











**Proposal Title:** Residents Card

## Impact Summary

Climate Change & Energy	No positive or negative impacts identified	
Communities & Culture	Green - Only positive impacts identified	
Waste & Resource Use	No positive or negative impacts identified	
Economy	Green - Only positive impacts identified	
Health & Wellbeing	No positive or negative impacts identified	
Learning & Skills	No positive or negative impacts identified	
Natural Environment	No positive or negative impacts identified	
Sustainable Procurement	Green - Only positive impacts identified	
Transport & Accessibility	Green - Only positive impacts identified	

Answers provided indicate that the score for the carbon footprint of the proposal is: **0**

Answers provided indicate that the carbon footprint of the proposal is:	<b>Low</b>	
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**Proposal Title:** Residents Card

Proposal ID: **694**

Proposal Title: **Residents Card**

Type of Proposal: **Service**

Brief description:

**Introduction of a Residents Card Scheme. The Resident Card enables residents to gain preferential rates on select Council and local business products and services. It promotes local businesses bringing economic benefit. It will drive footfall into our town centres and neighbourhoods. It is loyalty type scheme which reflects the key drivers set by the Council and is easy to use for card holders. This will allow businesses and the Council to gain statistical information on customer spend profiles and other useful information which could then be used for other interventions to support town centre hubs and income generation processes**

Proposer's Name: **Dawn Clifford**

Proposer's Directorate: **Select from the Drop Down List**

Proposer's Service Unit: **Select from the Drop Down List**

Estimated cost (£): **Between £25K and PCR15 threshold**

If known, the cost amount (£): **£60k**

Ward(s) Affected (if applicable):

**All Wards**

Sustainable Development Goals (SDGs) supported by the proposal:

**1. No Poverty    8. Decent Work and Economic Growth**

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## Climate Change & Energy

Is the proposal likely to have any impacts (positive or negative) on addressing the causes and effects of climate change? **No**

If the answer was No, then the explanation is below (in this case there are no answers to subsequent questions in this section):

**It is a financial scheme**

- 1) Has the proposal accounted for the potential impacts of climate change, e.g. flooding, storms or heatwaves?
- 2) Does it assist reducing CO2 and other Green House Gas (GHG) emissions? E.g. reduction in energy or transport use, or waste produced.
- 3) Will it increase energy efficiency (e.g. increased efficiency standards / better design / improved construction technologies / choice of materials) and/or reduce energy consumption?
- 4) Will it increase the amount of energy obtained from renewable and low carbon sources?

How was the overall impact of the proposal on its ability to positively address the cause and effects of climate change rated?

**No positive or negative impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Communities & Culture

Is the proposal likely to impact (positively or negatively) on the development of safe, vibrant, inclusive and engaged communities? **Yes**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

- 1) Will it help maintain and expand vibrant voluntary and community organisations? **Yes**
- 2) Will it promote a safe community environment? **Not Relevant**
- 3) Will it promote and develop cultural activities? **Not Relevant**

How would the overall impact of the proposal on the development of safe, vibrant, inclusive and engaged communities be rated?

**Green - Only positive impacts identified**



Reasoning for the answer (details of impacts including evidence and knowledge gaps):

**It will help promote engaging communities by working with local business to drive up footfall within the town centres**

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Waste & Resource Use

Is the proposal likely to have any impacts (positive or negative) on waste resource use or production and consumption? **No**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

### Digital scheme

- 1) Will it prevent waste or promote the reduction, re-use, recycling or recovery of materials?
- 2) Will it use sustainable production methods or reduce the need for resources?
- 3) Will it manage the extraction and use of raw materials in ways that minimise depletion and cause no serious environmental damage?
- 4) Will it help to reduce the amount of water abstracted and / or used?

How would the overall impact of the proposal on the sustainable production and consumption of natural resources be rated?

**No positive or negative impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

Details of proposed mitigation/remedial action and monitoring  
(inc. timescales, responsible officers, related business plans etc):

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## Economy

Is the proposal likely to impact (positively or negatively) on the area's ability to support, maintain and grow a sustainable, diverse and thriving economy? **Yes**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

- 1) Will the proposal encourage local business creation and / or growth?

**Yes**

- 2) Will the proposal enable local jobs to be created or retained?

**Partially**

- 3) Will the proposal promote sustainable business practices?

**Not Relevant**

=How would the overall impact of the proposal on it's potential to support and maintain a sustainable, diverse and thriving economy be rated?

**Green - Only positive impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

**We want to provide a scheme that helps economic growth, by offering local business deals and discount.**

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Health & Wellbeing

Is the proposal likely to impact (positively or negatively) on the creation of a inclusive and healthy social and physical environmental for all? **No**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

**This is a digital discount scheme for all residents.**

- 1) Will the proposal contribute to improving the health and wellbeing of residents or staff?
- 2) Will the proposal contribute to reducing inequalities?
- 3) Will the proposal contribute to a healthier and more sustainable physical environment for residents or staff?

How would the overall impact of the proposal on the creation of a fair and healthy social and physical environmental for all be rated?

**No positive or negative impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Learning & Skills

Is the proposal likely to impact (positively or negatively) on a culture of ongoing engagement and excellence in learning and skills? **No**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

**This is a discount scheme for all residents. Currently learning and skills are planned offers**

- 1) Will it provide and/or improve opportunities for formal learning?
- 2) Will it provide and/or improve community learning and development?
- 3) Will it provide and/or improve opportunities for apprenticeships and other skill based learning?

How would the overall impact of the proposal on the encouragement of learning and skills be rated?

No positive or negative impacts identified



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):



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## Natural Environment

Is the proposal likely to impact (positively or negatively) on the protection or enhancement of local biodiversity or the access to and quality of natural environments?

**No**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

**This is a discount scheme for all residents. Currently learning and skills are planned offers**

- 1) Will it help protect and improve biodiversity i.e. habitats or species (including designated and non-designated)?
- 2) Will it improve access to and connectivity of local green spaces whilst protecting and enhancing them?
- 3) Will it help protect and enhance the landscape quality and character?
- 4) Will it help to protect and enhance the quality of the area's air, water and land?

How would the overall impact of your proposal on the protection and enhancement of natural environments be rated?

**No positive or negative impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Sustainable Procurement

Does your proposal involve the procurement of goods, services or works? **Yes**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

Has or is it intended that the Strategic Procurement team be consulted?

**Yes – already underway**

If the Strategic Procurement team was not consulted, then the explanation for this is:

- 1) Do the Government Buying Standards (GBS) apply to goods and/or services that are planned to be bought?

**No**

- 2) Has sustainable resource use (e.g. energy & water consumption, waste streams, minerals use) been considered for whole life-cycle of the product/service/work?

**Not Relevant**

- 3) Has the issue of carbon reduction (e.g. energy sources, transport issues) and adaptation (e.g. resilience against extreme weather events) been considered in the supply chain?

**Not Relevant**

- 4) Is the product/service fairly traded i.e. ensures good working conditions, social benefits e.g. Fairtrade or similar standards?

**Yes**

- 5) Has the lotting strategy been optimised to improve prospects for local suppliers and SMEs?

**Yes**

- 6) If aspects of the requirement are unsustainable then is continued improvement factored into your contract with KPIs, and will this be monitored?

**Not Relevant**

How is the overall impact of your proposal on procurement which supports sustainable resource use, environmental protection and progressive labour standards been rated?

**Green - Only positive impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

**Procuring a digital solution. Have carried out formal market engagement in order to engage specifically with local providers.**

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Details of proposed mitigation/remedial action and monitoring (inc. timescales, responsible officers, related business plans etc):

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## Transport & Accessibility

Is the proposal likely to have any impacts (positive or negative) on the provision of sustainable, accessible, affordable and safe transport services - improving links to jobs, schools, health and other services? **Yes**

If the answer was No, then the explanation is below (there are no answers to subsequent questions in this section):

- 1) Will it support and encourage the provision of sustainable and accessible modes of transport (including walking, cycling, bus, trains and low emission vehicles)?  
**Yes**
- 2) Will it reduce the distances needed to travel to access work, leisure and other services? **No**
- 3) Will it encourage affordable and safe transport options?  
**Yes**

How would the overall impact of your proposal on the provision of sustainable, accessible, affordable and safe transport services be rated?

**Green - Only positive impacts identified**



The reasoning for the answer (details of impacts including evidence and knowledge gaps):

**We have moved away from a specific parking offer, in order to look at a future transport offer. Encouraging more sustainable and accessible modes of transport.**

Details of proposed mitigation and monitoring (inc. timescales, responsible officers, related business plans etc):