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## **PRESS RELEASE**

### **Smartran has a key role in implementing the largest multi-application resident card in England – HillingdonFirst**

The London Borough of Hillingdon is introducing a multi-application resident card as part of the council's plans to offer local residents access to services at preferential rates. Consultants from Smartran have had a key role in planning and implementing a residents' privilege card for the London Borough of Hillingdon: the HillingdonFirst card.

This month, Hillingdon Council is issuing over 147,000 resident cards which will offer residents preferential rates at council parking facilities, access to libraries, free entry to the council's domestic waste and recycling centre, and discounts at participating shops and businesses. Hillingdon residents aged 18 and over will be sent a HillingdonFirst card, starting on Monday 15 June 2009. Hillingdon drivers who are 17 can also apply for a HillingdonFirst card.

Cllr Ray Puddifoot, Leader of the Council said: "The HillingdonFirst residents' card will do exactly what it says – put our residents first. We want to make sure those living in Hillingdon pay less for facilities and services provided by the council than those from outside the borough who do not pay council tax in Hillingdon."

HillingdonFirst is the largest multi-application resident card delivered for several years in England. Smartran has been at the forefront of ensuring successful delivery of this project from the start with the feasibility study and business case. Smartran was then selected as business partner in March 2008 to provide consultancy support throughout the design, planning, implementation and acceptance testing of the scheme. Key to the successful scheme launch to scope and schedule has been Smartran's attention to detail in the design and task planning. Early in the project, Smartran helped

Hillingdon identify the key applications, before moving on to design interfaces between systems and to define new processes for library, parking and customer services.

Kevin Farquharson, Managing Director of Smartran, said “I have been most impressed by Hillingdon’s focus on the scope and objectives of the scheme from the outset. Darryl Wallace, Hillingdon Council, is an excellent project manager who seeks professional guidance, keeps his management team informed and makes firm decisions. I am also very pleased with the procurement approach which went very smoothly, left minimal gaps to cover and ensured the council achieved excellent value from the various contracts.”

An experienced team was formed for the delivery – Metric won the contract for the enhanced parking machines which accept the HillingdonFirst card, Sector UK undertook enhancement and integration of the council CRM, Bracknell Forest was selected to provide the card management system as a managed service, Sirsi-Dynix delivered enhancements to the library system, Drek Associates undertook the enrolment of businesses to the loyalty application and Burall InfoSmart won the contract for the supply, production and dispatch of the resident cards.

Key scheme elements were working from early 2009 - the parking machines read the cards correctly, new library processes were working and card encoding was checked against the Local Authority standard by AIDC in Halifax. This left sufficient time to oversee further integration and acceptance tests while Burall InfoSmart started to produce the cards and prepare them for dispatch.

Hillingdon has taken a bold step in launching the resident card with 4 uses from Day 1. Most residents will have immediate use of the card with something for everybody, whether they drive, use the library, visit the waste site or use shops and businesses locally. By launching with these applications, the business case has proved to be stronger and it is anticipated that residents will use the card regularly. There is already significant interest from other councils and Hillingdon has plans to add other uses and rollout further within the community.

For further information on HillingdonFirst see [www.hillingdon.gov.uk](http://www.hillingdon.gov.uk) or [www.smartran.co.uk](http://www.smartran.co.uk).

## **Ends**

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### **Notes to Editor:**

Smartran Limited provides solutions, independent consultancy and project management services. Smartran delivers exciting, innovative and effective solutions for multi-application smart card schemes and related retailing, cash collection, payment, e-commerce and settlement requirements. Smartran was closely involved with the National Smart Card Project (NSCP) and the early starters using the NSCP starter kit. Smartran has assisted a wide range of organisations including projects for Lewisham Council, Chester City Council, Waltham Forest Council, Hillingdon Council, Barking & Dagenham, London Connects, DfT, ODPM and Bracknell Forest Council.

Smartran currently support resident cards schemes for Waltham Forest and Lewisham which are both growing year on year.

Kevin Farquharson is Managing Director of Smartran and Co-Chair of the Smart Card Networking Forum (see [www.scnf.org.uk](http://www.scnf.org.uk)).

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