



## Board Meeting

<b>Date</b>	20 January 2017
<b>Report title</b>	Swift Programme Update
<b>Cabinet Member Portfolio Lead</b>	Councillor Roger Lawrence – Transport
<b>Accountable Chief Executive</b>	Keith Ireland, Managing Director, City of Wolverhampton Council & Monitoring Officer for West Midlands Combined Authority.
<b>Accountable Employee</b>	Matthew Lewis, Head of Swift, Transport for West Midlands Email: <a href="mailto:matthewlewis@centro.org.uk">matthewlewis@centro.org.uk</a> Tel: 0121 214 7025
<b>Report has been considered by</b>	Smart Programme Board, 4 January 2017 WMCA Programme Board, 6 January 2017

### **Recommendation(s) for action or decision:**

#### **The Combined Authority Board is recommended to:**

1. Agree to the next phases of the Swift programme as defined in section 6 below, noting the progress to date as set out in section 5.

## 1.0 Purpose

1.1 The purpose of this report is to seek approval for the next phases of the Swift programme and to provide an update on progress to date.

## 2.0 Background

2.1 Swift was launched in 2012 and is now the largest and most comprehensive smart ticketing scheme in the UK outside of London. This is detailed in section 5 below together with a wider progress update.

2.2 Swift is now widely available for adult bus and tram users and as such the next phase as set out in section 6 below is aimed at bringing Swift to the child market and more extensively onto the rail network.

## 3.0 Impact on the Delivery of the Strategic Transport Plan

3.1 These further enhancements to the Swift platform link to the Smart Mobility Tier as part of the Personal Mobility Platform.

## 4.0 Wider WMCA Implications

4.1 As part of the next phase of Swift we are seeking to further investigate opportunities to rollout the platform to the wider WMCA geographic area. Further detail is set out in section 6 below.

## 5.0 Swift Update Infographic

This table shows how TfWM's scheme compares to smart ticketing schemes within the other large urban regions. As can be seen, Swift has the greatest range of functionality and more than twice as many journeys as the next largest scheme.

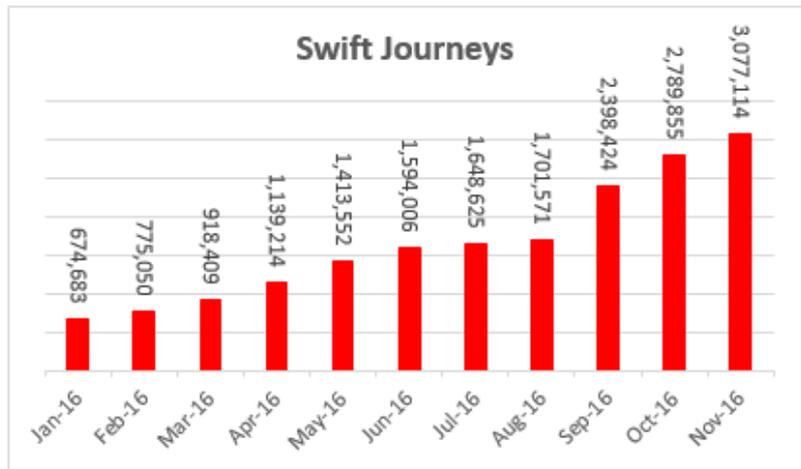
Urban Transport Group Statistics

Authority	Monthly Smart Journeys	Pay as you go	Multi-day tickets	Season tickets	Bus	Tram	Train	On-line retailing
TfWM	3.0m	✓	✓	✓	✓	✓	✓	✓
Greater Manchester	Unknown	✗	✗	✓	✓	✗	✗	✗
West Yorkshire	1.2m	✓	✓	✓	✓	n/a	✓	✗
South Yorkshire	1.1m	✗	✗	✓	✓	✓	✗	✓
Tyne & Wear	1.0m	✓	✗	✓	✓	✓	✗	✓
Merseyside	0.6m	✗	✗	✓	✓	n/a	✓	✗

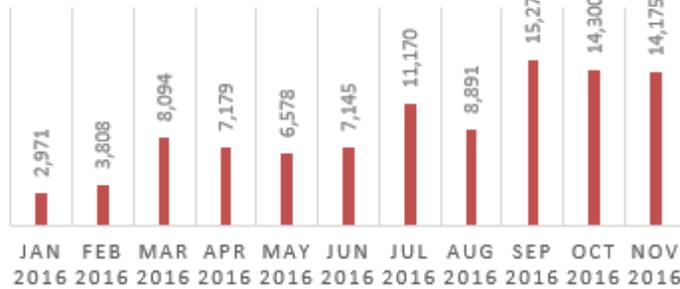
### Usage

Swift is the largest smart ticketing system outside of London with more than 80,000 regular users making over 3m journeys per month.

The number of Swift journeys continues to grow at a rapid rate with journeys in November almost 5 times larger than those achieved in January.



### ON-LINE SALES & REMOTE COLLECTION

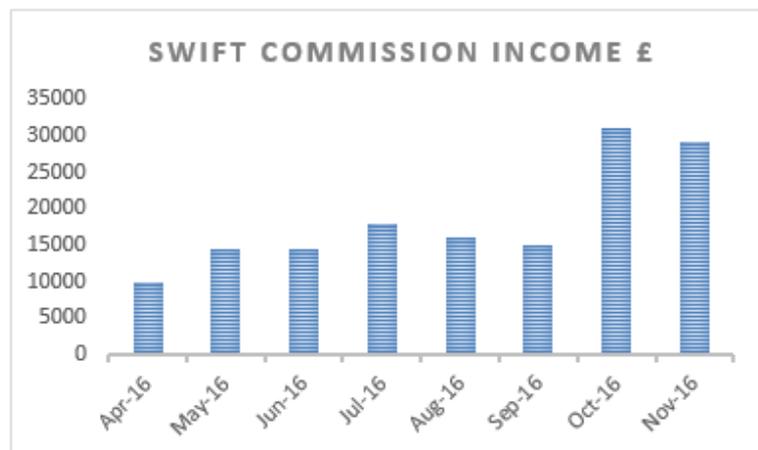


Thousands of Swift customers buy their season ticket or pay-as-you-go credit on line and collect it through the mobile app or one of the 100 collectors that are out on the network.

This is making it far easier for customers who previously would have had to queue at a newsagent or Travel Shop to pick up their ticket.

Swift is a commercially sustainable scheme which takes a commission from the sales income to fund its operational costs. As the popularity of the scheme grows, as does the commission received with October 16 producing the highest ever income at over £31,000.

The core systems have recently been moved to a new supply which has resulted in significant operational savings.



### Modes



Swift has a comprehensive ticket set available for use on the bus and tram network which includes Swift Pay-as-you-go. There are also a number of new season tickets that have been introduced which are exclusive to Swift – these include the Black Country nBus, the Coventry nBus and the nBus Student.



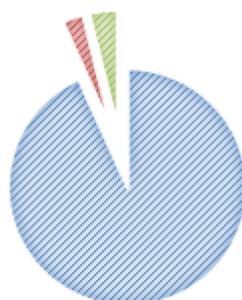
Swift is also accepted on the train with c. 4,000 Swift using either the multimodal nNetwork or the train only nTrain through TfWM's direct debit schemes. We will shortly move a further c. 11,000 direct debit customers onto the Swift platform which will mean the direct debit function for the rail network is available entirely on Swift.



Both WMR franchise bidders are committed to the further rollout of Swift onto the Rail network as is Midlands Connect who has recently bid for significant funds to provide further hardware that will enable the rollout of other product

### SWIFT BY MODE - NOVEMBER 2016

■ Bus ■ Train ■ Tram



93% of all Swift journeys are on the bus with 4% on tram and 3% on rail.

Swift makes up 14.3% of all non-concessionary journeys on bus, 25.9% of all non-concessionary journeys on the tram and 2% of all non-concessionary journeys on the local rail network.

## 6.0 Swift next phases

- 6.1 Introducing contactless payment and “best value” capping is the principle priority going forward. The next steps for this work is outlined in a separate report to the meeting of the WMCA Board. This paper therefore focuses on the next steps for Swift outside of contactless payment and “best value” capping.
- 6.2 The Swift smart ticketing platform incorporates an extensive offer for adults across both the bus and tram with a wide variety of ticketing options including Pay-as-you-go, multi-day<sup>1</sup> and season tickets valid within the West Midlands area. Swift is also accepted on the train but currently the offer is limited to direct debit customers only. There are three main objectives for the next phase of the Swift programme. Firstly, the introduction of the child ticketing range onto the platform. Secondly, the wider rollout of Swift across the rail network; and thirdly, the wider rollout of Swift functionality throughout the WMCA area.
- 6.3 Bringing contactless payment and best-value capping into the Swift environment.

<sup>1</sup> Multi-day is a purchased day ticket bought in blocks of 5, 10 or 15 days.

## **Child Ticketing**

- 6.4 Children with irregular travel habits can already access the Swift platform through Swift Pay-as-you-go which provides discounts on single journeys and day tickets when compared with the cost of paying cash.
- 6.5 Therefore, the main focus of this phase will be to introduce child season tickets including the term range onto the platform so that children can benefit from the extra security, flexibility and ease of access that Swift provides. The solution will be available for children under the age of 16 and those aged between 16 and 18 and in full time education. This mirrors the concessionary fares arrangements that TfWM has in place for children in the West Midlands.
- 6.6 This solution is scoped, planned and funded and subject to approval will be delivered in time for the 2017 academic year.

## **Rail Ticketing**

- 6.7 The rail ticketing work stream is made up of scoped and funded deliverables and projects that require further investigation.
- 6.8 Firstly, we have scoped out and have access to funding for the wider rollout of the nTrain<sup>2</sup> season ticket for direct debit customers which, subject to approval, will see 12,000 customers able to access the barriers installed at New Street, Snow Hill, Moor Street, Five Ways, University, Coventry and International stations. This is scheduled for completion in April 2017.
- 6.9 We are also working closely with our suppliers to scope out the further rollout of the nNetwork<sup>3</sup> ticket onto the Swift platform through channels beyond direct debit, such as on-line and through our retail relationship with Payzone. Funding is available for this and though initial scoping work we estimate that this could be delivered by late 2017.
- 6.10 However, in order to comprehensively deliver Swift onto the rail network, we require significant investment in infrastructure to deliver further gate-lines where appropriate; and validators at each stations. TfWM has been working closely with DfT, Midlands Connect and the rail franchise bidders to establish an approach to deliver these requirements. Subject to approval, TfWM will continue to work with these partners to formally agree a way forward and seek the funding required.

## **Swift throughout the WMCA area**

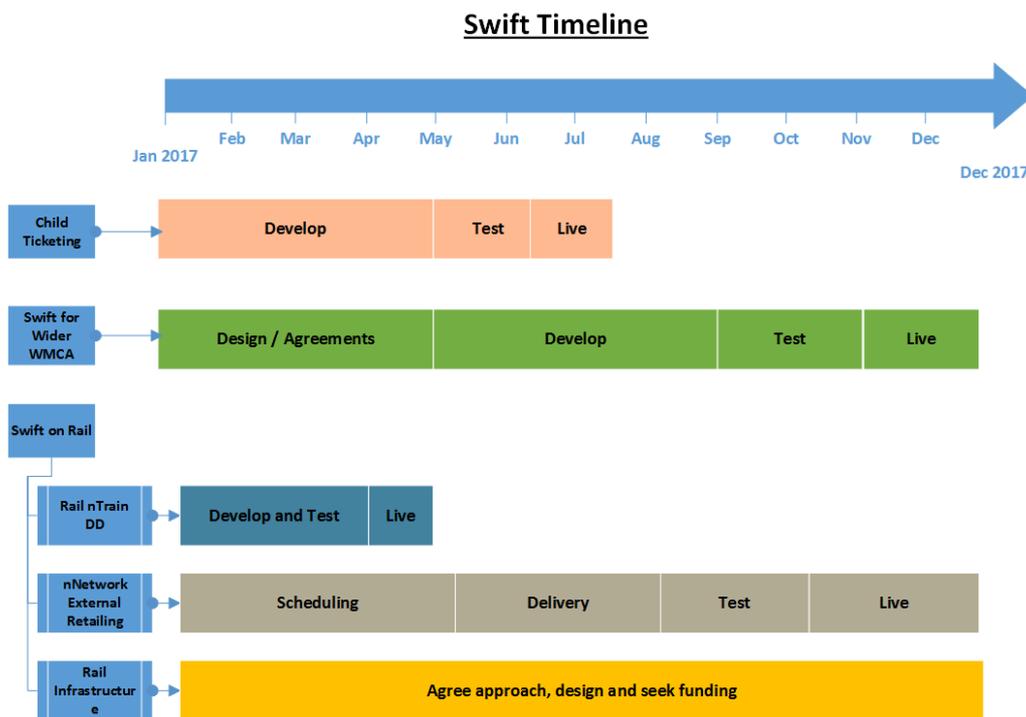
- 6.11 The Swift ticketing platform has been developed using the UK national standard for smart ticketing (ITSO) and as such is fully interoperable with other schemes and systems that also meet this national standard.

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<sup>2</sup> nTrain is the multi-operator season tickets that allows travel on all rail operators' services within the West Midlands.

<sup>3</sup> nNetwork is the multi-operator and multimodal season ticket that allows travel on all rail, tram and bus operators services within the West Midlands

- 6.12 Bus operators receive an uplift in their Bus Service Operators Grant (BSOG) if they have smart ticketing machines that comply with the national standards and as such it is likely that all smart ticket machines in the wider WMCA are compatible with the systems that TfWM have developed.
- 6.13 TfWM are therefore keen to further investigate opportunities for wider rollout of Swift to other areas of the WMCA. As part of this, initial discussions have taken place with Worcestershire County Council about bringing Swift into Redditch as the main bus operator already uses TfWM systems and as such a minor configuration change on their ticket machines would enable the introduction of Swift.
- 6.14 Should this pilot be successful it would set out a path for further rollout into other areas.



## 7.0 Financial implications

- 7.1 The proposed workstreams outlined in paragraph 6.2 to introduce child ticketing and to increase the roll-out of Swift both across the rail network and throughout the WMCA area will be funded from the core systems development budget. £450k was set aside to develop the HOPS and Card Management Systems with the purpose of facilitating greater functionality and enabling further product roll-out such as this. As mentioned in the report, a more comprehensive roll-out of Swift onto the Rail network will rely upon significant investment in rail-gates and validators. This will involve working with partners such as Rail Franchisees, Midlands Connect and DfT to take this forward and to attract investment.
- 7.2 Additional funding has been secured to undertake a research project on contactless which should be complete by the end of this Financial Year. This work should establish both how the organisation should take contactless forward and the associated costs. Once these are known, funding will need to be secured as there is currently no budget identified for either contactless or capping.

## **8.0 Legal implications**

8.1 There are no immediate implications envisaged at this stage of the project.

## **9.0 Equalities implications**

9.1 There are no equalities implications are envisaged at this stage of the project.