the Parking offer. Parking investment options, which relate to the wider Parking Framework are also being considered to help increase the accessibility to some residents.

37. Summary of Risk Assessment

Risk Type	Risk Description	Mitigation and control
Financial	All income loss figures are assumptions	Contingency set aside to offset significant lost. Scheme will only expand if financially viable
Reputational/ Financial	Low take up of the scheme from residents. Residents have not be consulted on these particular offers. Therefore we can not guarantee take up of scheme	Previous resident engagement has indicated that parking offers would be a priority.
Technical	Possible delay in full implementation of technical solution	Phase roll out will mean that the go live date of summer 2026 is achieved. Both the offers and technical solution will grow and develop over time.
Financial	Uncertainty of projected income from membership fees, meaning year 2 running cost aren't sustainable.	Consider ongoing budget to support the scheme.
Performance	Low take up from Businesses. Businesses may not come forward with compelling offers due to economic climate	Businesses will be able to join the scheme once it is established. It is likely more businesses will join the scheme as membership numbers grow.

Background papers

None

Appendices

DIA

EIA

Appendix 1

It's anticipated that the car parks in the initial offer will be:

Car Park	Spaces	Town
BRAIDLEY BRIDGE CAR PARK	63	Bournemouth
CENTRAL CAR PARK	315	Bournemouth
COTLANDS ROAD/YORK ROAD CAR PARK	492	Bournemouth
EDEN GLEN CAR PARK	66	Bournemouth
GLEN FERN CAR PARK	64	Bournemouth
LANSDOWNE ROAD CAR PARK	40	Bournemouth
RICHMOND HILL SURFACE CAR PARK	112	Bournemouth
WESTOVER GARDENS CAR PARK	40	Bournemouth
WESTHILL CAR PARK	127	Bournemouth
BANK CLOSE CAR PARK	156	Christchurch
BRIDGE STREET CAR PARK	30	Christchurch
CHRISTCHURCH QUAY CAR PARK	21	Christchurch
LEISURE CENTRE CAR PARK	159	Christchurch
PRIORY CAR PARK	92	Christchurch
SAXON SQUARE CAR PARK	265	Christchurch
WICK LANE CAR PARK	172	Christchurch
SELDOWN SURFACE CAR PARK	356	Poole
SERPENTINE LANE CAR PARK	20	Poole
SWIMMING POOL CAR PARK	356	Poole

Data and analytics will be used to monitor usage, the car offer may be adapted to reflect this usage.

