



20<sup>th</sup> May 2008

**PRESS RELEASE –  
Multi-application Resident Card is now a reality**

The endeavour to rollout a user-friendly, multi-application resident card is now within reach. In the past, the challenge of integrating different applications and services onto one card and anticipated high cost of implementation prevented multi-application resident cards from being deployed. Smartran believe they have overcome these concerns and the vision of a multi-application resident card is now a reality.

Through our ongoing local authority assignments and multiple supplier relationships, Smartran is now offering a full portfolio of applications which can be delivered on local authority resident cards with a sustainable business case. The portfolio allows councils to select and prioritise applications and thereby maximize delivery of benefit and return on investment within 1 to 3 years. This approach can effectively replace multiple resident/membership databases and low quality swipe/flash cards with a single high quality personalised card.

The following applications can now be readily realised on low cost smartcard technology using open standards (ref LASSeO):

- Accessing leisure services, including checking cards at any location
- Using public libraries, including access to computer resources and self-service
- Discounted resident parking at the touch of a card
- School cards which can access services within and beyond the school gate
- Enabling more effective delivery of youth services with targeted financial support

- Encouraging healthier diet and lifestyles through school & leisure reward schemes
- Discounted entitlement with local retailers (loyalty application)
- Electronic replacement of cash (e-purse or pre-paid debit)
- Cash payment for multiple accounts with one card (eg rent, Council Tax, Sundry and service charge)
- Concessionary transport entitlement
- Basic resident identification for access to council services

Kevin Farquharson, Director of Smartran Ltd commented "In our experience, the demographics and service priorities are different for each Local Authority we speak to. For each client, we identify the areas of greatest need for service improvement and opportunities to benefit their residents. We help each client develop a strategy which delivers a range of applications on a resident card which improves efficiency of service delivery and makes it easier for residents to access local services. Local Authorities are linking their services together for improved customer service which can be readily reflected in one personalised card replacing multiple bar-coded and magnetic stripe cards. Some councils are proactive in encouraging local businesses and this can be enhanced with a resident loyalty card which can now be complemented by an e-purse or e-cash on the card. By combining a number of applications on a card, a sustainable business case can be realised for target groups or a scheme for all residents."

Smartran is offering this comprehensive solution to increase the value and advantages of introducing a smart resident card scheme. Our report for London Councils on the sustainable Business Case in Libraries and Leisure is published on their website (<http://www.londonconnects.gov.uk/your-london-card/your-london-card.html>). If you would like more information regarding smartcard schemes, this solution and other smartcard applications please contact:

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## 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, London Connects, DfT, ODPM and Bracknell Forest Council.

Smartran's multi-application resident card is based on experience drawn from the following successful schemes:

| Application        | Description  | Experience  |
|--------------------|--|---|
| Leisure            | Access to leisure services, including checking cards at any location                       | London Borough of Lewisham & Chester City Council                   |
| Library            | Library membership including access to computer resources and self-service                 | London Boroughs of Lewisham & Hillingdon                            |
| Parking            | Discounted resident parking at the touch of a card   | First Group / London Borough of Hillingdon                          |
| Schools            | School cards which can access services within and beyond the school gate                   | London Boroughs of Lewisham & Waltham Forest                        |
| Youth Services     | Enabling more effective delivery of youth services with targeted financial support         | London Borough of Lewisham  |
| Loyalty / Discount | Discount entitlement with local retailers (loyalty application)                            | London Borough of Greenwich / Royal Borough of Windsor & Maidenhead |
| e-Purse            | Electronic replacement of cash (e-purse or pre-paid debit)                                 | London Boroughs of Hillingdon & Greenwich                           |
| Cash Collection    | Cash payment for multiple accounts with one card (eg rent, Council Tax and service charge) | London Boroughs of Waltham Forest & Greenwich                       |
| Transport          | Concessionary transport entitlement  | ITSO & ATOC   |
| Entitlement        | Basic resident identification for access to services                                       | London Borough of Waltham Forest                                    |

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