



Board Meeting

Date	17 February 2017
Report title	Swift Programme 2017
Cabinet Member Portfolio Lead	Councillor Roger Lawrence – Transport
Accountable Chief Executive	Keith Ireland, Managing Director – Wolverhampton Email: keith.ireland@wolverhampton.gov.uk Tel: 01902 554500
Accountable Employee	Matt Lewis, Head of Swift, Transport for West Midlands Email: matthewlewis@centro.org.uk Tel: 0121 214 7025
Report to be/has been considered by	Smart Programme Board – 30 January 2017 Strategic Transport Operators Group – 30 January 2017 WMCA Programme Board – 3 Feb 2017

The Combined Authority Board is recommended to:

1. Review the Swift programme as set out on page 3 below.
2. Agree to the acceleration of the rail based projects as detailed in section 8 below.

1.0 Purpose

1.1 The purpose of this report is to present the detailed Swift Programme to the West Midlands Combined Authority; and to outline an opportunity to accelerate a number of projects within the programme as determined by the Smart Programme Board.

2.0 Background

2.1 The Swift delivery team has been working closely with the Smart Programme Board to review and agree its programme of works for 2017. As part of the initial review, the Smart Programme Board challenged the Swift team to investigate and report back on the opportunity to accelerate each individual project. The outcome of that investigation and recommendations for acceleration are set out in detail within this report.

2.2 Work to develop a blueprint and roadmap for the rollout of contactless payment and “best value capping” is underway with a final report is expected to be delivered by the end of April 2017. Upon completion of that report and subject to gaining agreement to proceed, the 2017 Swift programme will be updated to incorporate contactless payment and “best value capping” projects.

3.0 Impact on the delivery of Strategic Transport Plan

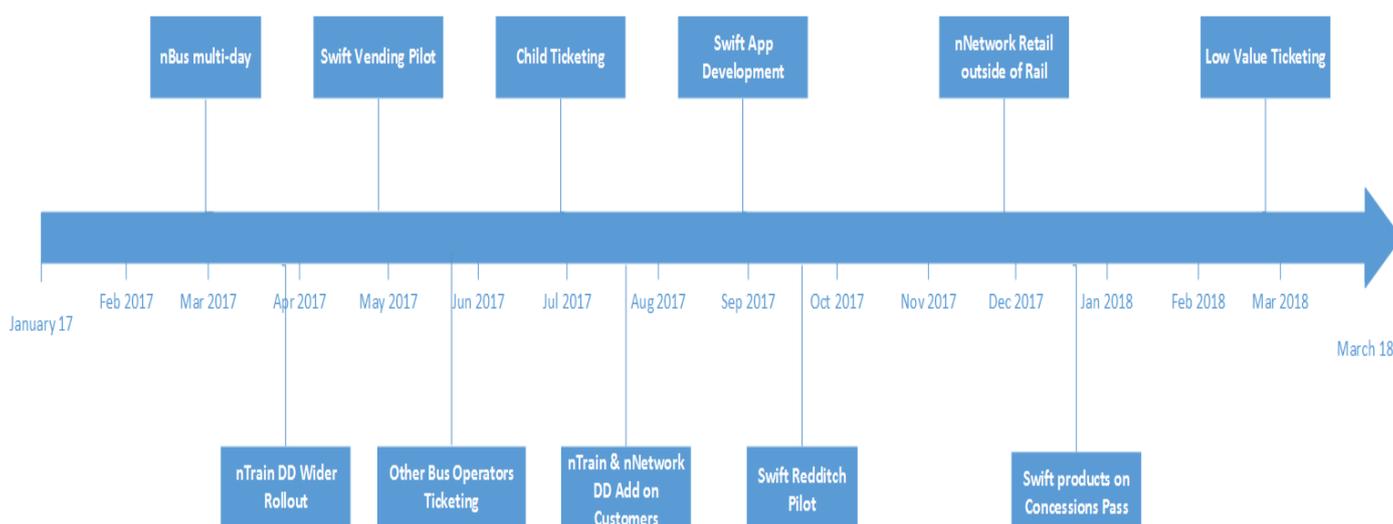
3.1 This work is associated with the Smart Mobility Tier as it will lead to the delivery of an optimum payment solution for transport which will become a fundamental part of the Personal Mobility Platform.

4.0 Wider WMCA Implications

4.1 There are a number of projects within the 2017 Swift Programme which deliver Swift into the wider WMCA area.

5.0 Initial Swift Programme (Pre Smart Programme Board Review)

5.1 The Swift programme for 2017 is made up of 12 individual but interrelated projects. The delivery timeline, pre project acceleration review is set out below:



5.2 It should be recognised that the Swift team has developed detailed plans for those projects with a closer delivery date and as such has greater certainty that they will be delivered in accordance with the dates within the timeline. For those projects closer to the end of the year, only high level plans exist and as such the delivery dates for these projects should be treated as indicative. However, these high level plans and this timeline has been developed through close working with TfWM's key suppliers and stakeholders and therefore, whilst the later project dates are indicative, they should be seen as a strong indication.

6.0 Project Description and dependency review

Project name	Description	Expected Launch date	Key dependencies
nBus multi-day	Pre-purchase day tickets in blocks of 5, 10 or 15 that can be used at any time over a 12 month period on all bus operators' services within the West Midlands. This replicates the National Express e-Daysaver which is currently available on Swift but extends its acceptance to all other bus operators.	Late Feb 2017	All dependencies have been managed and timely delivery is highly likely.
nTrain Direct Debit wider rollout	Providing current multi-train operator (nTrain) season ticket customers with a Swift card instead of a paper magnetic striped ticket, making it easier for customers to get through gate-lines at key stations and cheaper for TfWM to manage the customer.	Mar 2017	All dependencies have been managed and timely delivery is highly likely.
Swift vending machine pilot	A self-service vending machine that dispenses Swift cards (including photo ID) and allows for the purchase of Swift ticket types including season tickets and PAYG credit. The pilot site will be Wolverhampton Bus Station.	Apr 2017	The vending machine will have new and innovative bespoke functionality which will be unique to the West Midlands and as such significant testing is planned. All other dependencies have been managed and timely delivery is likely.
Swift ticketing for other bus operators	Bringing the sale of other bus operators' tickets to join those of National Express on the Swift web-portal and through the Payzone network.	Jun 2017	Dependencies related to the delivery of the functionality have been managed and a number of bus operators have

			expressed an interest to enable the sale of their tickets and as such timely delivery is highly likely.
Child Ticketing	Moving the range of tickets available to children; and those aged 16-18 in full time education, onto the Swift platform to bring all of the benefits that are currently only available to adults such as replacements of lost cards and access to a wider retail network including on-line using the App and Swift collectors	Jul 2017	TfWM is close to finalising its scope and detailed plan which currently supports a timely delivery.
Swift nTrain and nNetwork Direct Debit “add-on”	Issuing Swift cards to those customers on the nTrain and nNetwork direct debit database that live outside the 5 zone boundary of the West Midlands to replace their magnetic striped ticket. This will bring Swift ticketing into the wider WMCA region.	Sep 2017	This requires the agreement of the Train Operating Companies (TOCs) and initial discussions have proven positive. The technical solution mirrors that delivered already.
Swift App development	This will see a refresh of the Swift App bringing together the Swift retail and collection function through a single solution for the benefit of users	Sep 2017	The project scope is currently being finalised but the detailed plan is yet to be developed. Discussions with suppliers give confidence that this will be delivered within this timeframe.
Swift for the wider CA with pilot in Redditch	Bringing the Swift platform to Redditch through the extension of Swift PAYG, and the introduction of Diamond season tickets onto the Swift platform. The project should also see the installation of a number Swift collectors and the introduction of a small number of Payzone outlets.	Nov 2017	The primary bus operator in Redditch is keen to support the wider rollout of Swift and discussions are on-going with Worcestershire County Council.
Wider retailing of nNetwork	Rolling out the nNetwork (multi-operator and multimodal) season ticket range to customers beyond the direct debit scheme through the Swift web-portal,	Dec 2017	This requires the agreement of the Train Operating Companies (TOCs) and initial discussions have proven positive. The technical

	TfWM and National Express Travel Information Centres and the Payzone retail network		development mirrors that which has been delivered already.
Swift & Concessionary passes	Enabling the purchase and load of Swift tickets onto the Senior and Disabled concessionary pass and therefore removing the requirement for those customer to obtain Swift cards or other ticket type for journeys they undertake outside of the concessionary validity.	Jan 2018	There is significant development and testing work associated with linking together two systems which are currently separate. Discussions with suppliers indicate that this date is achievable.
Disposable Swift cards	Delivering the functionality of the Swift card onto cheaper media such as a paper ticket that can be disposed of after use. This will allow the transition of single day tickets onto the Swift platform which will be ideal for vending for example.	Mar 2018	This requires a software update to ticket machines to enable acceptance of this type of Swift card. National Express are currently focusing on replacing their ticket machines and as such this is dependent on their rollout plans.

7.0 Future Swift Projects

7.1 The table below lists future Swift projects still in the scoping phase:

Project	Description	Progress
Contactless payment	Delivering the ability to pay for public transport using a contactless payment card and the introduction of systems with intelligence to enable the calculation of “best value” fares before end of day collection.	PA Consultants have been appointed to work with TfWM to develop a roadmap for the delivery of this project. This work commenced at the start of January and is on target to deliver its outputs by the end of April.
Swift capping	Delivering the benefits expected from the contactless payment “best value” calculation onto the Swift card to ensure all customers, including those with a low credit rating have access to the offer.	Included as part of the work above.
Contactless payment enabled ticket machines	Supporting smaller operators in their efforts to purchase and manage ticket machines capable of accepting	National Express has purchased new ticket machines to deliver this functionality – these machines will be rolled out during

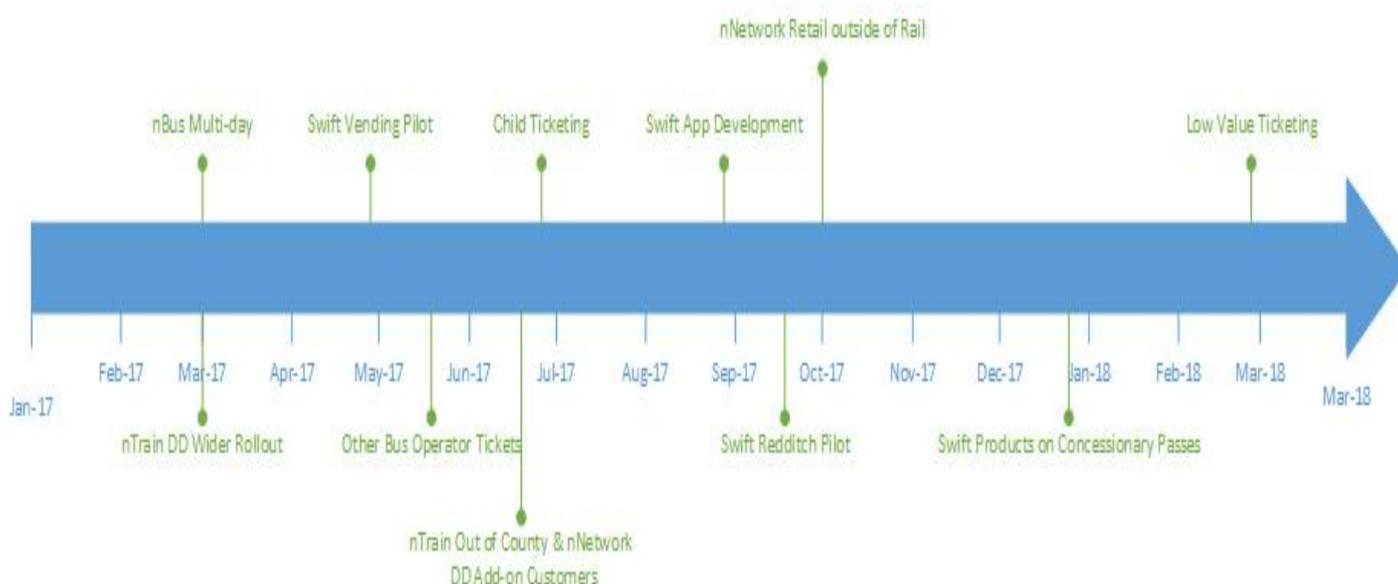
	contactless payment.	the next 12 months. TfWM is currently supporting Diamond and Central Buses in their discussions with ticket machine manufacturers. TfWM has also set up a seminar for late January to bring all operators together to discuss an optimum approach.
Update rail infrastructure	Deliver more gate-lines, where appropriate, and readers across the rail network to enable the further rollout of Swift.	TfWM has worked closely with Midlands Connect to develop a proposal that has been presented to the DfT. TfWM has also worked closely with the two West Midlands rail franchise bidders to ensure that the further rollout of Swift is part of their plans going forward.
Swift on Mobile	Delivering functionality to enable a mobile phone to replicate the Swift card to remove the requirement and barrier associated with having to obtain a physical card.	A successful but limited pilot was undertaken in 2016 with NXP. Subject to further scoping and obtaining funding, TfWM is looking to support ITSO as a pilot partner for a wider scheme in 2017.
Future ticketing for tram and sprint	Define the optimum ticketing technology solution for rapid transit including a review of off-vehicle ticketing as opposed to conductor led.	TfWM has appointed AECOM to support this review. Their report will be available by the end of March and recommendations may be scoped for funding approval.
Swift and Mobility as a Service (MaaS)	Review the potential to integrate the Swift payment platform with other forms of public and private transit including car sharing, car parking, cycle hire and electric vehicle charging to enable the capture of customer data and therefore the influence of travel behaviour.	Desk based research has been undertaken and an outline project scope has been developed for review by the Smart Programme Board.

8.0 Swift Programme Acceleration Review

- 8.1 The Smart Programme Board is keen to accelerate the rail projects within the Swift programme as rail is the mode for which Swift has so far penetrated the least and demonstrating continued successful delivery on this mode is likely to encourage further investment from DfT which is keen to support the further rollout of smart ticketing across the national rail network.
- 8.2 To meet the Smart Programme Board's request and following a review with suppliers, the Swift team is confident that the following projects can be accelerated:

- nTrain Direct Debit wider rollout
- Swift nTrain and nNetwork Direct Debit “add-on”
- Wider retailing of nNetwork

8.3 The updated timeline is set out below:



9.0 Financial implications

9.1 The 2016/17 and 2017/18 Revenue Budgets include provision to fully fund the agreed work streams outlined in section 6. The proposed acceleration of work streams will not incur additional cost and benefits to the customer and potentially to internal work practices will be felt earlier.

9.2 Budget has also been allocated in 2016/17 to support the work being undertaken on developing a contactless roadmap, which will include outlining the associated costs of any proposed approach. No funding is currently available to support any of the future Swift programme proposals, including contactless and capping, and should the West Midlands Combined Authority wish to take forward any of these options, establishing the associated costs and identifying and securing additional funding will need to be a priority.

10.0 Legal implications

10.1 No legal implications at this stage but will need to be reviewed as the future programme is rolled out to ensure timely legal support is provided. In particular, in respect of agreements required to deliver the wider rail based projects with the relevant TOC's, early engagement with the legal team is recommended.

11.0 Equalities implications

11.1 There are no current equalities implications associated with this report.

12.0 Other implications

12.1 There are no further implications associated with this report.

13.0 Schedule of background papers

13.1 Related to previous Swift papers as circulated to this board.

14.0 Appendices - None