



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

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

EMPLOYEE DISCOUNT SCHEME

Report of Chief Fire Officer

Agenda Item No:

Date: 28 January 2011

Purpose of Report:

To provide Members with an update on the provision of the employee discount site "My Advantage".

CONTACT OFFICER

Name : Andrew Beale
Deputy Chief Fire Officer
Tel : 0115 967 0880
Email : andrew.beale@notts-fire.gov.uk

Media Enquiries Contact : Elisabeth Reeson
(0115) 967 5889 elisabeth.reeson@notts-fire.gov.uk

1. BACKGROUND

- 1.1 In April 2009, the Service entered into an agreement with Motivano (now Edenred) to provide an employee discount website which was available to all Service employees and their families via a unique access code. This site was branded "My Advantage".
- 1.2 Through their strong market position, Edenred are able to offer discounted rates on a range of goods and services, including retail vouchers, holiday discounts and leisure activities.
- 1.3 The Service has actively promoted the site through monthly distribution of posters and information via the intranet.

2. REPORT

- 2.1 A review of the usage of the scheme was undertaken in April 2010 and a report considered by the Human Resources Committee. This showed that 27% of employees had accessed the site during the first year of implementation. This was considered to be an average uptake and representative of the interest in the first year of implementation of such a scheme.
- 2.2 Various changes were undertaken to make access to the site easier for users and promotional material was widely circulated to encourage greater interest in the benefit.
- 2.3 A commitment was made to undertake an employee survey to establish views on the value of maintaining the benefit before the renewal of the annual license in 2011. This survey has been undertaken amongst all Service employees to gauge their views on the scheme. The results of which are attached as Appendix 1.
- 2.4 The survey was completed by 222 employees, representing 20% of the workforce. Of these respondents:
 - 56% had visited the site; of which
 - 2% (27) accessed the site more than once a month.
 - the majority were broadly satisfied with the range of offers and site functionality, and
 - 34.9% (77) valued the benefit very highly.
- 2.6 However a significant number of respondents had not used the site (43.9%) or were unaware of the discounts available.
- 2.7 Usage figures obtained from Edenred show that 6.1% of (67) employees have accessed the site during 2010. The usage and feedback figures indicate that it is not widely used by Service employees.

- 2.8 Since the implementation of the site the use of internet discounting has become more widespread, with most retailers and other service providers offering similar discounts through their own sites. Employees can therefore access the same or similar discounts in this way.
- 2.9 The Service has also promoted discounts offered by local companies via its own intranet "employee benefits" page and circulated a Blue Light Discount Charge which can be used at a number of outlets to obtain discounts. This facility is provided free of charge to the service.
- 2.10 On this basis the continuation of the license agreement with Edenred does not represent value for money for the Service. Consequently, this has been identified as a saving as part of the Chief Fire Officer's drive to reduce spending and therefore the decision has been taken not to renew the licence in 2011.

3. FINANCIAL IMPLICATIONS

A saving of £3,228 will be made by the not renewing the license for the site.

4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS

The original basis for implementing an employee discount site was to broaden the benefits available to employees of the Service. The review undertaken of usage would indicate that relatively few employees have used the site since its implementation. The use of the intranet to promote local discounts and offers and the availability of discounts via the Blue Light scheme will continue to provide employees with a range of discounts.

5. EQUALITY IMPACT ASSESSMENT

There are no equality impact 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.

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



None.

Frank Swann
CHIEF FIRE OFFICER



1. Have you ever visited the Staff Benefits page on our Intranet site?

		Response Percent	Response Count
Yes		56.1%	124
No		43.9%	97
answered question			221
skipped question			1

2. Are you aware of how to access the Motivano site (e.g. website and login details)?

		Response Percent	Response Count
Yes		47.7%	106
No		52.3%	116
answered question			222
skipped question			0

3. Are you aware of the discounts available to you through Motivano (My Advantage) as an employee of Nottinghamshire Fire and Rescue Service?

		Response Percent	Response Count
Yes		52.0%	115
No		48.0%	106
answered question			221
skipped question			1

4. How often do you access the Motivano website?

		Response Percent	Response Count
Once a week		0.9%	2
2-3 times a month		2.7%	6
Once a month		8.6%	19
Rarely		32.4%	72
Never		55.4%	123
answered question			222
skipped question			0

5. Using the scale 1 to 5 (5 being excellent) how would you rate the following aspect of the Montivano website and offers/discounts:

	1	2	3	4	5	Response Count
Accessibility	22.9% (30)	14.5% (19)	28.2% (37)	27.5% (36)	6.9% (9)	131
Range of offers	19.5% (25)	27.3% (35)	35.2% (45)	16.4% (21)	1.6% (2)	128
Value of offers	23.6% (30)	27.6% (35)	35.4% (45)	11.8% (15)	1.6% (2)	127
Local offers	25.4% (32)	31.7% (40)	34.1% (43)	6.3% (8)	2.4% (3)	126
Search functionality	18.8% (24)	19.5% (25)	43.0% (55)	15.6% (20)	3.1% (4)	128
Service efficiency	18.7% (23)	23.6% (29)	39.8% (49)	14.6% (18)	3.3% (4)	123
answered question						131
skipped question						91

6. Would you recommend this site and the offers/discounts available to your colleagues?

		Response Percent	Response Count
Yes		52.3%	81
No		47.7%	74
answered question			155
skipped question			67

7. Can you recommend any other discounts/offers on products which you would like to receive that we don't currently offer?

	Response Count
	44
answered question	44
skipped question	178

8. Do you use any other fire service specific discounts?

		Response Percent	Response Count
No		71.5%	153
If Yes please specify		28.5%	61
answered question			214
skipped question			8

9. Using the scale 1 to 5 (5 being highest) how much do you value discounts as an employee benefit?

		Response Percent	Response Count
1 - Low		21.5%	42
2		8.7%	17
3		17.4%	34
4		17.4%	34
5 - High		34.9%	68
answered question			195
skipped question			27

10. Are there any further suggestions you would like to make?

	Response Count
	58
answered question	58
skipped question	164

8. Can you recommend any other discounts/offers on products which you

	Response Text	
1	No	Nov 16, 2010 9:05 AM
2	KFC, WHSmiths, HMV, Holland & Barrets, Maplins, Game, Starbucks	Nov 16, 2010 9:15 AM
3	Sorry I can't give any suggestion, I have not visited the site, I've only activated my account.	Nov 16, 2010 9:17 AM
4	see site below - has excellent deals	Nov 16, 2010 9:28 AM
5	any motoring eg servicing/insurance	Nov 16, 2010 9:43 AM
6	Holidays/short breaks	Nov 16, 2010 9:47 AM
7	Not really as I don't really use the site	Nov 16, 2010 9:50 AM
8	No because I was never made aware of this site or how to access it.	Nov 16, 2010 10:19 AM
9	No	Nov 16, 2010 10:48 AM
10	No	Nov 16, 2010 10:52 AM
11	No	Nov 16, 2010 11:08 AM
12	I would prefer just to be able to use my ID card when visiting a restaurant/shop etc rather than having to purchase vouchers through websites etc.	Nov 16, 2010 11:35 AM
13	I would like to see a more competitive rate on hotels breaks etc, the same rates and sometimes better can be gained by phoning the hotel. Tickets for sporting venues such as rugby international would also be a benefit	Nov 16, 2010 11:47 AM