



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Nottinghamshire and City of Nottingham
Fire and Rescue Authority
Human Resources Committee

EMPLOYEE DISCOUNT SCHEME

Report of the Chief Fire Officer

Agenda Item No: 23 April 2010

Date:

Purpose of Report:

To provide Members with a review of the effectiveness of the "My Advantage" discount web-site in its first year of implementation.

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1. BACKGROUND

At its meeting on 9 January 2009 the Human Resources Committee agreed to the funding of a website which gave Service employees access to on-line discounts for a number of shops and services. It was agreed that the success of this initiative would be reviewed after one year.

2. REPORT

- 2.1 The website, branded as “My Advantage”, is operated through a licensing agreement with Motivano. It was launched in April 2009.
- 2.2 Statistics show that 316 log-ins have been made since April 2009, which represents approximately 27% of the workforce. This is seen as an average take-up, and fairly representative of interest in the first year of implementation of such a scheme.
- 2.3 In order to maximise interest in the site it has been agreed with Motivano that the Service will work with them to promote its benefits to employees and change the log-in process to make it easier to access. The following actions will therefore be taken:
- Establish a generic log-in so that employees do not have to remember a unique user name and password;
 - Revamp the front screen to make navigation around the site easier for users;
 - A savings log will be made available so that employees can collate the savings they have made by using the site;
 - Update the employee pamphlet and make it available on-line;
 - Source more local discounts and promote these on the Intranet.
- 2.4 These improvements are at no further cost to the Service and it is hoped that, with further promotion of the site to employees, the level of take-up will increase during the course of the next year.
- 2.5 The Human Resources Department will undertake a survey of employees for their views on the site prior to renewal of the license in 2011 and will review its effectiveness as an employee benefit.

3. FINANCIAL IMPLICATIONS

- 3.1 The original set up cost of the scheme was £2,000, which was a one-off payment to Motivano, plus £2,000 for the employee pamphlets.
- 3.2 The cost of the annual fee is £3,228 for 2010/11, which equates to £3 per year for each employee. This sum is included within the base budget.

- 3.3 The changes outlined in Paragraph 2.3 above will not incur any additional costs, and the revised employee pamphlet will be in an electronic format thereby avoiding printing costs.

4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS

The site offers a benefit to Service employees at a relatively low cost and enhances the total package of salary and benefits which, cumulatively, acts as an incentive in the recruitment and retention of staff.

5. EQUALITY IMPACT ASSESSMENT

There are no equality implications arising from this report.

6. CRIME AND DISORDER IMPLICATIONS

There are no crime and disorder implications arising from this report.

7. LEGAL IMPLICATIONS

There are no legal implications arising from this report.

8. RISK MANAGEMENT IMPLICATIONS

There are no risk management implications arising from this report.

9. RECOMMENDATIONS

That Members note the contents of this report and agree to receive an update on the effectiveness of the scheme as an employee benefit prior to renewal of the license in 2011.

10. BACKGROUND PAPERS FOR INSPECTION (OTHER THAN PUBLISHED DOCUMENTS)

None.

Frank Swann
CHIEF FIRE OFFICER