



Smartcard Networking Forum

Case Study 3

31 January 2007 - Max Carter



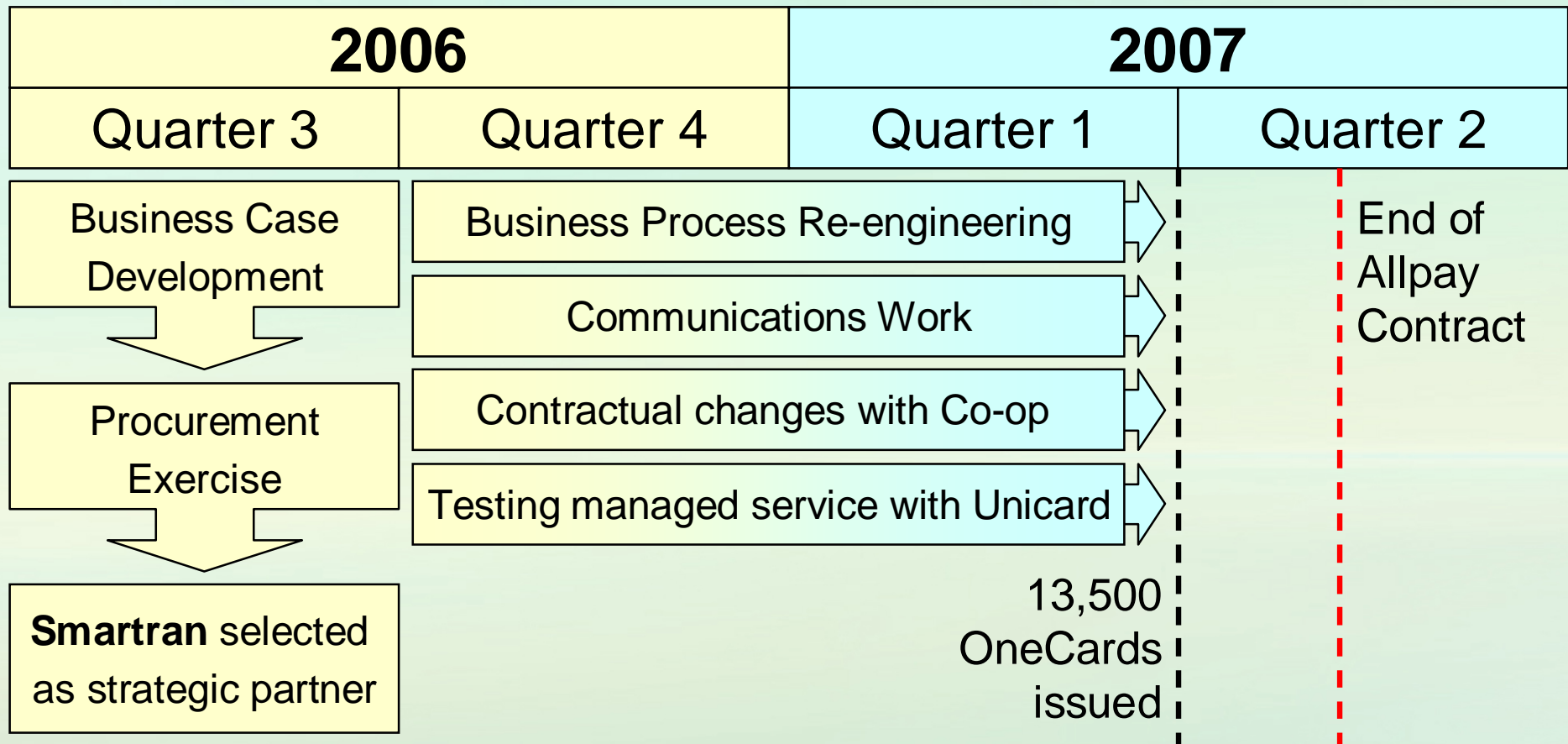


What will we cover?

- The OneCard Project (phase 1 and beyond);
- Where we are and where we need to be;
- About the card and the scheme;
- Show me the money!
- Partnership working;
- Getting the communications bit right;
- Questions.



The OneCard Project – phase I





The OneCard Project – also in phase I

- Enable cash payment via kiosks in Waltham Forest Direct Shops;
- Provide access to station bike sheds;
- Pilot combined staff ID and single access card;
- Remain aligned with pan-London initiatives.



The OneCard Project – beyond phase I

- All future projects to be Business Case led, funded by the identified savings:
 - Library Cards - DS OpenGalaxy and RFID;
 - Leisure Cards – Greenwich Leisure;
 - School Cards – Access and school meals;
- Ultimately, migration to London / Olympic card.



Where are we?

- Rent, Council Tax and some sundry debt paid with Allpay cards;
- Allpay issues and manages the cards;
- Time taken for funds to reach us – up to 3 weeks;
- Allpay contract expires May 2007.



Where we need to be (in 8 weeks)

- End of our contract with Allpay;
- Move from Allpay to Co-op bank (also our internal bank);
- Back office processes transformed;
- 13,500 tenants aware and in possession of this ...

the One card



Waltham Forest

one

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About the card

- Deploying 4K Mifare card (Oyster type) with barcode for PO use;
- 15,000 cards ordered from G&D with one side printed (London Connects contract);
- Perso to be printed by CMS partner (Unicard).



Multi-Payment Solution

- Believed to be the first in London;
- Payments can be made at PO or PayPoint outlets;
- One card to pay for multiple services (thus replacing multiple cards):
 - 3 services: Rent, Council Tax and Sundries;
 - 2 other slots available for later applications.



Multi-Payment Solution	Traditional Single Payment
Customer centric transactions	Account centric transactions
Multiple accounts associated with IIN & Customer Number combination	One account per card
One card / barcode = multiple options	One option only



Rent income

Channel	Transactions	Amount
AllPay Card	195,000	£9,000,000
Standing Orders		£8,500,000
Cash Office	37,000	£2,500,000
TOTAL		£20,000,000



Show me the money!

	Savings Per Annum	Over 3 Years
Faster turnover of cash	£15,000	£45,000
Lower transaction costs	£15,000	£45,000
Total Savings	£30,000	£90,000
+ Finance funding for Allpay replacement		£25,000
TOTAL BUDGET		£115,000

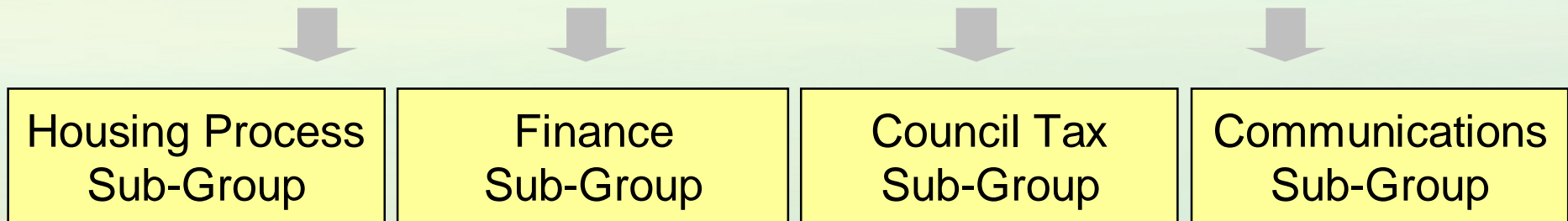
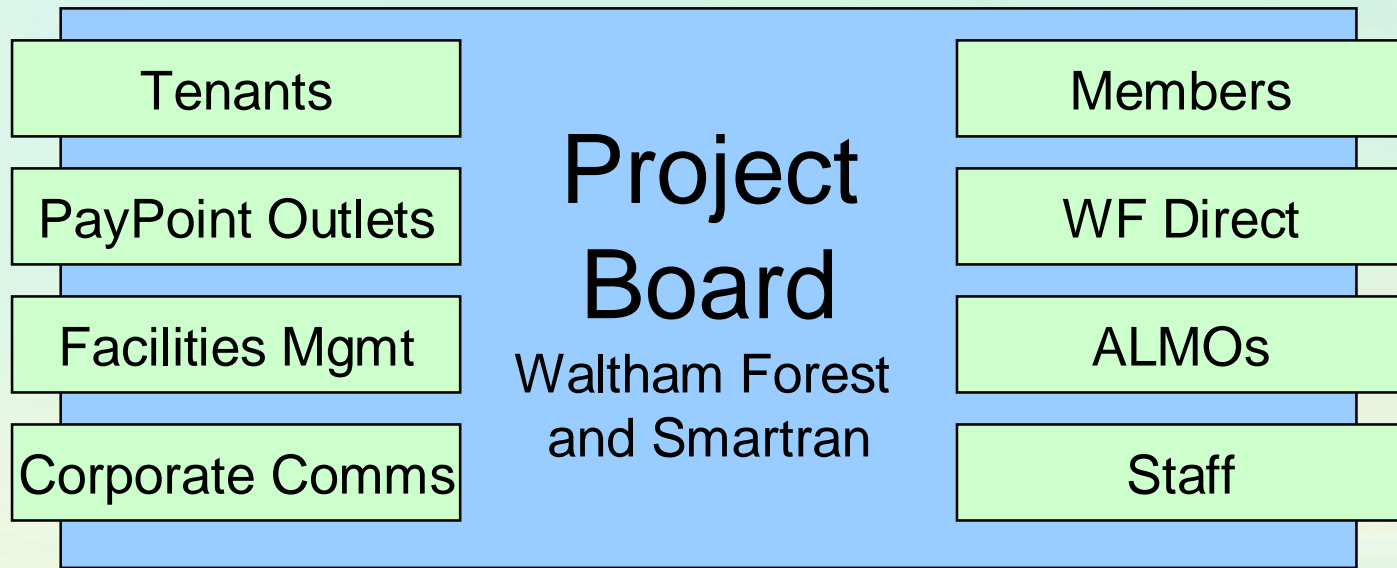


Savings Downstream

- Staff ID and access - cheaper tokens and only one access system to administer;
- Citizen authentication/recognition – reduced service queues and improved satisfaction;
- Aggregation of multiple cards onto a single personalised smartcard – one administration process;
- Business cases in development for additional applications.



Partnership working





Getting the communications bit right

- Thorough Communication Plan prepared, targeting all stakeholder groups;
- Channels include:
 - Email, Intranet, Website, Tenant Councils, Posters, Letters, Postcards, Workshops
- Be prepared for “**This is the first I have heard of it**” – it means the message is getting through!



Any questions?



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