

# DRAFT

## Smartcard development for the West of England

Aim: to roll out a smartcard scheme available on public transport operating within the sub region.

### **Existing situation**

Smartcards are available on Ulink services, operated by Wessex Connect, offering season based products and stored value, rechargeable on the buses. This is a proprietary scheme provided by Parkeon (formerly Wayfarer). Smartcards are purchased from UWE. Using a card to purchase a ticket attracts a one-sixth discount on the fare, approx 16%. UWE incorporate travel costs into accommodation costs to ensure a base of smartcard use amongst students. Bristol City Council provide a back office and allow UWE access rights to appropriate scheme information.

### **Roll out**

Phase 1: BCC to extend Ulink scheme operation to include the Portway and Long Ashton Park & Ride, and services 517, 518, 584, 585, 586, 587. The scheme will be compatible with existing Ulink services. All these services are presently operated by Wessex Connect with smartcard compatible ticket machines.

Smartcards would be available for purchase from UWE and/or Bristol City Council, with a season product or stored value. Recharging available on buses within the scheme: all buses on 902, 903, 517/8, 581, 584/5/6/7 and U1-5

Estimated cost: c.£20,000

### **Future phases**

1. Scheme expanded to incorporate all Wessex Connect operations in Bristol, South Gloucestershire and Bath. South Glos contracted service 581 serves UWE and would be particularly useful to incorporate. Cost c.£10k
2. First's commercially operated services to be fitted with smartcard readers. Cost c.£2.5m
3. Establishment of smartcard vending and recharging infrastructure across the West of England. Cost c.£1m
4. All other operators in the sub region included within the project Cost c.£1m
5. Further development of products available eg. daily spending cap.
6. Expand scheme to Rail and ferry services.
7. Long term aim: Following the delivery of a regional back office system, the conversion of the scheme to incorporate national usage.

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## Possible design of a West of England Smartcard Scheme

### **Scope**

- All buses operating local services exclusively within the boundaries of the West of England area.

### **Description**

- Stored Value and season products
- Recharging on bus and at selected locations
- One card: usable on any bus service
- Incentive to use card provided by a 16% (or other) discount in all card purchases and season discounts.

### **Infrastructure**

- Ticket machines – Wayfarer TGX150 as minimum
- Depot reader/PC for each operating depot
- Software packages and licensing
- Point of sale machines (Smartcard sales locations – Bristol Bus Station, Bath Bus Station, First Travel Shop on Weston High Street, South Gloucestershire?)
- Add value machines/on line recharging?

### **Operation**

- Purchase smartcard from outlets above, either with stored value amount or season product
- Purchase ticket with card at 16% (or other) discount.
- Add value to smartcard on bus. (Pending development of other locations/options)

Back office at Bristol City Council. All operators would require connection to this back office.