



# North East Regional Smartcard Consortium

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Ken Brown



*Smartcard Networking Forum*  
*22 May 2001*

# Delivering E-Government & Improved Customer Service

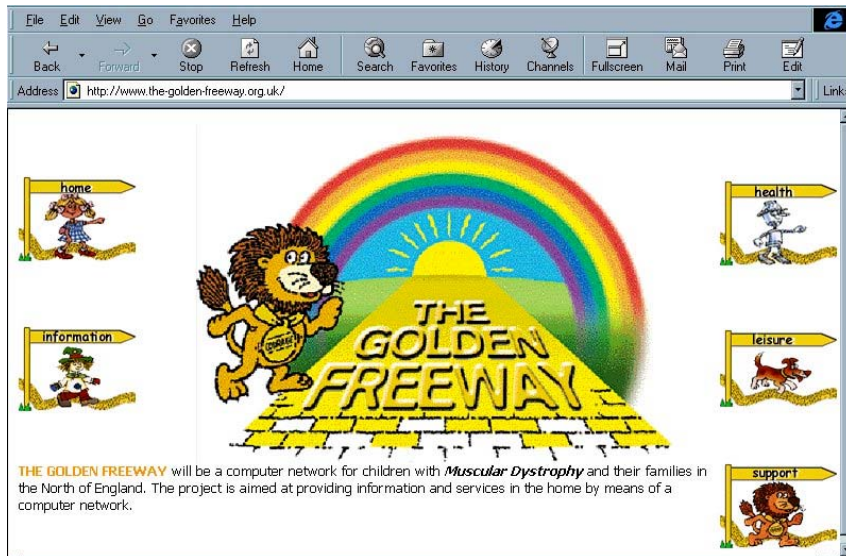
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- Interaction with individuals as citizens, customers, clients and businesses
- Consumers want high quality responsive services according to their needs
- Services to be accessible and inclusive, offering choices of when and how to access
- Access to a wide range of provision
- Services to consider multiplicity of channels and means of access
- Security issues must be properly addressed

# History



- DISTINCT
- The Golden Freeway

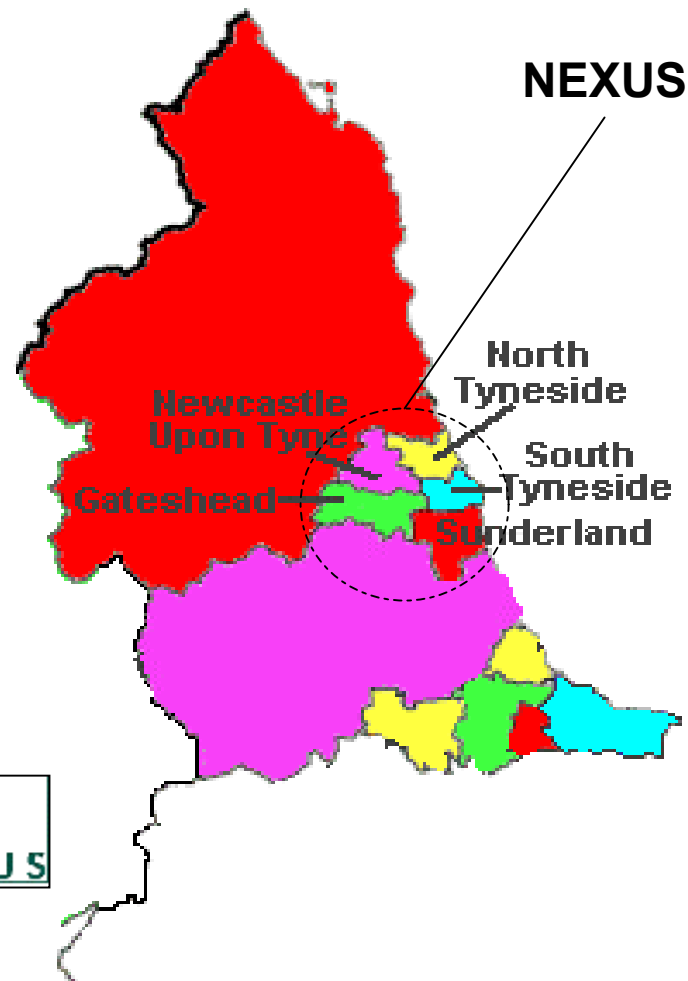


# A day in the life of Geordie:



# The NERSC Partnership

- Newcastle CC
- Sunderland CC
- Gateshead MBC
- North Tyneside MBC
- South Tyneside MBC
- NEXUS

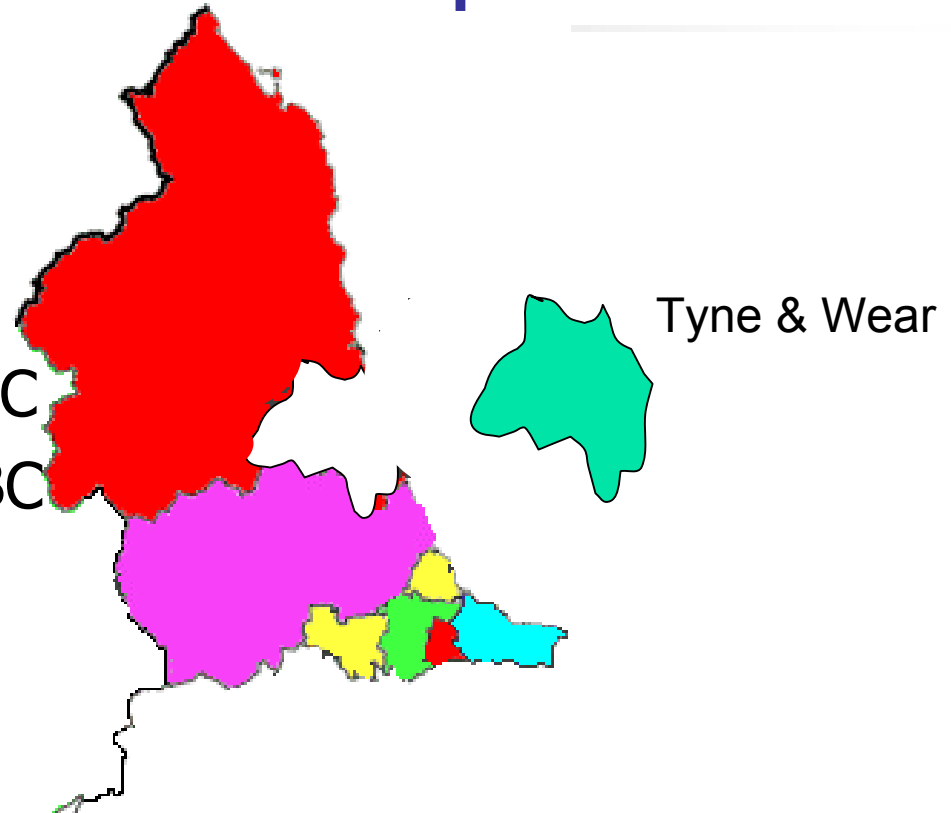


City of  
SUNDERLAND



# The NERSC Partnership

- Newcastle CC
- Sunderland CC
- Gateshead MBC
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- South Tyneside MBC
- NEXUS



City of  
SUNDERLAND



South  
Tyneside  
Council





# Main Objectives of NERSC

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- Broad strategy for the deployment of Smartcard technology
- Introduce a framework for multi-functionality
- Produce a development plan
- Evaluate the business case
- Establish a Regional Steering Group
  - **Manage and develop the project**



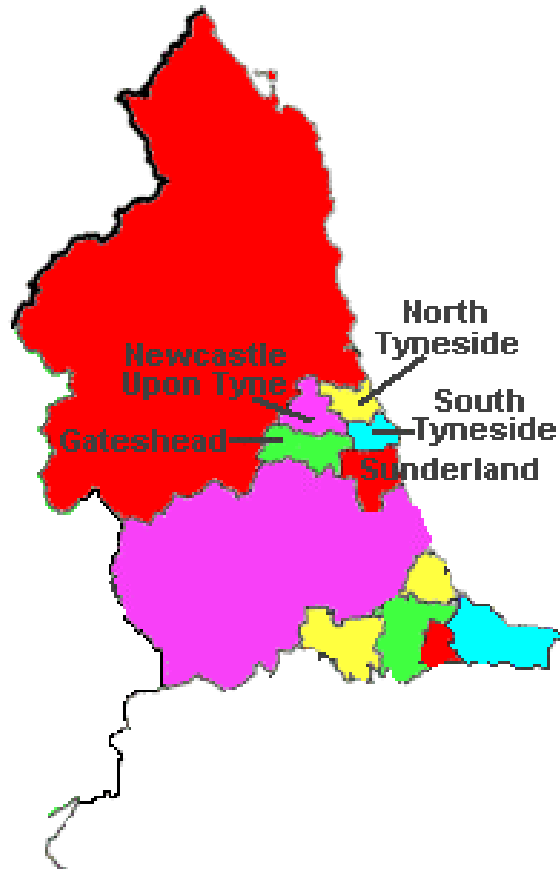
# The Business Case

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## Based upon:

- Improved customer service
- Reduced costs to the consumer
- Social advantages
- Economic advantages
- Financial Benefit

# A Regional Smartcard System for the North East of England



- Region-wide, multi-application card that can be used for travel throughout
  - Northumberland
  - Tyne & Wear
  - Durham
  - Tees Valley
- To support Local Authority public services and commercial applications



# Regional Steering Group: Context

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- 3 Broad principles of NERSC
  - Multi-Application Cards
  - Open Architecture
  - Card Variety
- Public Sector Role



# Regional Steering Group: Framework

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- Board of Directors
  - Transport - 5 representatives
  - Tyne & Wear - 5 representatives
  - Other Local Authorities - 6 representatives
- PFI



# Regional Steering Group: Public Sector Development

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- Public Sector Consultative Group
- Applications:
  - Education
  - Leisure
  - Loyalty
  - e-Government services

# Regional Steering Group: First Steps

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- Establishment
- A Panel of Experts
  - Co-ordinate
  - Evaluate



# Regional Steering Group: Tasks

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- Market information and promote awareness
- Consultation
- Establish position in new value chain
- Develop relationships
- Integrate and develop plans with:
  - **Connexions**
  - **London Transport**
  - **Southampton (and other regional schemes)**
  - **Other local schemes**



# The Broad Scheme

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- Passenger transport concessionary travel, educational travel, pre paid ticketing schemes and operators own ticket products
- Park and ride car parking applications
- Bus, tram, rail, ferry, and to be extendable to other transport applications
- E-government applications based around a concept of a citizen card
- Stored value for various applications
- Commercial applications, including e-purse
- Including loyalty schemes rewarding use of one or more products

# System and Service Requirements

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- Transport
- Education
- Citizen applications
- Channels
- Retail loyalty and card branding
- Issuing and renewals
- Smartcard readers



# Requirements: Transport

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- Replace existing current concessionary permits, period tickets and passes
- Multiple ticket products
- ITSO specification

# Requirements: Education

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- ID of staff and students
- Reward or incentive points for good behavior, attendance or good work
- Registration of attendance
- Stored value purse
- De-stigmatised handling of students' entitlement to free school meals
- Cashless catering payments independent of catering provision
- Access control
- Library membership, loans and renewal
- Cashless vending
- Integration with the DfEE Connexions Scheme



# Requirements: Citizen Applications

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- Leisure Centre enrolment, membership, reservations, and payment for services
- Electronic voting
- Electronic requests for service and complaints
- Library enrolment, membership, reservations, borrowing, renewals and payment for services
- Local Authority management including ID, access control, time recording, and cashless catering/vending
- Advance reservation of car parking
- On-street and off-street car parking payment
- Council payment systems
- ID/authentication for most council services

# Requirements: Channels

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- Digital TV
- On-street and indoor public access kiosks
- Customer service points in Local Authority buildings
- The Internet and World Wide Web
- Mobile telecommunications

# Requirements: Retail Loyalty & Card Branding

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- Different types of loyalty and incentive schemes
- Commercial applications will be developed
- Governance
- The “North East of England Regional Smartcard”



# Requirements: Issuing & Renewals

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- Open and freely available
- Variety of means for renewals:
  - At card issuing stations
  - At agents in local shops
  - Schools
  - Automated ticket machines
  - Via machines in bus stations/metro stations
  - Via city information points and kiosks
  - On bus



# Requirements: Issuing & Renewals (cont.)

- Future Plans for Renewals include:
  - Remotely by telephone/credit card
  - By transfer of value from any separate e-purse held on the card
  - By post event billing (similar to credit card)
  - Via wireless technology
  - Via suitable device built into PC
  - Via suitable device built into digital TV boxes



# Requirements: Smartcard Readers

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- On buses
- Automatic ticket machines
- Other appropriate places (indoor and outdoor locations) throughout the region



# The Development Plan

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- Commence OJEC process March 2001
  - Introduce Pilot Schemes
- Stage 1 - Summer 2002
  - School Management Systems
  - School Concessionary Travel
  - Transport operators own products
  - Loyalty schemes
  - E purse
- Stage 2 (6 to 12 months later)
  - Elderly and disabled concessionary travel
  - Transport operators own products
  - Further City/Government schemes including Libraries, leisure and health

# Contact Details



Ken Brown  
Principal Consultant  
IT Newcastle

[ken.brown@newcastle.gov.uk](mailto:ken.brown@newcastle.gov.uk)  
Tel: 0191 2116580  
Mobile: 07971 535629