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NEC Programme

Sid Bulloch

National Entitlement Card Manager

NEC Achievements



ector card format – national

tion NEC cards issued since



Stirling Council

For full terms and conditions contact:
 Stirling Council, Viewforth, Stirling, FK8 2ET
 Concessionary Travel Card Helpline 0870 428 8249
 Stirling Council 0845 277 7000 or www.stirling.gov.uk



y, leisure, cashless

Common application in

HELPLINE 0870 428 8246

www.shetland.gov.uk

as Proof of Age

through joint procurement

ping a shared CMS rather



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Current Applications

Concessionary travel

School libraries

Controlled access

Leisure

Student matriculation card

Credit Union

Proof of Age

Smoking cessation incentive

+ “show and go” services

Cashless catering

Registration

Public libraries

Vending

Taxi travel

Travel information

Staff Cards

e-money

New Developments

E- MONEY

Inclusion of sQuid e-money on the NEC

TRANSPORT

Pursuing commercial ticketing opportunities

HIGHER/FURTHER EDUCATION

Student matriculation and access to university / college facilities

REWARDS / INCENTIVES

To apply financial and non-financial levers for behaviour change

Smokers' Incentive Scheme

- ❑ Originally “Give it up for baby” (2007)
- ❑ Supplemented by “Quit4U” (March 2009)
- ❑ Targets low socio-economic groups
- ❑ £12.50 per week for up to 12 weeks
- ❑ Much higher success rate than in other smoking cessation initiatives
- ❑ Cost effective compared to other approaches
- ❑ Based on Kings Fund review paper “Paying the Patient” and NICE guidelines
- ❑ Has attracted health authority and media interest from around the world

Smokers' Incentive Scheme

Current Developments

Provide incentive payments using the sQuid epurse – extending the number of participating retail outlets.

An incentive scheme to support behaviour change in drug misusers.



NEC Programme

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Thank You