



Youth card changes young people's lives

AN innovative scheme which changes young people's lives has won a top national award.

The ITSO-compliant Your Staffordshire Card has come first in the Transport and Mobility category in The Guardian newspaper [Public Service Awards](#).

The scheme allows 11 to 19-year-olds in the county, which has big rural areas, to travel any distance by any number of buses for just £1 each way.

Young people have long campaigned for concessionary bus transport through their Youth Action Council (YAK) and are now reaping the benefits. They say it makes access to jobs and education much easier, as well as boosting their social lives.

Staffordshire County Council earmarked £400,000 so the cards could be issued free and to cover operator reimbursement

costs. 100,000 young people in the county are eligible for the card. So far 25,000 are taking advantage of it.

Centro provided start-up support and Staffordshire will be using Centro HOPS services. Unicard is providing the online application portal and card management system whilst ESP provides the card production bureau.

So far, most of the buses in the Staffordshire region can accept the smart cards and the plan is for all bus companies to go smart for commercial ticketing by early next year.

YAK member Jack Bourne, 17, says: "I used to go from where I live in Cheadle to the nearest shopping centre in Hanley and that was £4.35 return. Now it's £2." He also uses the card up to get to his work at Alton Towers and knows lots of other young colleagues who are taking

advantage of it. Jack also uses the card up to six times a week to visit his girlfriend.

Staffordshire County Councillor [Mike Maryon](#), cabinet member for Highways and Transport, said: "We are very keen to support our young people and want to ensure they are given the best possible start in life.

"This scheme also helps boost the local economy by giving young people the means to access opportunities that will ultimately give them a brighter future."

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PLEASE note that there will be no ITSOnews in January although we will be keeping in touch with members throughout January in other ways. Your monthly newsletter will in February.

Message from the CEO

I'LL keep things short and sweet this month as I am looking forward to seeing many of you at our AGM next week (Wednesday, 14 December).

It's been another busy month for our members and the team here at ITSO Limited as you can see from these pages.

Mike Fuhr has quickly reviewed this year's achievements elsewhere on this page. I hope, like the team here, you will see that much has changed for the better in ITSO-land.

If I do not see you beforehand, have a great festive season. Look forward to working with you in the New Year.

Regards, Michael Leach



Good governance

STEVE Wakeland started work with ITSO on 31 October as our Governance Manager.

He is leading the creation of a new compliance function within ITSO which will work with all stakeholders to investigate issues and enable us to work together through to resolution.

He will address the governance framework from a broad perspective to

ensure that there is a suitable focus on key processes and controls; minimising risk and maximising the understanding of the way that the community can work together to achieve ITSO goals.

Steve has more than 30 years' experience of IT audit, risk management and governance-related matters from financial services and other industries.

His immediate past experience was at the Royal Bank of Scotland where he worked in IT Audit and Risk Management. Despite all of the recent

problems experienced at RBS, Steve is proud of the fact that none were associated with the failure of IT controls within the bank!

Steve has two sons and one grandson, with whom he loves to spend as much time as possible. When he's not at home with the family he's out on his road bike – pedalling over 4,000 miles in a year.

- *Steve can be contacted on 01908 564423 or 07867 875344, email steve.wakeland@itso.org.uk.*

ISMS update

NOVEMBER saw more than a million messages processed by the ISMS – double that processed in the same period last year.

Some 2008 new ISAMs were also connected to the ISMS in the same month, bringing the total connected to 63,809.

In this one month alone, 11 new products, 4 new customer media devices

and three new operating IDs were registered on the ISMS.

- *All queries concerning the ISMS should be directed to the ISMS Service Desk Hotline on 01908 255477 or email ismdesk@itso.org.uk.*

From the Chair

AS 2011 draws to a close, it's a good opportunity for all of us at ITSO Ltd and for our members alike to review the progress which has been made over the past twelve months.

New schemes have been put in place, the ISMS has migrated to v1.5 and has processed an average of a million messages in each of the past three months, and testing and certification has been brought in-house at ITSO's offices in Milton Keynes.

These are all important steps forward and I hope members would agree that major progress has been made.

The coming holiday period will offer an opportunity for members and ITSO Ltd staff to take a well-earned break. And that is just as well. For when we

are all back at work we shall face some major challenges.

At the same time as we continue the development and implementation of ITSO in schemes across the country, we need to ensure that we give really good service and value for money in our existing services. In the current era of austerity, we at ITSO Ltd need to maintain and enhance the professionalism of our business, delivering what our customers want at a sustainable price

I hope to be able to meet as many of you as possible at the ITSO AGM on Wednesday 14 December at ITSO's offices in Milton Keynes and would be happy to hear your views on how the company can maintain and develop its business offer.

As well as the formal business of the AGM, there will be presentations from Michael Leach, ITSO CEO, and my own remarks, about work both done and yet to come. Many thanks to those of



you who've already confirmed you will be attending - I look forward to seeing you there.

And if you are unable to attend, once again, my best wishes for the holiday season.

Regards, Mike Fuhr

Cheshire students get multi-function e-purse

PARTNERSHIP working between Cheshire West & Chester Council's Integrated Transport Team, West Cheshire College and eMoney provider sQuid, has resulted in an innovative ITSO smart card being issued to 6,000 students and staff.

The multi-function card has all the following on a single card:

- Acts as a student photo ID, smart access, library and printing card.
- Has an e-money sQuid purse for cashless transactions in the College.
- Has a 'Campus' sQuid purse for bursary distribution and loyalty payments in the College.
- Includes a Cheshire ITSO Stored Value Travelcard for use on buses. This can be topped up on-bus and online.
- Provides discounts at many local retailers through the Cheshire West & Chester Council's residents loyalty scheme.

Ian Rimmington, Vice Principal of West Cheshire College, said: "The new smart cards combine secure and convenient cashless payments throughout both Campuses, the function of the Cheshire Travelcard for use on seven local bus operators, college photo ID, printing and library identification, plus discounts in over 300 local businesses through the council's Charisma scheme."

Chris Styles, Operations Director at sQuid who has been closely involved in the project, explained: "The card is a safer alternative to carrying cash and loose change for students.

"They'll be able to use their card to get to College on local buses and then use it throughout the College, plus they'll have the benefit of being able to track their spending online - so it's a great way of budgeting."

In addition to using the card in College, the card will also give students access to 'Charisma' discounts at over 300

businesses in the region, including restaurants, leisure facilities, hair and beauty salons, as well as days out.

Secure access

CHESHIRE West & Chester Council's Integrated Transport team have also implemented a new use for ITSO smartcards.

The team recently moved office and needed secure access control on their doors. To provide this they further developed their ITSO Cheshire Travelcard (ITSO STR) so when an authorised member of staff presents their Travelcard to a reader by the door, the door automatically unlocks to let the cardholder into the office.

If someone presents an unauthorised smartcard to the reader, access is denied.

Principal Transport Officer Colin Kennington said: "One of the big benefits is that access is restricted to those people who are authorised and a clear audit log of who has entered the office is created."

ITSO members praised at UK Bus Awards

CONGRATULATIONS are in order for ITSO members involved in the UK Bus Awards, results of which were announced last week.

Arriva UK Bus's 'revolutionary' m-ticketing won the Innovation category. Judges said the take-up that Arriva was now achieving confirmed its potential and that it could have 'a profound effect on the manner in which people pay for public transport journeys in the future'.

Bravery

Arriva is also already rolling out ITSO-compliant Wayfarer 200 ticket machines for all of its 4,500 buses outside of London over the next 12 months, and has invested in an Arriva HOPS to facilitate ITSO-smart transactions.

Reading Buses were runners up in the Innovation category. Judges were impressed by the company's 'bravery' in signing up to be a 'guinea pig' for Ticketer when they wanted to replace the worn out, ten-year-old ticket machines on their 150 buses.

Working with **Reading Borough Council** as the local transport authority, Reading Buses and Ticketer designed and tested a new web-based GPRS

operating system which went live on 20 March this year.

The system now caters for concessionary and commercial smartcards and Reading Buses can add, delete or change their ticketing products virtually instantly because of the online nature of their system.

James Freeman, CEO of Reading Buses, said: "Repair costs for our old machines were high. We were losing revenue and credibility due to machine failures.

"We wanted a system that could be adapted easily to meet the needs of our ever-changing business. We also wanted a system that could be managed by ourselves without the need to go back to a supplier and then a hefty bill for the pleasure of them changing something that took only five minutes, not to mention the time delays.

"The ability to change ticket types instantly is a key benefit. For example we could introduce a happy hour fare and the machines would be updated within a couple of minutes. The possibilities are endless."

Reading Buses has seen its maintenance bills plummet since the new

machines were introduced.

Said James: "This recognition really goes to everyone involved in setting up and running the new system which has made our customers and drivers happy. It is a win win situation all round."

ITSO members **Centro** and **Stagecoach** were also highly commended in the Innovation category for the UK Bus Awards.

Centro's West Midlands multi-operator and multi-modal smartcard system involving 2,300 buses and more than 20 operators impressed judges 'by the scale and breadth of the initiative and, in particular, the partnership with such a wide range of operators and other stakeholders'.

The judges recognised the StagecoachSmart programme where the company was the first of the major bus groups to complete the installation of ITSO-enabled smartcard machines on its entire UK bus fleet outside London.

They pointed out that the StagecoachSmart commercial schemes had had 'an uptake which had exceeded expectations, confirming the potential value to customers and operators of such initiatives'.

A wide-ranging smart ticketing initiative

IF you want to find an example of a relatively quiet revolution look no further than the North East of England.

The revolution is a smart ticketing one and Darlington saw the latest coup in October when 20,000 of its concessionary travel pass holders' transactions were migrated over to the regional back office processing system (HOPS).

The North East Smart Ticketing Initiative (NESTI) is a wide-ranging smart ticketing initiative that sees 12 local authorities from Northumberland to the Tees Valley collaborating with the Tyne and Wear Integrated Transport Authority (or TWITA) and Nexus, its Passenger Transport Executive. Between them they have 560,000 concessionary pass holders.

Transform

They also have 280 million journeys a year on their public transport, which consists of buses, Metro (light railway), rail, tram and ferry.

NESTI's vision is to 'transform the way customers buy and use public transport tickets by developing an ITSO-smart ticketing infrastructure' which will be delivered by Nexus on behalf of all the programme partners.

Over £30 million is being invested. This funding is provided by the Department for

Transport, Nexus and NESTI partners. Major operators Go North East, Stagecoach and Arriva will be investing separately in ticketing equipment and systems.

NESTI is assisting scheduled service bus operators to work towards smart ticketing by offering a two-pronged approach. The first offer adopted by the three major operators saw them invest in their own equipment and back office with the aid of a £1,000 per vehicle grant.

The second offer also provides grant funding from NESTI to a value of £1,000 per vehicle via access to a managed service procured by NESTI in conjunction with Yorcard Ltd. The operators can also then take up the 8 per cent Bus Service Operators Grant (BSOG) uplift from the Department for Transport.

NESTI has run a series of informative workshops for eligible bus operators in the North East to ensure they understand the requirements and benefits of the scheme.

The aim is to have all the pieces of the jigsaw in place in 2013. A more detailed explanation of the programme can be found below.

John Fenwick, Director of Finance and Resources at Nexus, said of NESTI: "People in the North East really appreciate their public transport and use it much more than elsewhere in the UK.



• **John Fenwick of Nexus**

"Smart ticketing offers a host of benefits for them, including not having to worry about cash payments, being able to use one product for different transport modes, and quicker boarding times.

"For NESTI partners there will be benefits in cutting down administration costs, waste and fraud, and generating economies of scale in the delivery of a single smart solution for the region.

"And we see smart ticketing on public transport being just the start. Our longer term aim is that the partners involved will get a smart product that can be used across other services they provide, and work is going on in parallel to deliver this."

Delivery

Phase 1 is already underway. Working with public transport operators, NESTI says it will deliver or assist in the delivery of the following:

- Nexus commissioning a back office scheme which any North East local authority (that is also a Travel Concession Authority) could use to manage its Concessionary Travel Scheme.
- Major bus operators will install smart electronic ticket machines on all their



• **New ticketing machines are being installed to make topping up cards easy**

• **Continued on next page**

NESTI region sees 280 million journeys a year

• **Continued from last page**

- buses operating in the NESTI area in 2011
- Smart ticket gates or validators, and ticket vending machines, to be installed at all 60 Metro stations and ticket office machines at its Travel Shops by summer 2012.
- Metro gates and validators will enable smartcard customers to touch in and out of the Metro system by late 2012.
- A new website will mean smartcards can be ordered online and season tickets can be renewed online by Autumn 2012.
- A Stored Travel Rights pilot on Metro will offer a best fare guarantee and daily price capping by Autumn 2012.
- Passengers will be able to pay using

“ **Smart ticketing offers a host of benefits, including not having to worry about cash payments, being able to use one product for different transport modes, and quicker boarding times.** ”

- John Fenwick, Director of Finance and Resources, Nexus

Stored Travel Rights held on their smartcards throughout the NESTI area in 2013.

Once phase one delivery is complete, it will be possible to travel almost anywhere in the North East by bus and Metro using a single smartcard.

The Pop smart card was launched for use on the Tyne and Wear Metro in February this year.

Commercial bus operators are launching their own smart card brands, but those issued through NESTI – such as the Pop card – carry a guarantee of interoperability in the region as a result of agreements between the operators and NESTI on day tickets.

A phased rollout

will see all passengers being able to use Pop for a full ‘pay as you ride’ option in 2013. Phase 2 is also part of the vision and will deliver or assist in the delivery of the following:

- A retail network will be developed that allows customers to put products on their smartcards at ticket machines in key locations around the North East (numbers and sites yet to be identified).
- Interfaces will be built to expand NESTI to work alongside regional rail and into wider council uses.

Once phase two delivery is complete, NESTI says customers will see greatly improved access to public transport; they will be able to top up their smartcard easily, and use it to Pay As You Travel wherever the NESTI symbol is displayed.

They will also start to use their transport smartcard beyond transport, for example to access local council facilities.

- For more information about the NESTI programme contact Tim Roylance, Tom Hardwick or Martina Jendrakova via NESTI@nexus.org.uk.**

“ **We see smart ticketing on public transport being just the start. Our longer term aim is that the partners involved will get a smart product that can be used across other services they provide** ”

- John Fenwick, Director of Finance and Resources, Nexus



Ticketing event discount

ITSO's CEO Michael Leach will be speaking at Transport Ticketing 2012, updating the industry on ITSO's achievements in the past year and our aims moving forward.

Many other members involved in ITSO schemes are taking part in the conference and ATOC, Go-Ahead and Transport Scotland will be speaking about ITSO in their presentations, as will Transport Minister Norman Baker who is opening the conference.

Registration is free for all UK and EU transport operators and public transport authorities.

ITSO has managed to secure 15% off for any of its members who have to pay registration fees: simply quote the following discount code when registering for the event: ITSO15

You can register online at www.transport-ticketing.com or by calling +44 (0)20 7370 8622.

Make sure your ISAMs are up to date

SEVERAL members have raised concerns through the ITSO Licensed Operators Group (ILOG) saying that they are not always aware when new members have joined ITSO.

This can lead to problems with acceptance of each other's smartcards for concessionary fares.

In response to this, we have introduced a minor change to our process. Members should have received an email concerning this recently, but the information is repeated below.

The security management system sends messages to the HOPS providers when a new member has joined, offering key information so that ISAMs can be

updated to accept new members' concessions.

We also publish updates of our Licensed Members' details on our website on a monthly basis, including any new members.

To help members work with their HOPS providers to ensure their ISAMs are up to date, we are now highlighting any new member details in the three months up to end November on this website list in green and any cancelled members' products in red. [This list](#) will now be updated using red and green to highlight changes on a monthly basis.

We also publish the Concessionary Pass Issuing Cost Centre Reference

([CPICC table](#)) on our website for each authority involved in the English National Concessionary Travel Scheme (ENCTS). This is updated when necessary (changes will be highlighted in pink).

Members wishing to ensure their schemes are capable of accepting all necessary products should consult these lists online.

If members have any enquiries or wish to discuss this further they should contact Member Services'

- **Kim Clarke (01908 255485 kim.clarke@itso.org.uk) or**
- **Joseph Nelson (01908 255468 joseph.nelson@itso.org.uk)**

Xmas charity at home and abroad for ITSO team

THE spirit of Christmas is alive and well at ITSO Limited.

Part of getting our house in order has been to update our computer equipment. Rather than consign old equipment to landfill, we have professionally erased all data off the old systems and given them to Beds Garden Carers - a local charity which offers a huge array of work experience and educational opportunities and day services for adults with learning disabilities.

The equipment will be used to set up a networked gaming environment for them to be able to safely play against in each other without fear of cyber bullying.

Carrying on the goodwill, many of the ITSO team have decided not to send each other inter-office Christmas cards this year. Instead we are all donating obsolete toys to a charity in Ghana supported by our colleague and Service Analyst Joseph Nelson.

We will then use the money we would have spent on Christmas cards to pay for shipping the toys.



• **ITSO's Joseph Nelson with just some of the toys heading for Ghanaian kids**

The donated toys will go to Green Pastures Day Nursery in the Volta Region of Ghana. Some of the children in this part of Ghana will have no access to these toys largely due to poverty. Other nurseries in this region will also benefit from the toys. This will hopefully, if not definitely, put a smile of their face.

And don't expect a Christmas card through the post from our CEO Michael Leach this year either. Mindful of scarce resources and saving the environment, Michael plans to send you some digital eggnog this year.

Merry Christmas and hope to see you in a Happy New Year.

Contribute to your newsletter

If you wish to contribute to ITSONews please contact Sheila MacDonald, Communications Advisor, on 01908 255487, email sheila.macdonald@itso.org.uk. Your news should be relevant to an existing or planned ITSO-compliant scheme.