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PRESS RELEASE

One Card Makes Sense in Schools

Over the next 2 years, Smartran is calling on schools and Councils who introduce cards for cashless catering, electronic registration and access security to specify that the cards are also to be used for transport and accessing other local services (eg libraries, youth clubs and after school groups). By 2010 parents, pupils, heads, governors and teachers will know that it is unnecessary, inconvenient and inefficient to issue pupils with a different card for transport, school access, library, leisure etc. Councils need to know how this objective can be readily achieved. In response, Smartran has devised and proved a standard approach to deliver multi-application cards for use in schools.

A growing number of schools are taking the initiative to implement cashless catering to remove cash from the class room, access control to improve safety and e-registration to monitor pupil attendance. The programme to rebuild and re-furbish our secondary schools is providing the funding and opportunity to install these systems (See Building Schools for the Future - BSF). Currently, however many pupils are being issued a card which can only be used in the school and they will probably have another card to travel on the bus, a library card and possibly a leisure centre pass as well! In London for example, many teenagers need an Oyster Zip card to travel on the bus and tube. This is neither sensible, efficient nor justifiable.

The case to bring these applications together on one card is compelling:

Transport – In London, TfL has terminated the contract with Transys for Oyster and from 2010 will have much more flexibility in how they issue smart passes. Outside of London, authorities are gradually going smart and have already issued thousands of smart concessionary passes. It is a small step to issue photographic cards for another section of the community and use them to access multiple services. When used in transport, they ensure concessions are used correctly, access is controlled and service usage can be

monitored. Where dedicated school transport is used, cards can be read on boarding so you know who is on the bus to provide additional security and peace of mind.

Schools – Cards are proving to be more reliable and flexible than biometrics, as they can be used beyond the school gate to access other services and provide a visual form of identification when at school. Where properly implemented, cashless catering cuts down queuing, removes cash from the playground, encourages healthy eating and has a positive business case (see our consultancy report for London Connects at http://www.londonconnects.gov.uk/your-london-card/your-london-card.html). Cards can be used to improve physical security of sites and control access to ICT rooms, lockers, labs and 6th form facilities. The use of e-registration can improve end of year results through improved attendance levels and reduced time taken for the daily register. Adding functions to reward academic achievement, good behaviour and healthy eating also improves pupils' well-being and encourages them to participate in positive activities.

Youth Services – Current initiatives are seeking to incentivise, reward and measure participation in positive activities. Cards can be used to control access and track usage at youth centres as well as conveying concessionary benefits (eg Lewisham Broadening Horizons). Some Councils are trialling the use of cards to book and participate in courses and to enable disadvantaged young people to take part in higher cost activities (eg Bolton and Tower Hamlets).

A school in the Community – One of the objectives from the BSF programme is to create facilities which can be used by the whole community eg leisure facilities, small theatre venues, meeting rooms. If they are made compatible, resident cards can be used to provide physical access and hold membership entitlement to use the new facilities.

In Scotland and a growing number of locations in England, these services are being linked together so one card can be used to access all. The cards and their encoding have been standardised, leading to economies of scale and reduced technical risks. A council planning to issue cards which can only be used within the school has a significant risk that they will need to change the card issuing process and replace cards earlier than expected.

Smartran has extensive knowledge and experience of how to achieve these outcomes and minimise costs and risks. You can contact us to find out about our standard approach for schools including alternative supplier assessment, maximising return on investment and ensuring effective delivery.

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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 is offering comprehensive solutions 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).

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

Smartran is now offering a full portfolio of applications built on our growing track record of success with local authority assignments and multiple supplier relationships.
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 (eg rent, Council Tax and service charge)
- Concessionary transport entitlement
- Enhancing security and information for dedicated school transport
- Basic resident identification for access to council services

If you would like more information regarding smartcard schemes, solutions and other smartcard applications, you can contact Kevin Farquharson or Steve Beecroft on:

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