

## Appendix 2

### What is the JAM Card?

The JAM Card (an abbreviation of 'Just A Minute') is a credit card-sized plastic card that people with learning disabilities/difficulties can carry and use to alert staff in retail outlets, public/private transport providers and other areas of public life that the card-holder needs Just A Minute of patience and time when interacting with you.



JAM window stickers were also produced to circulate among shops and businesses. These stickers would be a way of alerting JAM Card holders that they would receive the time and patience they needed if they chose to take their custom there.



### Where we are at today

Demand for JAM Cards and window stickers continuing to exceed demand. As of October 2015, over 2,000 JAM cards are in circulation in the Greater Belfast area and as far away as Newtownards, Downpatrick, Banbridge, Carrick, Derry-Londonderry, Fermanagh and Omagh.

### **JAM Card App development**

We have recently designed and developed a JAM Card app which is compatible with mobile devices. This will allow further reach for the JAM card with many users having access to mobile phones.

### **Moving forward**

Recently NOW Group has been awarded funding from the Big Lottery to role the Jam Card out regionally over the next 6 months. This project will identify key stakeholders from business, councils and private / public services to work in partnership to support this piece of work. Alongside the roll out of the card research will be undertaken to evaluate the usage and benefits of card usage.

### **Belfast City Council Partnership**

It is proposed Belfast City Council will become one of 5 stakeholders to partner in the Jam Card project over the next 6 months.

### **What JAM Card project will offer BCC**

The JAM card project will offer BCC access to an online training package 'JAM Card Awareness' which will be rolled out to front line staff to help raise awareness of how to interact when presented with a JAM Card.

Window stickers will be offered to be displayed in all of BCC venues – once training is completed by staff.

### **BCC offer to JAM Card project**

- Access to City Centre Management - networking
- Event Management – information regarding JAM Card to be included in every event publication
- Train frontline staff on Jam Card Awareness. (Roll out to all staff after 6 month pilot)
- JAM Card awareness rolled out to all services departments within BCC
- Citywide awareness – City Matter magazine / event publications
- JAM Card signage or window stickers to be displayed throughout BCC venues.

It is hoped that working closely with the BCC on raising awareness the council will be recognised as a model of best practice encouraging other councils to become involved.