

Concession Smart Card in the West Midlands

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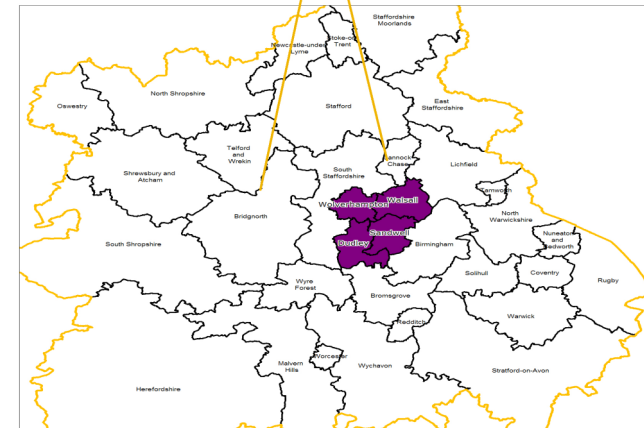
- What's happened since May?
- Lessons learned
 - From the Consortium/LA perspective
- What next?

Background

Black Country

- Sub-regional
- Multi-application
- Multi-issuer
- Initially supported by AWM

The Black Country



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Centro

- West Midlands PTE
- Seven Metropolitan Councils
- Committed to smart card ticketing



What has happened since May?

CENTRO

- Started the tender process
- Met with stakeholders

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- Met with individual LA stakeholders
- Explored partnership opportunities
- Responded at PQQ stage.....
.....unsuccessfully

Lessons Learned?

.....not really lessons.....more.....

..... facts of life

Facts of Life

- Local Authorities are not ready
- ITSO and the DfT make the rules
- Centro have their own agenda – they were doing smart cards anyway
- Everyone is risk averse

Notwithstanding.....

The other fact.....

.....everyone still thinks.....

.....multi-application is a great idea

Next Steps

CENTRO

- Further meetings with stakeholders
- Plan for partnership activities
- Pilot data capture via Local Authorities

Black Country Smart Card

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Can collaboration be achieved?

- Scheme Configuration ✓
- Scheme Governance ✓
- Operational Rules ✓
- Card Mapping ✓
- Political Push ?

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