



# Outline Business Case

## Programmes & Project Management

Project Name	Resident Card
SRO	Amena Matin
PPM Officer	Dawn Clifford
Lead Officer	

### Project Description

The Resident Card is a new scheme designed to support household incomes and wellbeing for residents across the conurbation, especially in the context of rising living costs. The scheme will provide residents with benefits such as a free hour of parking in council-owned car parks, discounts at seaside kiosks, and one free swim per month at BCP Leisure centres. The card will be available both digitally and physically to ensure accessibility for all, with a planned launch in Summer 2026. The scheme will also work with local businesses to expand offers over time, supporting the local economy and encouraging active lifestyles

### Strategic Alignment

- Delivers a key activity in the Corporate Strategy for 2025-2026.
- Supports aims for inclusive, vibrant, and sustainable communities.
- Aligns with the UK Shared Prosperity Fund objectives: communities and place, support for local businesses, and people and skills.
- Promotes pride in local areas, boosts footfall in town centres, and supports public health through leisure offers

### Option 0 – Do Nothing

Description	<b>Pause work on the Resident Card. The scheme is delayed until cost-neutral offers are identified.</b>
Pros	Removes all uncertainties; balanced budget achieved; work to date can be resumed if needed.
Cons	Corporate Strategy activity not delivered; reputational risk; residents and businesses miss out; UKSPF funding not used.

Resources	No additional resources required.
Cost to full business case	None, but opportunity cost in lost benefits and funding.

Option 1 – Title	
Description	<b>Approve the Resident Card scheme as outlined, with delegated authority for procurement and implementation.</b>
Pros	Delivers Corporate strategy objectives; benefits residents and businesses; flexible and scalable; mitigates cost of living pressures
Cons	No funding after year 1; financial impact of offers; potential low take-up; reputational risk if unsuccessful.
Resources	Cross-council working group (IT, Finance, Commercial, Economic Development, Customer, Procurement, Communications, Legal).
Cost to full business case	£193,000 for Year 1 (UKSPF: £96,000, Base Budget: £97,000); membership fee to offset running costs from Year 2; £500,000 contingency for income loss

Project Governance Structure	
Project Board	<input checked="" type="checkbox"/>
Steering Group	<input checked="" type="checkbox"/>

Recommendation
Approve the introduction of the Resident Card scheme, the initial offer as described, and the associated financial assessment. Delegate authority to the Chief Operating Officer (in consultation with Director of Finance and Portfolio Holders) to direct award and manage contracts for the technical solution, aiming for a Summer 2026 launch

Milestones
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Milestones	Month / Year
Cabinet Approval	October 2025
Procurement & Contract Award	October – November 2025
Technical Solution Development	November – May 2026
Marketing & Launch Campaign	May – June 2026
Go Live	Summer 2026

Approval Process	
1.	Project Board
2.	Cabinet
3.	Procurement/Contract Award
4.	Implementation Steering Group