



Your London Cards in Youth & Schools

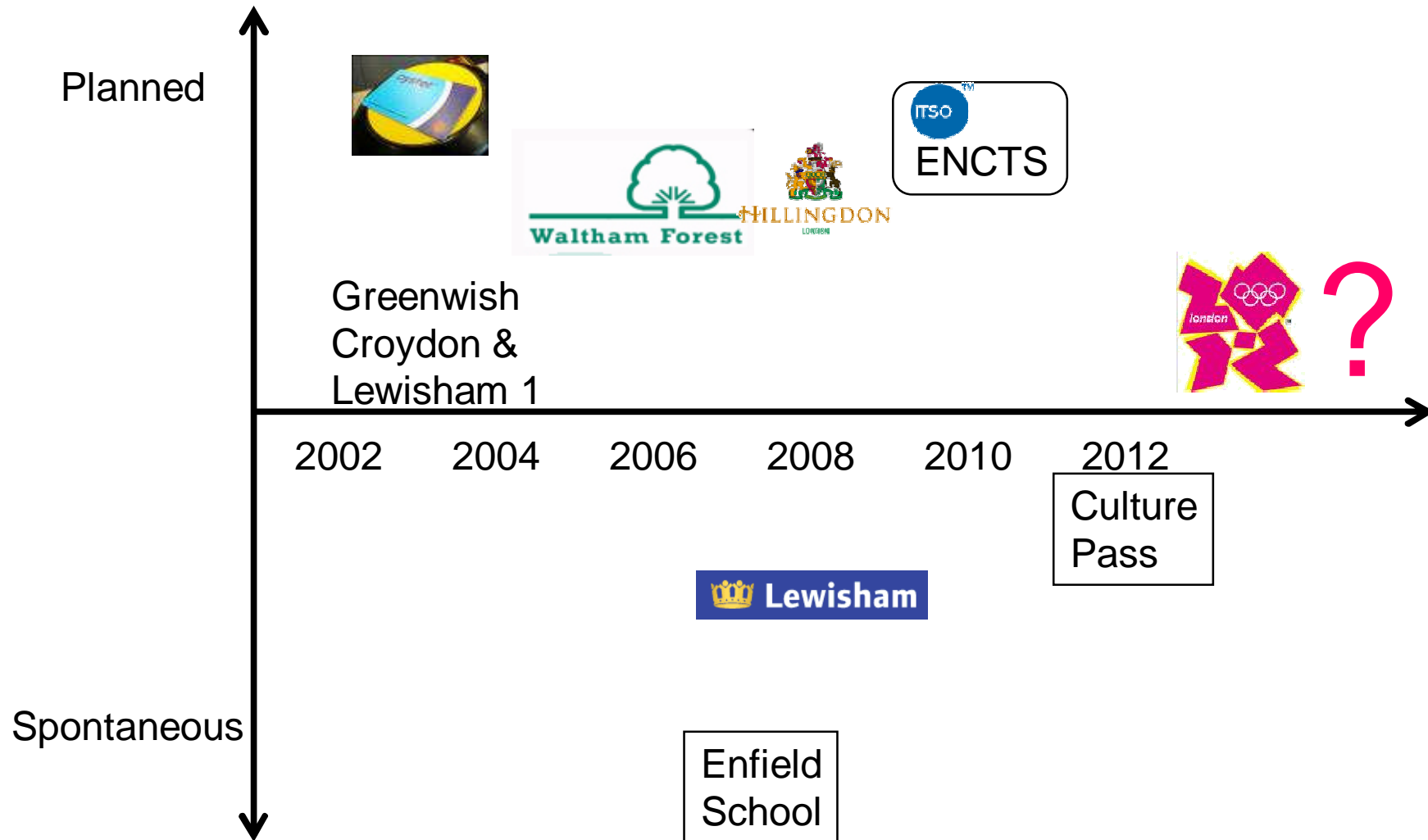
Kevin Farquharson

For Your London Card Exec

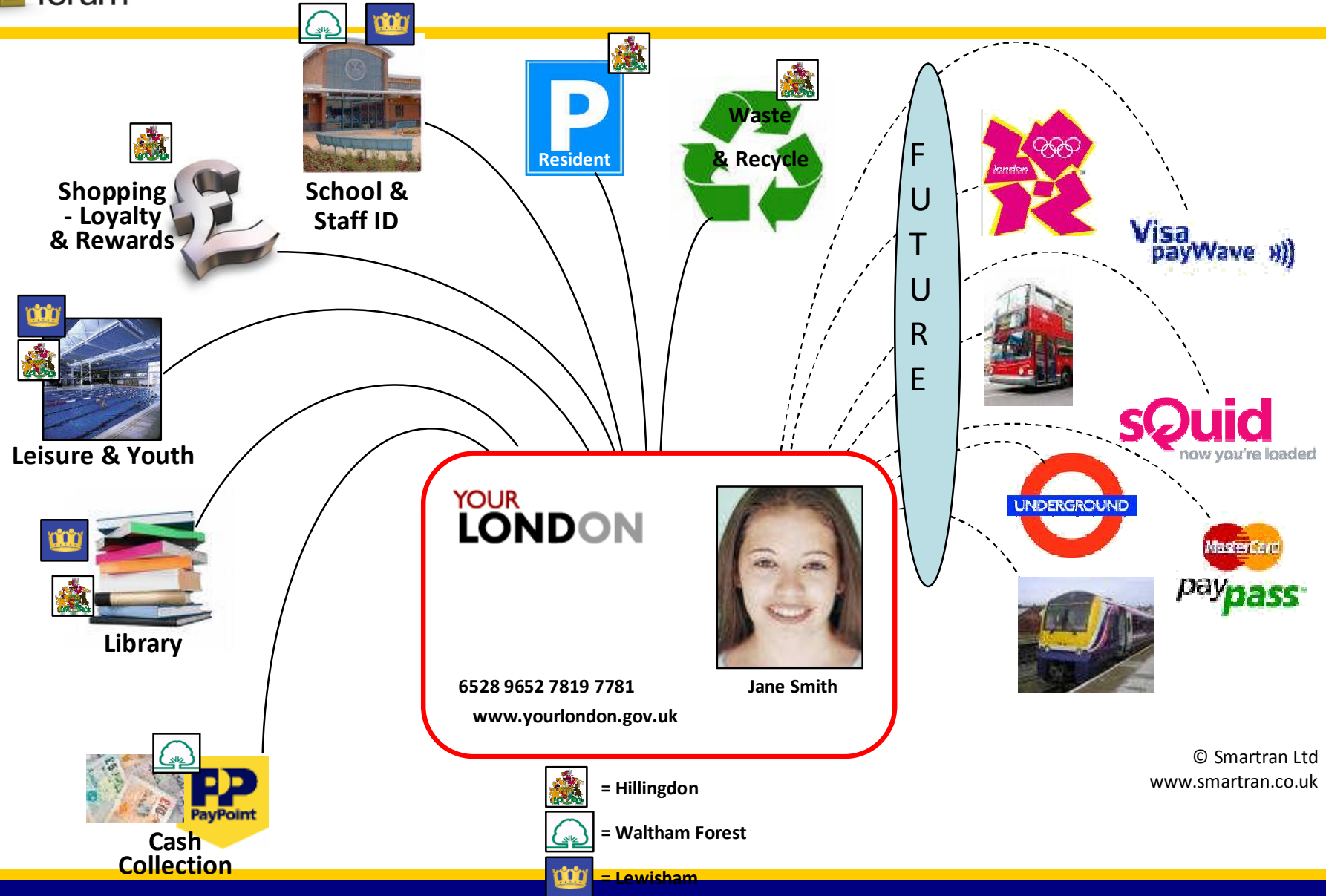
23rd April 2009

- A spectrum of schemes in London
- Your London Card – Vision to Design
- Lewisham – Looked After Children
- Smartcards in London's schools
- AIDC Testing – results!
- Challenges & Opportunities

London - Spectrum of Schemes



London Borough Scheme



Waltham Forest OneCard

- Ascham Homes & cash collection

Enrolment, letters, bar-code, service

Integrated & tested with Co-op service



- Staff ID and access

Photo passes with staff number

Tested & working with different access systems



- Kelmscott & Frederick Bremer schools

Staff and student cards

Cashless catering, ID, access control & e-reg

Card print, perso & despatch

Kelmscott School



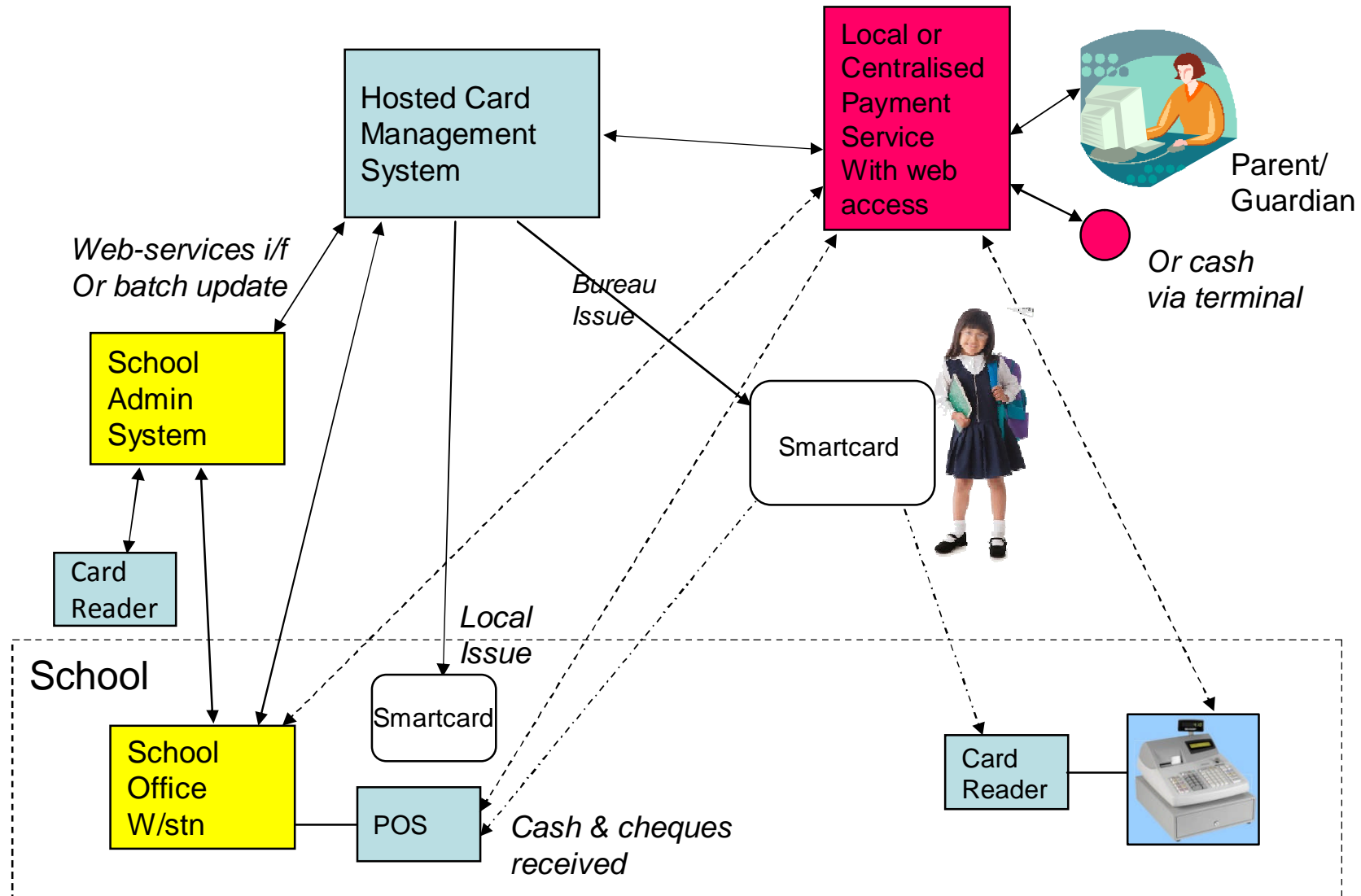
"Putting Learning First"

Frederick Bremer School



- Future more schools & libraries?

Cashless Catering in Secondary Schools





Kingston

- The Kingston smartcard enables the use of the same card in the school & community and is a deliberate attempt on RBK's part to encourage students to use the community resources such as local libraries and recreational facilities
- The first part of the solution was designed and implemented in less than 10 weeks.
- It also offered wider links as the project is also linked to the 'London Connects' project which is looking at how smart cards could work across the city.

Next Steps

- Cashless Catering
-
-

- Multi-application Your London Card
- Positive business case for rollout
- Roll-out to adults mid 2009 (c150 000 cards)
- Discounted parking for residents (Metric)
- Replaces resident's library card (Sirsi-Dynix)
- Local business loyalty & discount
- Integrated with CRM & call centre
- SNAPI included in card encoding
- Future – schools and leisure
- YLC encoding verified by AIDC in Halifax

YOUR
LONDON





Enabling access to council services with discount concessions & capture of data for re-imbusement & use in schools – trial stage + 1 school



Scheme covers

- Library
- Leisure
- Multiple concessions
- Sedgehill School (cashless catering)



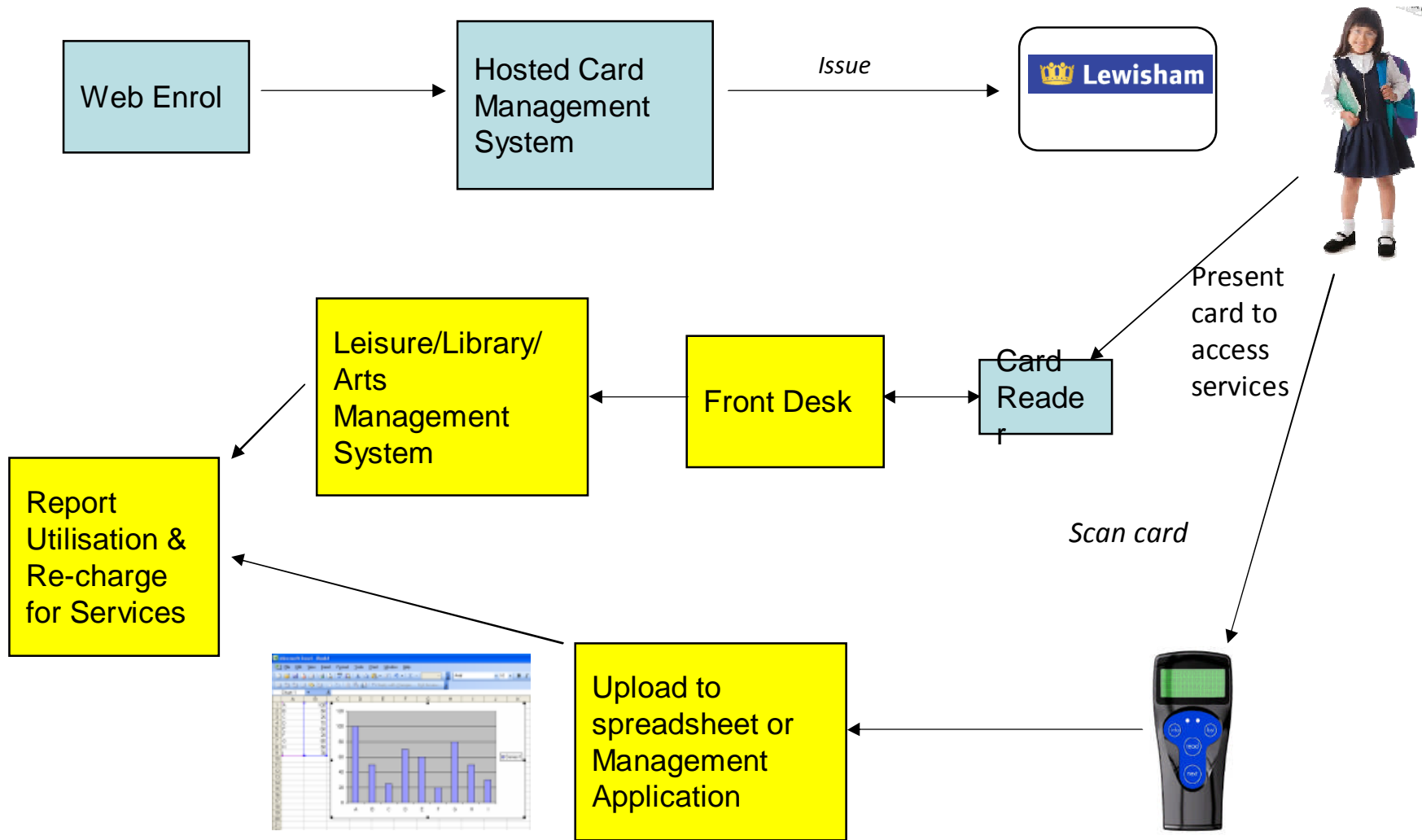
Challenges

- Increase usage
- Add value

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Youth Services & Concession Entitlement





Oyster Zip in Schools

- At least 2 schools in Enfield are encouraging students to use their Oyster card in schools
 - The cards are being used for access control, cashless catering and school library borrowing
 - The school is only reading the manufacturer's chip number and not writing data to the chip. The chip number is not printed on the card & is open to read.
 - The cards are simply registered against the student's account using a manual process.
 - TfL is probably not aware of this use of their cards!
 - Clearly the school saves the cost of issuing cards.
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Culture Pass

- The Mayor of London has proposed a pass for young people to gain access at discounted rate to art, theatre and other culture
- There is an opportunity to make this a feature of the Pan-London card or extended Oyster card
- See: www.london.gov.uk and
- www.tfl.gov.uk/corporate/media/newscentre/10533.aspx



Why the progress in London?

- Experience & comfort with Oyster
- Your London Card Vision & Design
- Your London Card Exec – meet quarterly
- Not having to do Transport!
- Funding & business case
- Testing versus LASSeO specs

Vision to Design

- Your London Card Vision
- Pan-London library card
- Library & Leisure Business Case
- Standardised Card Numbering
- School Meals Report (LBWF)
- YLC Web Services Design

Standards make it easier & faster to deploy

Smartcard Testing by AIDC

- To ensure inter-operation, cards must either use a common standard or applications run in their own “silos”
- NCSP allows for a common cardholder data area (CCDA) that can be shared between applications
- Applications can also be completely “closed” if required but “visible” to other applications on the card
- AIDC-UK is developing a prototype software tool for probing and verifying LASSeO compliant cards
- Must ensure cards have been encoded according to LASSeO to ensure inter-operation
- Directory structures, application identifiers, data identifiers, data types and data encoding
- **Initial report expected after Easter 2009**



LASSeO Probing Tool/3

Lasseo Smartcard Application

Read Application Data

Read MAD1 Read MAD2 Read NSCP Directory

Sector type:
 NSCP Service Data - Srv 0009 [Membership] - Sector 52/ Len 04

Srv 0009 [Membership] - Sector 52/ Len 04 Read Entry

Card Serial Number
 43E372CA

Card Sector HEX Data

Sector: 52

```

Block0: E035 500B 004D 656D 6265 7273 6869 70DF
Block1: 010F 0030 4237 3032 3930 3030 3030 3237
Block2: 35DF 010F 0030 4237 3032 3930 3030 3030
Block3: 3237 35C0 02C3 E800 0000 0000 0000 0000
  
```

Service Label Library Number Library Number

Convert to ASCII Generate Service Report

Read Sector

Select Key: 1494E81663D7

Current Sector: 52 + - Read Hex Sector

Generate Card Map Generate Card Report

Sector Decoded Data

```

Service = Membership
Field Code = 50
Field Name = Service Label
Field Type = ASCII
Field Data = M e m b e r s h i p

Field Code = DF01
Field Name = Library Number
Field Type = ASCII
Field Data = 0 B 7 0 2 9 0 0 0 0 0 2 7 5

Field Code = DF01
Field Name = Library Number
Field Type = ASCII
  
```

Challenges

- Schools – own fiefdom – exercise choices
- Integration & delivery responsibility split
- Joining up applications

- Improving service delivery (not just re-inventing the cartwheel)

- Making the business case stack up

Opportunities (KF view)

- Exploit Oyster Zip
- Improving health, wellbeing & opportunities for young people
- Add payment application
- London Culture & leisure card

Age	Entitlement	Card	Estimated Population*
5-10	Free travel on buses, tube, trams and London overground	5-10 Oyster Photocard	519 000
11-15	Free travel on buses and trams. Child rate on tube, DLR and London overground	11-15 Oyster Photocard	433 000
16-17	Child rate on buses, tube, trams, DLR and London overground. If still in qualifying full time education they can also apply to get free travel on buses and trams.	16+ Oyster Photocard	185 000
18	Only available if they are living in a London borough and still in qualifying full-time education. They can apply to get free travel on buses and trams and child rate on tube, DLR and London overground.	16+ Oyster Photocard	93 000
		Total	1 230 000

- *Based on 2005 mid decade estimate of population; uptake will be less*



Questions?

See www.londoncouncils.gov.uk