

Camden COO-L Pre Paid Card



Presentation Outline

1. What is COO-L?
2. COO-L Pre Paid Card future

Description - What is COO-L?

- Choice and Opportunities on-line
- Empowering individual disadvantaged young people to take part in positive activities of their choice through access to spending power *which* increases their participation in *these* activities and contributes to educational achievement and other beneficial outcomes”.
- YP able to select and book activities without adult intervention

Cohort & Bursary

Cohort

- Targeted group of 1,200 young people who are:
 - - Eligible for free schools meals
 - In school years 9-11
 - Looked After Children (LAC)
 - Young people with (LDD)

Bursary

- £15 per month for FSM, £40 per month for Looked after children and young people with learning difficulties and disabilities:

COO-L Pre Paid card

- Is restricted to positive activities only by blocking certain Merchant Category Codes (MCC) which is delivered by our programme manager (PFS) Prepaid Financial Services
- Can not draw cash
- Can not buy retail goods/food Etc:
- Tested and safe to use
- Useful MI data (Management Information) collected on spend activity
- Opportunity to expand to working parents non (FSM) Free School meals cohort

The COO-L Prepaid MasterCard helps young people and parents/guardians by:

- *Being* popular with parents / guardians
- Utilising on-line methods
- Deploying Pay-on-delivery for partners
- Increasing capacity for providers
- Encouraging young people to take part in more positive activities
- Providing funds for young people to take part in activities they cannot currently afford
- Providing a safe way to carry money using the Chip and PIN COO-L Prepaid MasterCard® controlling where the money is spent

The COO-L Prepaid MasterCard will help young people and parents/guardians by:

- Encouraging young people off the streets to help stop them getting bored and into trouble
- Making current activities cheaper
- Encouraging young people to take up new activities and interests
- improving young people's health and social skills
- providing greater equality
- teaching money management skills

COO-L Technology

- Web interface www.COO-L.com
- Pre Paid Website programme partner Prepaid Financial Services (PFS)
- Partnership video

Role of Delivery Partners

- Delivery of Youth Activity (based on activities selected by YP)
- Work with selected Cohort
- Test and use of on-line system
- Link with schools (extended schools)

Activities

- Art Classes
- Climbing
- Dance
- Driver Training
- Gym sessions
- IT Karate/Boxing
- Keep fit
- Music Making
- Musical instruments
- Orienteering
- Self defence
- Swimming
- Tennis/Badminton
- Theatre
- Trampoline
- London Eye
- Zoo
- Cinema

COO-L Opportunities with other Local authorities

- Camden COO-L has developed a successful model to deliver positive activities to young people and have establish good provider partnerships to deliver these activities
- COO-L would be interested to talk to local authorities and deliver their youth services/ programmes for them using the COO-L model

Contact Details:

- David Ingham (COO-L) Project Manger
- Email: David.Ingham@camden.gov.uk
- Contact No: 0207 974 2749