



Accord Newsletter

Welcome to the sixth edition of the latest Accord Newsletter - a quarterly update on new developments for Aberdeen's very own smart card. This is your opportunity to keep up-to-date with what's happening at the Accord Scheme. If you'd like an electronic version of this newsletter please email us at info@accordaberdeen.co.uk.

FREE CDs from Fat Hippy Records

On Friday 1st December, Captain Tom of Fat Hippy Records is offering all Accord Card holders aged 14 to 18 years old a great opportunity to enjoy some fantastic live music at Moshulu nightclub as part of the Fat Hippy Sampler Vol II launch weekend.

This event offers a truly fantastic chance to see some of the best bands in the North-east including Hot Mangu and Black Atom. Doors will open at 4.00pm with the first band on stage at 4.30pm. Entrance is £3 to Accord Card holders and £5 to non-Accord Card holders.

As an extra special bonus, all those who attend the event and show their Accord Card to Captain Tom will receive a FREE Fat Hippy Sampler Vol II CD – with exclusive tracks from 20 of the best bands in the North East, normally retailed at £3 each, featuring Edgar Prais, colonopenbracket, The X-certs and Eddison.

Accord Cards will be checked for proof of age to ensure only those aged between 14 and 18 years can attend the event. The event plans to finish around 7pm.

“Organising this gig in association with the Accord Card is fantastic opportunity for us to show the local young musical community the work we’re doing to promote the burgeoning music scene in the North East”

Tom Simmonds, Captain Tom's Studios & Fat Hippy Records.



Co-opted on to SmartCard Networking Forum

In August, Claire Burt, the Accord Schemes Marketing and Sales Officer was co-opted onto the Core Group of the SmartCard Networking Forum (SCNF). The forum is run by local government to inspire the spread of excellent local authority smart card schemes. It brings together everyone from interested beginners to experienced practitioners, to help councils:

- Research smart card requirements
- Understand the benefits to citizens
- Identify total costs and savings
- Design, set up and run a local scheme.
- Learn from live projects
- Enable best practice procurement

Membership of the SmartCard Networking Forum is free for council officers and elected members, together with colleagues from other public sector, academic and voluntary organisations.

Marketing and Sales Officer Claire Burt said: “This is an excellent opportunity to network and share knowledge with industry experts, and increase the profile of the Accord Scheme throughout the whole of the UK.”

“This is another example of how the Accord Scheme is looking to work with other organisations to learn and share their interest in promoting the capabilities and benefits of Smartcards to improve service delivery within local government.”

At SCNF individuals and organisations can share knowledge, enthusiasm and experience through the Forum's Members Directory, bulletin board, information-packed presentations, regular events, FAQs, useful links and workshops – with the support of leading experts from the commercial sector.

It has a web site, primarily for local government, but everyone is welcome to explore the public pages. To date 599 individuals from 328 organisations have joined the Forum.

ACCORD IS CHECKED OUT



Accord was checked out by Stéphane Loery from Xiring's, who flew in from France to visit the Accord team. Xiring manufacture value checkers or the Accord Personal Balance Readers as we call them.

Pupils use these to check the balance of money held on their Accord Cards. Part of Stéphane's visit included lunch at St Machar Academy, where he could observe how pupils use the Balance Readers, live in a robust school environment. The visit also provided a marketing opportunity for Accord to demonstrate the new functionality of the new JCOP41 Accord Card, and for Xiring to demonstrate new products and services that have the

potential to be added to the Accord Card to make it even easier to use. Marketing and Sales Officer Claire Burt said: “It's appreciated that Stéphane makes the long trip from France to Aberdeen. It shows commitment to the Accord Scheme and how important we are as a client to them.”

- XIRING designs, manufactures and markets products and solutions for strong authentication, electronic signature and secure transactions.
- XIRING solutions are intended for personal or professional use, and benefit from the security provided by smart cards
- XIRING offers a complete range of personal, mobile and portable smart card readers, embedded software solutions and associated services to secure transactions.





Accord gets focused

Aberdeen secondary school pupils have been helping the Accord Scheme get focused in identifying what they want from a new Accord website, to be launched in the New Year.

Pupils from Aberdeen Grammar, Bankhead, Bridge of Don, Cults, Hazlehead, Oldmachar and St Machar Academies all took part in a series of focus groups to discuss what they do and don't like from websites in general.

Accord Administrative Support Officer Sandy Kyle said: "It was refreshing to hear such enthusiasm from a wide and varied age group of young people and their different ideas as to what they'd be looking for on a website. They really let their imaginations come into play and produced some really exciting ideas."

One of the outcomes from these focus groups was from Gregor Connon of Aberdeen Grammar. He suggested an animated cartoon character to help direct and point people around the website.

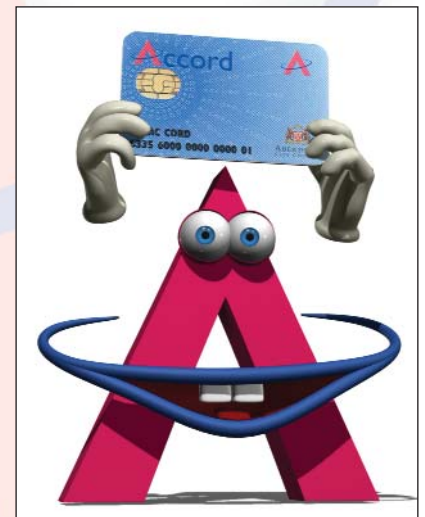
This idea is being worked on now by Lighthouse (Scotland) Ltd, who are building and developing the new website for the Accord Scheme. Here's a sneak preview of what the character may look like.

Welcome to version one of 'Andy the Accord Card'.

"I can't wait to see the end results," said Sandy.

The Accord Scheme identified the need for its own website where it can promote all its developments and latest news to a much wider audience.

It also realised that this is one of the better ways to interact with young people and this is growing segment of Accord Card owners. They plan a phased launch with the first phase in the New Year, followed by further developments throughout 2007.



Competition to re-design the Accord Card livery

GRAPHIC DESIGNERS AT ABERDEEN CITY COUNCIL ARE FLEXING THEIR ARTISTIC MUSCLE TO PARTICIPATE IN A DESIGN COMPETITION TO REDESIGN THE ACCORD CARD LIVERY. THE COMPETITION IS SPECULATIVE AND THERE WILL ONLY BE ONE WINNER. THE NUMBER OF DESIGNERS PARTICIPATING WILL INFLUENCE THE PRIZE MONEY – ANYTHING FROM £500 TO £1000.

This opportunity has arisen from the migration of our existing Accord Card to our new JCOP41 card. This migration will provide improved functionality and integration with the National Entitlement Card Scheme and allows us to develop more opportunities for service delivery on a local and national basis.

Marketing and Sales Officer Claire Burt said: "This is a really exciting time for the Accord Card. We have taken this opportunity to redesign the card after feedback from pupils and older people who indicated they thought the existing design needed updating.

The participating designers will present their designs to Accord Scheme and the Accord Project Board in November, where they will be judged for style, suitability and originality.

"The team at the Accord Scheme are looking forward to seeing the finished designs," said Claire.

The winning design will be announced in the next Accord Newsletter.

On the Horizon



Potential trial for Physical Access Time Recording

A controlled programme is being prepared to identify the issues involved with this type of implementation using the Accord Card at AECC (a closed environment). This is with a view to using this method of door entry, and

recording time and attendance when the Council moves to its new headquarters at Marischal College.

DEVELOPING A BUSINESS CASE

Developing a business case for a National Reward Scheme Claire Burt, Marketing and Sales Officer is representing the Accord Scheme on the National Entitlement Card Rewards / Incentive scheme.

This is a focused project team that is required to produce a fully costed feasibility and option appraisal report

on a rewards/ incentive scheme for Sid Bulloch of the Improvement Service, to take to the NEC Sub-Programme Board.

Claire's input has been sought after her involvement with Swapits incentives, a reward scheme which was trialed in St Machar, Torry and Bridge of Don Academy using the Accord Card.



Claire Burt



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