



WMCA Board

Date	9 March 2018
Report title	Swift Programme Update
Cabinet Member Portfolio Lead	Councillor Roger Lawrence – Transport
Accountable Chief Executive	Laura Shoaf, Managing Director, Transport for West Midlands & Keith Ireland, Managing Director, City of Wolverhampton Council and Chair of the Smart Programme Board
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Report to be/has been considered by	Smart Programme Board - 12 February 2018

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

- (1) Welcome the progress of the Swift Programme as reported below.
- (2) Welcome the delivery of the Swift pilot in Redditch which was successfully launched on the 10 January 2018.
- (3) Agree, that TfWM will begin discussions with all other non-constituent members of the WMCA to enable the development of a programme that will see, subject to their agreement, the rollout of Swift into their areas.

1.0 Purpose

- 1.1 The purpose of this report is to provide a progress update on the Swift Programme and to, in particular, highlight the recent launch of Swift in Redditch with the aim to gain agreement for the next steps that will see Swift rolled out across all of the non-constituent member areas of the WMCA.

2.0 Background

- 2.1 Swift is the largest smartcard scheme in the UK outside London, with 189k unique Swift cards used in 2017 (up from 127k in 2016) to access buses, trains and the tram in the West Midlands.
- 2.2 There were more than 35m journeys on Swift cards in 2017 which represents growth of c.60% compared to the number of journeys in 2016. This growth is largely associated with the significant development of Swift that has been delivered as part of the 2017/18 Swift Programme.
- 2.3 The table below shows the projects that have been delivered in 2017/18 and the impact that each has had on take up.

3.0 Swift 2017/18 Progress

Project title	Description	Impact
nBus multiday [Launched 20 March 2017]	The nBus multiday ticket is perfect for part-time workers or irregular travellers as it provides them with the opportunity to buy 5, 10 or 15 days of travel in advance for use as and when required. These tickets are discounted and can be used on all bus operators' services.	Sold over c. 5k tickets
nTrain Direct Debit [Launched 20 March 2017]	The nTrain direct debit ticket was moved from the traditional magnetic stripe ticket onto the Swift smartcard making it much an easier and more reliable way to access the rail gate lines that have been rolled out across the network.	c. 11k customers have now switched to Swift card.
Swift vending machine [Launched 27 April 2017]	The Swift vending machine was installed at Wolverhampton Bus Station to provide easy access to Swift cards and Swift tickets particularly outside of the Travel Information Centre opening hours. This has been so successful we are currently out to procurement for a further six machines, one of which will be installed at Birmingham Airport.	Sold over 5k Swift products, issued c. 650 Swift cards and accrued more than £140k of income.
Swift for other bus operators [Launched 22 May 2017]	This project saw the development of the functionality to allow us to sell the ticket range of all bus operators through Swift. This is in addition to the National Express tickets that have been sold on the Swift platform since inception. To date we are selling season tickets for Diamond Bus, Central Buses, Johnsons Coaches and the Green Bus	c. 1.5k Swift cards have been issued to these customers.

nTrain and nNetwork direct debit add-ons [Launched 10 July 2017]	This project has enabled the rollout of Swift cards to those customers on the nTrain or nNetwork direct debit scheme who travel to and from stations in the wider journey to work area. This includes all of the stations in the WMCA's non-constituent member areas and beyond.	c.1k customers have convert to Swift.
Swift App development [Launched 15 Aug 2017]	The Swift App software solution was moved to our new supplier which has both enabled us to save money and also puts us in a great position to develop this further in 2018/19 where we aim to deliver the digitalisation of Swift through this mobile App.	Delivered operational savings.
Child Ticketing [Launched 20 Aug 2017]	The Child Ticketing project enabled the rollout of the Swift card to children and those aged 16 to 18. This provides these children with access to a wider range of retail opportunities including on-line and also the protection offered through Swift where a child's pass can be replaced if it is lost.	More than 10k children have already taken up the Swift card.
Swift Parking [Launched 13 Nov 2017]	This project has enables the Parking Attendant at Sutton Coldfield Car Park to check Swift cards as those with season tickets can park for free. Also, those without a season ticket can now pay their £1.30 charge using Swift PAYG.	c. 800 unique Swift card holders have used this car park since launch.
nNetwork retail enhancement [Launched 23 Nov 2017]	This project has enabled the purchase of the multimodal nNetwork ticket through the wider Swift platform including via the on-line web portal and at Travel Information Centres. This, for the first time, enabled those nNetwork customers outside of the direct debit scheme to access Swift.	c. 1k customers have purchased through this method.
Swift in Redditch [Launched 10 Jan 2018]	See section 4.0	See section 4.0
Swift on ENCTS [Estimated launch date for the second quarter of 2018]	This project is currently in development and will see the addition of the Swift PAYG function onto the English National Concessionary Travel Scheme (ENCTS) card which will mean that these customers can use the same card that provides them with free travel after 0930 Monday to Friday and all day on weekends and on Bank Holiday to pay for any pre 0930 weekday journeys they wish to undertake.	Once launched, this will benefit the 500k people who currently have an ENCTS pass.

4.0 The Redditch Pilot

4.1 As shown in the table above, TfWM converted all direct debit customers using nTrain or nNetwork add-on tickets on to Swift and as a result, a number of rail users residing in the non-constituent member areas were given a Swift card as a replacement for their magnetic stripe ticket. This delivered Swift into the wider WMCA area for the first time.

- 4.2 In an effort to support the rollout of Swift onto buses in non-constituent areas, it was agreed that TfWM would deliver a pilot scheme in Redditch as it had an established relationship with Diamond who are the major bus operator.
- 4.3 Redditch residents can now purchase 1 & 4 week season tickets on Swift for both Diamond Bus and Johnson Coaches through the myswiftcard.com website. They can also purchase Swift Pay-as-you-go (PAYG) credit which too can be used on these services to pay for singles, returns and day-tickets.
- 4.4 After purchasing through the website, customers can then instantly transfer their digital ticket onto their Swiftcard using an Android phone. If the customer doesn't have access to an Android phone¹, they can transfer it using the Swift Collectors which have been installed at Redditch Bus Station and the Alexandra Hospital.

5.0 Progress to date

- 5.1 The scheme launched on the 10 January 2018 but to ensure that the technology was working well in the live environment, publicity and marketing were delayed until the 9 February.
- 5.2 The press release featuring the following picture of Cllr's Lawrence and Hartnett featured in both the Redditch Advertiser and the Redditch Standard and was also well received on social media.



- 5.3 The marketing campaign is underway and this included a give-away of 100 Swift PAYG cards at the Kingfisher Centre on the 17 February which attracted significant customer interest.
- 5.4 In the short period since the launch, customers have already purchased over £2,000 worth of Swift tickets and undertaken almost 1,000 journeys. We expect this to grow significantly over the coming weeks.

¹ The transfer from the phone to the Swift card uses Near Field Communication (NFC) and Apple, for example, are more restrictive with the use of this technology on their devices and do not yet allow third parties to integrate it into their Apps.

6.0 Next Steps

- 6.1 As well as continuing to work with Redditch to develop their offer further, the Swift team are currently designing a catalogue of options to present to the other non-constituent members of the WMCA which will include things such as Swift collectors, Swift vending machines, web-portals and further retail options.
- 6.2 Once available and subject to agreement, the Swift team will visit each of these members to establish the ambition for smart ticketing through Swift in their area. Upon completion of this consultation, the team will develop a programme of works that will be presented back to the WMCA for final agreement.

7.0 Financial implications

- 7.1 The 2017/18 Revenue budget contains provision for development associated with the roll-out of additional products and additional system functionality so the work outlined in section 3 of the report was fully-funded. The funding for the three Swift collectors in the Redditch pilot was provided by Worcestershire County Council. The contribution from TfWM came in the form of support time from existing staff, so no additional budget was required. Furthermore, as Swift charges commission on each Swift sale, the generation of additional customers should result in an increase in Swift commission income for TfWM.

8.0 Legal implications

- 9.1 There are no known legal implications associated with the content of this report.

9.0 Equalities implications

- 10.1 There are no known equalities implications associated with the content of this report.

10.0 Other implications

- 10.1 There are no other implications associated with this report.

11.0 Schedule of background papers

- 12.1 None.

12.0 Appendices

- 13.1 None.