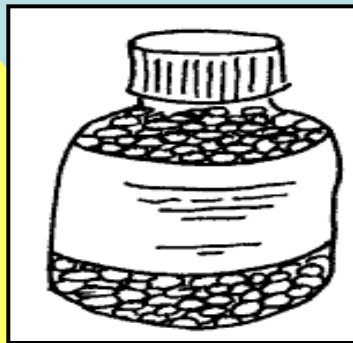




The Blue Card – Where to now?

March 2008

Blue Card



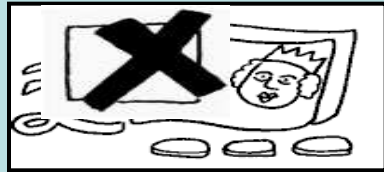
A Blue Card has the person's name and a contact telephone number

This is for Police, Fire and Ambulance services to phone to get information on how to help the person in an emergency

They might need to know things like how to talk to the person or if they take any medication



The telephone number will be a carer or someone who knows the person very well



The Blue Card Scheme is free to join .



As well as a Blue Card the information is also on a Key Ring which comes in a little pack



Blue Card – where do we go from here?



- Pilot phase two years now over
- Gone as far as it can without major decisions
- **So what have we learned?**

What is happening



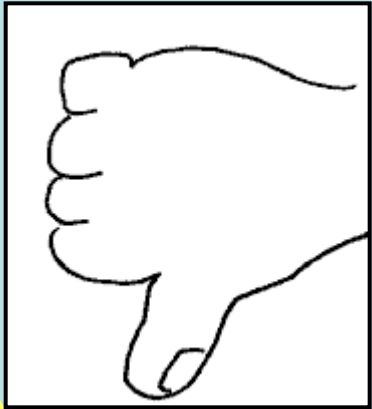
- Over 250 people on scheme- time to think about future
- Brilliant training
- Excellent presentation now - slick!
- Wider interest in safety issues

What is happening



- People love the idea
- Most of emergency services on board
- Training package developing nicely
- It has been used successfully so far
- Other areas interested

BUT



- BUT
- Card and Key ring needs significant development
- No protection of idea
- No dedicated time to develop
- Partnership Board money can't keep it going

Our aims now



Blue Card



So aims must be

- Offer to everyone in Newcastle
- At the same time expand to other areas
- Make Blue Card more something **wants**
- Give people on Health and Safety Group job opportunities

Task areas /Objectives



Blue Card



- Dedicated support
- Social Enterprise status
- Year one and two funding
- Protect idea
- Make a saleable package
- Promotion
- Build up of income

Dedicated support



Blue Card



- Support worker time
- Secondment – Arms length?
- Stepped admin – sessional at first

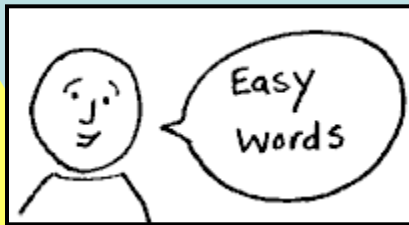
Make a saleable package



Stress equality context - i.e.

- their DDA responsibilities
- The possible outcomes
- Safety

- Link to media group



Make a saleable package

- **Commitment**
- Sign up of stragglng partners :
- Ambulance service commitment
- Safe Newcastle endorsement
- Tesco's – NGH site



Make a saleable package



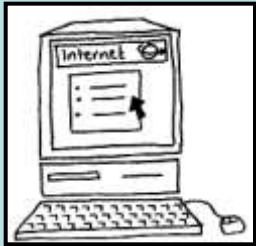
- **Other partners**
- University for training
- Places of safety – talk to mark H
- Would taxi link taxi companies like to come in?
- Would the AA like to come in?
- Libraries
- Partnership bids with other potential SEs – FANE , Twisting Ducks
- A and E dept
- Air Ambulance?

Make a saleable package



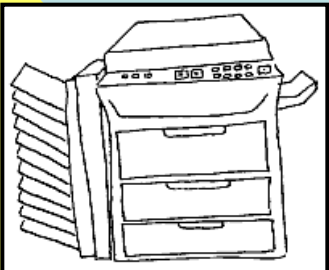
- **Product development**
- Durable
- Personal statement
- Personalise to need
- Design
- Logo
- Change of name
- Distinctiveness
- Smart card – see other partners – Libraries
- Maybe Customers service Centres too
-

Make a saleable package



- **Package**
- “It’s cheaper and more effective to buy franchise from Newcastle than go it alone “
- Website pages for different areas?
- Build up skills
- Training package development
- Ongoing feedback -quality assurance
- Link to ARCH roll out
- Franchise package

Social Enterprise status



- ICON as umbrella organisation
- Base
- What about arrangements for use of SSD resources

Build up of income

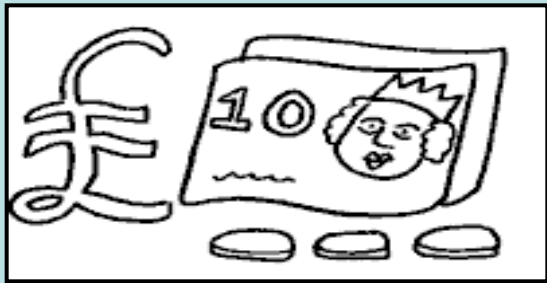


Blue Card



- Training
- Charge the going rate
- Franchise
- Sponsorship
- Formal SLAs

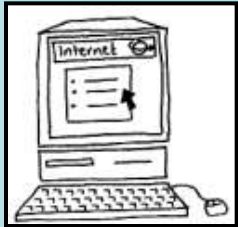
Years one and two funding



- Continuation of small amount LDDF
- Budget
- Funding sources and applications
- Big Lottery bid
- 100% Big Lottery bid for year one
- Business link for business development
- Sponsorship
- Contributions in kind



Promotion



Newsletter



- DVD
- Website
- Blue Card Blog
- FAQs
- VPST Newsletter
- Music to accompany
- Drama act outs of situation – use TDs or YYAs?

Protect idea

C

- Copyright trade marking once package ready

