



Merseytravel Strategy to Enable Smart Ticketing and How to Live smart!

**Moving On Conference
17 June 2008**

**Jim Barclay – Merseytravel
Director of Resources**





Structure

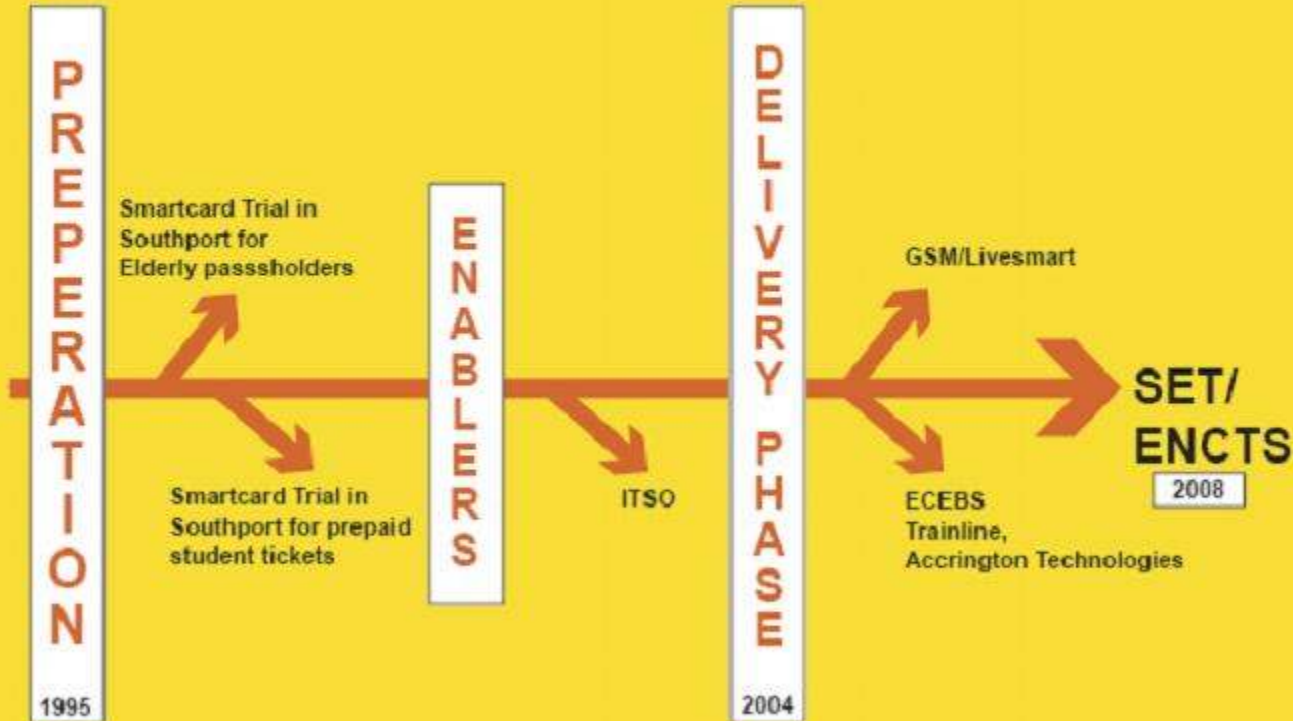
- Merseytravel Background
- Business Needs
- The Smart Enabled Ticketing (SET) Project
- Concessionary Travel
- Moving on: the 08 Card
- Future Direction





Background – Strategy

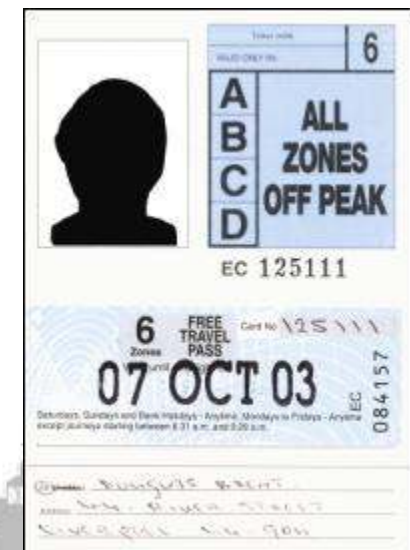
The Merseytravel Smart Card Evolution





Business Needs - Passes

- People with disabilities (49,000)
- Elderly people (201,000)
- Approximately 60 million journeys per year
- £40 million per annum to transport operators





Business Needs – Prepaid Ticketing

- Long established PTE scheme

Saveaway 07/08

Sales 2.29m
Value £5.87m



Solo

Sales 261k
Value £6.37m





Business Needs – Prepaid Ticketing

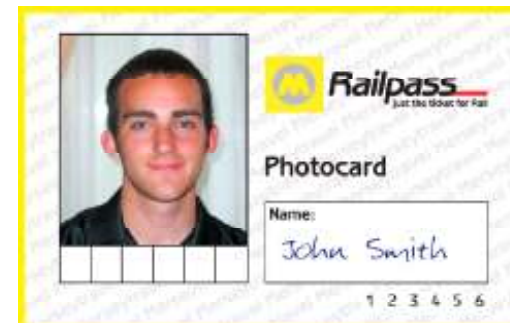
Trio

Sales 158k
Value £6.67m



Rail Pass

Sales 58k
Value £3.8m





Business Needs – Prepaid Ticketing Issues

1. No database
2. Retail structure
3. Flexibility
4. Servicing operation buy-in
5. Competitive position





Business Needs – Station gating

Merseyrail Electrics

- Gating – 6 key stations
- 70% trips
- Fraud reduction
- Prevention of unauthorised platform access
- Further expansion





Business Needs – Concerning Pass Issue Processes

- Improve existing methods
- Database improvements
- Pass holder images
- Enable development for e-Gov citizen access
- Reduce fraud





Business Needs – Smart Media Strategy

- Progress Smart media strategy

Constraints:-

- Live within limited funding (and be sustainable)
- Phase must be defined and deliverable
- Standards (ITSO) & expandable
- NO increased exposure to 'flash pass' fraud





Business Needs – Summary

- Renew Concessionary passes
- Facilitate developments to allow passes to open station gates
- Improve issue processes
- Progress Smart media strategy

Smart Enabled Ticketing (SET) Project

Project Aims – Address business needs





ITSO in a Flash!

SET - D

PLEASE CHECK **ITSO**

ITSO ISPN 1111 2222 3333 4444 55

MERSEYSIDE'S TRAIN, BUS AND FERRY TRAVEL PASS

Merseytravel

30 NOV 04

VALID UNTIL MIDNIGHT ON THE ABOVE DATE

DX 057682

ALL ZONES

Mrs P. Black HU9 1ED

Please check that the laminate contains the ITSO logo

*The logo must contain the ITSO logo





ENCTS

- Just as everything was going smoothly along came the challenge of ENCTS
- However Framework Agreement for DfT awarded to SET consortia
- Building blocks SET provided this





As the 1 April Deadline Loomed..

- 172,000 new passes produced by 20 March. Despatch last week in March.
- By end of April, with in-house capability were producing 1500 new passes
- Clearing of over 8000 backlog queries completed





Key Issues

- Customer service given priority
- Business Knowledge
- Technical community has solutions
- Smart media has had to fit business need
- ITSO – fundamental importance
- Main risks not technical
- New reimbursement methodology





Future Phase

1. Move to genuine smart enabled ticketing read on buses
2. Proposal for concessionary trials:
 1. Liverpool bus services
 2. Link with other schemes
3. Reimbursement for ENCTS 2011/12
4. Rail Station Gating: Card Reading





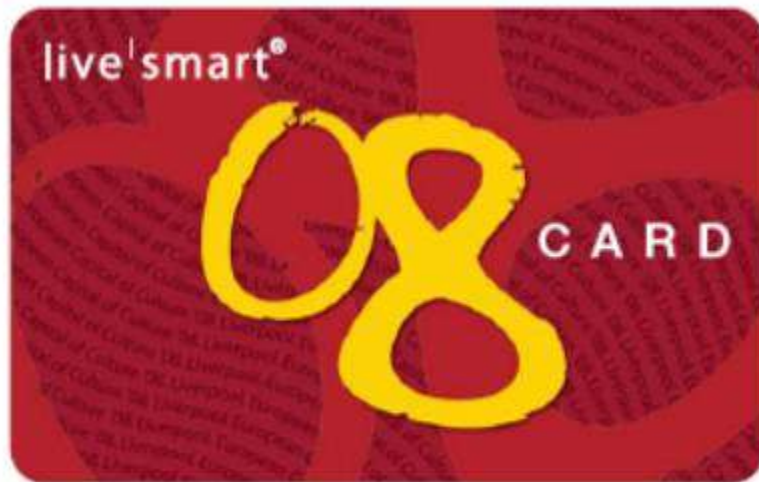
Prepaid Ticketing Strategy

1. Easier for the customer
 - Removal of photocards
 - Extension of retail offering
 - Move to Paypoint?
2. Improve revenue control and protection
 - Removal of pre-printed tickets
 - Use existing paper/card ticketing to support better access through gates
3. Revise delivery structure for promoting and marketing prepaid ticketing
4. Develop new generation of ticketing for Merseyrail
 - Conversion of Railpass to Smartcard?
 - New rail pre-pay products?
 - Build on existing collaboration?





Livesmart & 08 Card



- **Livesmart & transport:**
 - **leisure associated**
'Reasons to Travel'
- Over **83,000** registered card holders **in a year**
- Free distribution, value comes via registration
- Key communication tool
- Ticket deals
- Access to public transport





08 VIP Card



- Paid for card
- Target market high end consumers
- Loyalty and discounts in addition to travel/ticket offers





Your Ticket for Liverpool



- Visitor/Tourist card
- Discounted attractions
- Travel offers
- Communication
- Sales 2008 (100% ahead of last year to date)





Other products in the portfolio



- Liverpool community college – own brand
- Live 120
 - All Liverpool Chamber of Commerce members
 - C.1,800 businesses
 - Employers make available to employees – reward, incentive etc





Empowering young people



- Based on 08 Card
- Targeted scheme in contract with LCC
- Delivers targeted benefits to identified young people
- 1,000 registrations anticipated





Future Direction

1. More fully integrate lifestyle and transport?
2. Develop standalone transport tickets?
3. New form of concession?

**The answer to all these questions is
YES!**





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