

Report of:	Interim Head of Economic Prosperity
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Portfolio Leader:	Economic Development & Planning
Key Decision:	Yes
Report Track:	Cabinet: 23/08/18

CABINET
23 AUGUST 2018
'SWIFT' SMART TRAVEL CARD

1 Purpose of Report

- 1.1 To seek authorisation to introduce the 'Swift' smart travel card and associated infrastructure, on bus services in Cannock Chase District, in partnership with Transport for the West Midlands (TfWM) as the project manager.

2 Recommendations

- 2.1 That Cabinet approves the allocation of £20,000 to secure the implementation of the 'Swift' smart card and associated infrastructure, in the Cannock Chase Council area, to allow Swift card readers to be located at strategic locations in the District, at the earliest opportunity.
- 2.2 That Cabinet authorises the Head of Economic Prosperity, in consultation with the Economic Development and Planning Portfolio Leader, to work in partnership with TfWM to secure the introduction of Swift smart card readers in the Cannock Chase Council area, in its capacity as a non-constituent member of the West Midlands Combined Authority (WMCA).
- 2.3 That Cabinet agrees to delegate finalisation of the scheme to the Head of Economic Prosperity in consultation with the Economic Development and Planning Portfolio leader, including the completion of an agreement to secure that the £20,000 is used for the purpose set out in paragraph 2.1.

3 Key Issues and Reasons for Recommendation

- 3.1 This report is to seek authorisation to provide funding to allow the installation of Swift smart card readers at suitable locations across the District, initially

likely to be at Cannock and Rugeley bus stations, Hednesford, and the Civic Centre, Cannock.

- 3.2 At the West Midlands Combined Authority Board Meeting on 9 March 2018, it was announced that following the successful launch of Swift in Redditch in January 2018, Cannock Chase District was next in line to receive the Swift smart card. The Council have been holding discussions with TfWM and bus operators to progress the implementation in the District, as detailed in the strategy set out in paragraph 5.5 of this report. The Council has engaged with Staffordshire County Council on this issue but they have declined to work in partnership on this matter.
- 3.3 Evidence from the WMCA area indicates that the introduction of Swift smart travel cards on bus services will encourage the use of services, which have recently seen cutbacks in the network in both frequency and patronage.

4 Relationship to Corporate Priorities

- 4.1 This report will contribute specifically to 'Promoting Prosperity' and 'Community Wellbeing,' through fostering sustainable transport, potentially reducing road traffic and providing better accessibility for residents to employment, leisure and cultural activities.

5 Report Detail

Background

- 5.1 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 Combined Authority area. It is already available on the Chase Line rail services between Birmingham and Rugeley, but not bus services in the Cannock Chase Council area.
- 5.2 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.
- 5.3 Cannock Chase District residents will be able to purchase 1 & 4 week season tickets on Swift for both Arriva and National Express West Midland (NXWM) bus services through the myswiftcard.com website. They will also be able to purchase Swift Pay-as-you-go (PAYG) credit which too can be used on these services to pay for singles, returns and day-tickets. TfWM are currently investigating feasibility to introduce PAYG on both bus and rail services. The other two, smaller operators in the District, Select Bus in Cannock and D & G in Rugeley, do not currently accept Swift cards.
- 5.4 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 phone, they can transfer it using the Swift Collectors, proposed for Cannock and Rugeley Bus Stations, Hednesford Victoria Street bus laybys, Civic Centre Reception area and potentially other major retail, education, health and employer locations.

Following meetings and discussions with TfWM, the following implementation strategy is proposed, for the introduction of Swift in the CCDC area:-

- i. Go for a simple option at this stage and follow the Redditch BC model.
 - ii. Ask the WMCA – TfWM Swift team to:-
 - lead, manage and deliver the project,
 - allocate a project manager;
 - secure agreement of Arriva and NXWM bus operators;
 - manage the levy of 2.5% commission to administer Swift;
 - provide a retail network through Payzone and other suitable locations.
 - assume responsibility for ownership and maintenance of Swift readers and contractual arrangement with the supplier.
 - lead on public liability insurance matters.
 - work with CCDC & operators on marketing & launch.
 - Prepare any necessary legal agreements for Swift introduction.
 - iii. Promote the installation of Swift card readers at key locations, i.e. :-
 - Cannock Bus Station,
 - Hednesford Victoria Street bus stands;
 - Rugeley Bus Station,
 - Civic Centre, Cannock – desk reader.
 - Other large retail, medical, educational or employment locations where interest is shown in hosting a Swift card reader.
 - iv. Opt for Swift - Pay As You Go and bus season tickets.
- 5.6 TfWM would introduce a levy of 2.5% commission on bus operators to administer Swift. Electricity supplies to the Swift card readers would come from existing lighting columns. As TfWM would introduce Swift in partnership with the major bus operators, it does not seek to impose or alter bus fares.

6 Implications

6.1 Financial

There is currently no provision within the existing 2018-19 approved Revenue Budgets to fund the installation of Swift Card Readers. It is therefore proposed that the £20,000 cost be met from the Corporate Initiatives Reserve.

There are no anticipated ongoing costs to be funded by the Council, i.e. repairs insurance etc. as these costs will be funded from the levy referred to in paragraph 5.5, above.

6.2 **Legal**

The Council has power under Section 106 (2) and (3) of the Transport Act 1985 to contribute towards the cost of facilitating or improving the operation of public passenger transport services in their area.

6.3 **Human Resources**

None

6.4 **Section 17 (Crime Prevention)**

The provision of enhanced bus and rail services in the District will allow the younger population, to access a wider range of employment, evening, leisure, recreational and cultural facilities in Cannock, Walsall or Birmingham.

6.5 **Human Rights Act**

There are no human resource implications in the report.

6.6 **Data Protection**

The Planning Policy Fair Processing Notice sets out how data is used in compliance with the GDPR.

6.7 **Risk Management**

The successful implementation of the Swift travel card in the Council's area, will depend on TfWM to manage implementation and secure the bus operators agreement to accept Swift cards on its services. Agreement will also be required to install Swift card readers, at any locations not in the Council's ownership or control.

6.8 **Equality & Diversity**

The Swift smartcard, will support the 20% of the population who do not have a contactless credit or debit card, and those who due to to credit checks, would not be allowed a contactless payment card.

6.9 **Best Value**

There are no Best Value implications arising directly from this report.

7 Appendices to the Report

Appendix 1: Photos of Swift card readers - street, bus and office locations.

Previous Consideration

None

Background Papers

WMCA Board Meeting, Swift Programme Update, 9 March 2018.

Appendix 1

