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# The Scottish National Entitlement card &

## Scotland-wide scheme for free bus travel for older and disabled people

Look on my works, ye mighty, and despair.....

# The Goal

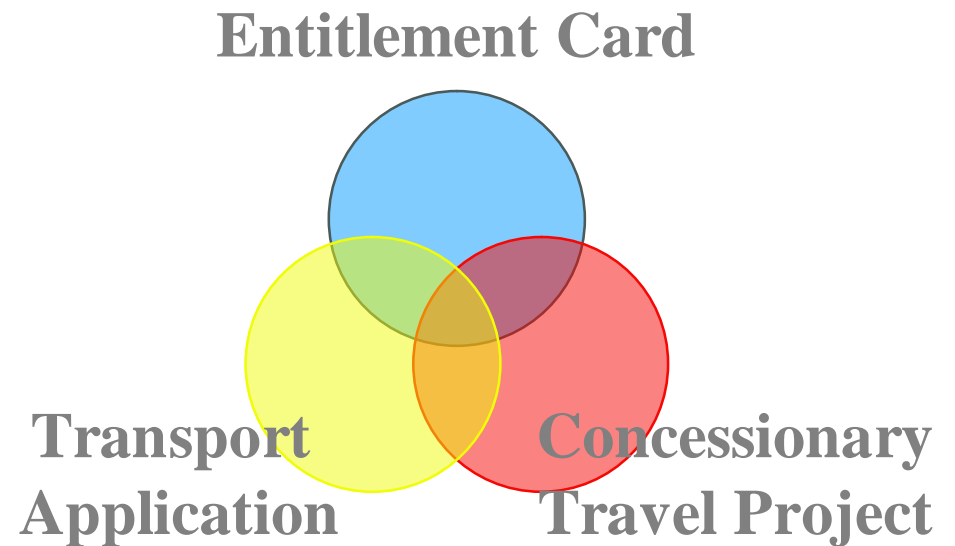
**From April 2006 there will be an unrestricted Scotland-wide free bus scheme for older and disabled people which operates within a Smartcard enabled environment**

## **The Method:**

**Force the cuddly lamb of idealism to lie down with the fierce lion of realism and make nice-nice.**

# 3 WORK STREAMS

- National Concessionary Travel
- The Entitlement Card
- The Transport Application



# **A Joint venture between the Scottish Executive Transport Division and the Improvement Service**

**Pagan and Christian so inextricably bound together that what divides them is irrelevant**

# The National free bus scheme key points

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- Scheme negotiated in outline with the Confederation of Passenger Transport
- No peak restriction
- Local registered services and scheduled coach services
- Effective from April 2006
- To be run by Transport Scotland using powers in the Transport Bill
- Also minimum of two free return ferry trips to the mainland for older and disabled islanders
- No effect on other concessionary travel: will remain the responsibility of local scheme managers

# Entitlement Card

- To access National Free Bus travel eligible people will need a citizens card.
- Concessionary travel will be a key driver
- SE committed to provide resources to support:
  - the issue of a Smartcard to everyone who wants to use the Scheme
  - bus ticketing infrastructure
  - back office infrastructure

# What are the Transport Application Objectives?

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- **The Scottish National Concessionary Travel Scheme**
  - Identification of those entitled to the concession
  - Collection of data on travel made using the concession
  - A means of enabling accurate reimbursement payments to operators
- **Integration**
  - Enable new opportunities to develop fares and ticketing products
- **Management Information**
  - Enabling access to better management information on the services they operate

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## Scottish Citizen Account Smartcard Consortium (SCASC):

- **> 150,000 cards – all ages**
  - schools enabled for cashless catering
  - school registration
  - libraries
  - transport
  - leisure centres
  - staff cards
  - controlled access
  - disabled taxi travel
  - further education applications
  - e-purse terminals
  - Young Scot/ Dialogue Youth Initiative – all 32 Councils in roll-out – card + national youth portal

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## Customer First Sub-Programme Board:

- **“The primary objective is to develop and help deliver, a standardised approach to the issue of smartcards across the Scottish public sector, rationalising the different approaches taken by different local authorities; ensuring that the card can be enabled for national entitlements, as well as being enabled for the different local entitlements that are approved through local policy decisions”.**
- ie RECOGNITION OF THE POLITICAL IMPERATIVE RE THE CONCESSIONARY FARES SCHEME – BUT IN THE CONTEXT OF A MULTI-APPLICATION ENTITLEMENT CARD**

# At the time of issue

## The card will be enabled for :

**the Scotland wide free bus travel scheme  
( incl. ferry journeys where relevant & existing local concessions)**

**ITSO IPE 0,2,16,23**

**Libraries**

**Leisure**

**Schools services**

**Controlled access**

**Disabled taxi travel**

**etc.,etc.,etc.**



# The Card is “Future Proofed”



## **Dual encoded:**

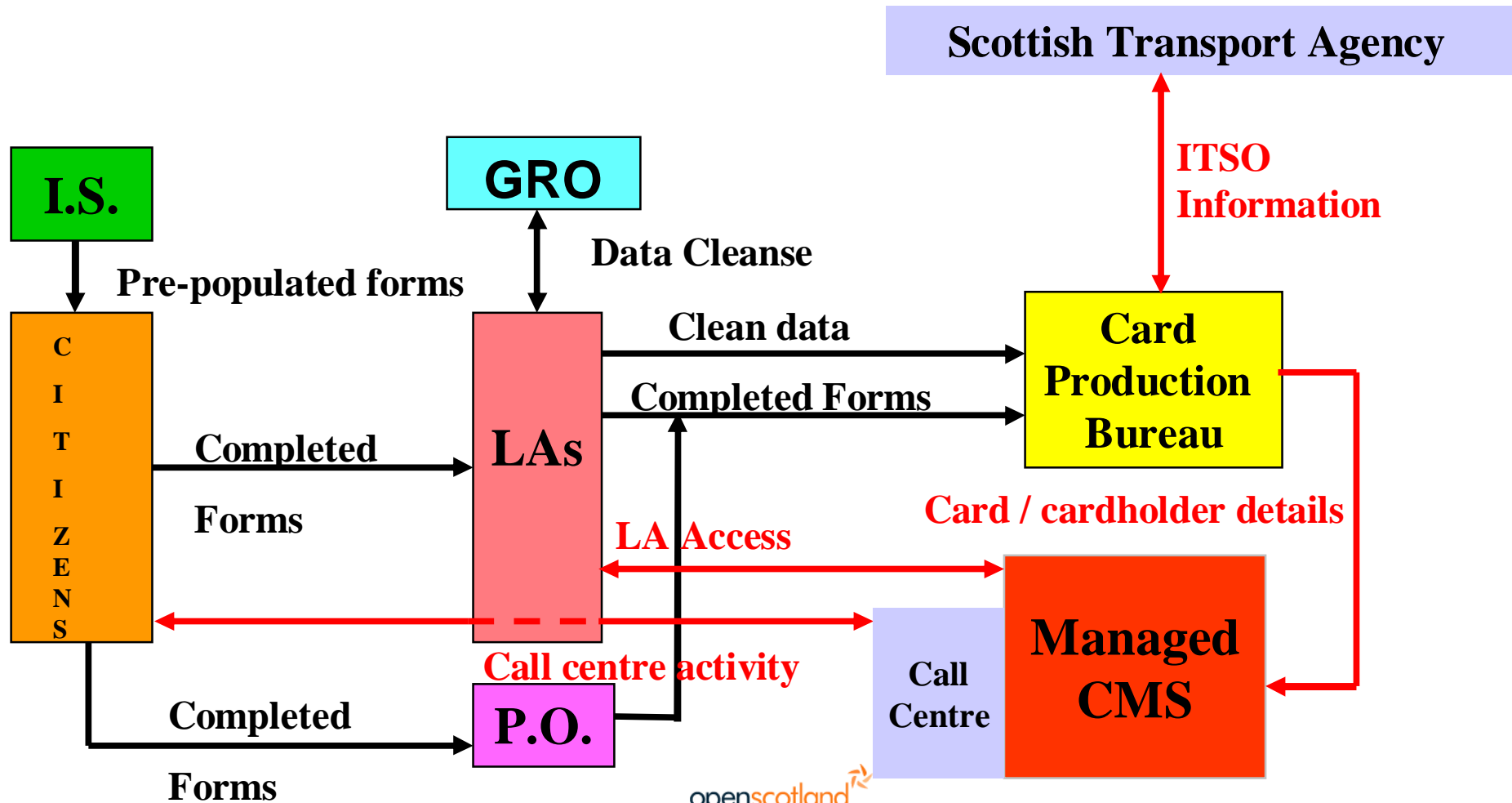
**For additional transport applications**

**For additional local services**

**For other services (e.g. F.E. & Health)**

**In technology terms**

**And continues to support previous MGF smartcard developments without any changes being required.**



- Improvement Service –**
- define card mapping & procure cards*
  - procure card bureau, with all liveries, encoding instructions, processes, ISAMS, etc.*
  - establish a central CMS & contact centre facility*
  - provide printing service for forms.*
  - ensure ITSO accreditations.*
  - contract with PO.*
- LAs / SPT –**
- provide Council Unique Identifier*
  - provide Council logo*
  - provide card “reverse” livery*
  - provide number range*
  - provide data for personalised forms*
  - process completed forms*

# Savings Through Collaboration



## Cards :

56p v £1.21

Saving £780,000 (based on 1.2 million cards)

## Card Encoding /printing :

Saving £708,000 (based on 1.2 million cards)

## Card Management System :

£492,000 v £1,280,000 Saving £788,000

## Contact Centre (estimated) :

48p v £1

Saving £58,500 (based on 112,500 call minutes)



**The accumulation of personal wealth and the extension of commercial transactions have developed a great and lamentable increase in certain classes of crimes, while the improvements in transport have largely facilitated the escape of fugitive criminals.**

Edward Blake

From the occasional nodding of heads, nervous smiles and lack of projectiles, tears, or snoring I consider that to be a success.