
BRACKNELL FOREST BOROUGH COUNCIL - LEADING THE SMART CARD REVOLUTION IN LOCAL AUTHORITIES

Bracknell Forest Council has vast experience in the field of multi-application smart cards. It led the National SmartCard Project and is the owner and Licensor of the citizen enrolment and card management system data base called SmartConnect. It understands how daunting it can be for local Authorities to set up or adapt a scheme across the council and their Local Strategic Partnership using smart cards that is simple, sustainable and affordable. Bracknell has taken steps to make it as easy as possible for others in the public sector to transform their service delivery

Of the councils already using the SmartConnect system, some have contracted directly with the supplier who hosts the software for Bracknell Forest. Others have taken advantage of contracting directly with Bracknell Forest Council who has an OJEU procured contract in place with the supplier. This contract allows any council to set up scheme of any size and avoid carrying out a full procurement exercise themselves.

Interested parties are invited to visit and have the Bracknell scheme for single card enrolment across all services demonstrated to show how it can streamline processes and improve the customer experience. Bracknell is happy to host these visits as it really enables others to see how a scheme can work and how further services can be included on any ENCTS bus pass already in use.

We talk visitors through some of the issues they may encounter and provide free support to them as they plan and implement their own smartcard scheme.

The system is web based making implementation easy. It has proved to be very stable and reliable and is easily configurable to meet every councils needs. Real time integration to 3rd party systems allows SmartConnect to act as the master data base across services

Apart from the purchasing of the base cards everything, including equipment that connects to the SmartConnect Card management system and card bureau can be supplied under the Bracknell contract.

Public Sector bodies can choose from a menu of options that allow them to do everything in house or have everything hosted by the supplier plus every combination in between. The party specifies the

services they want and a Method Statement and fully costed project plan, is provided. Once they agree and sign up to the contract work can commence.

Bracknell Forest is the only authority in England who issues ENCTS bus passes that also act as the cardholder's library and leisure card. This was highlighted as a case study in a recent DfT publication on integrated transport ticketing.

The Bracknell Forest scheme can issue cards activated for SNAPI where the card adapts user interfaces to suit individual needs such as font sizes language etc. Details of cardholders who wish to be organ donors are registered for UK Transplant and a logo is added to the card

The e+ scheme is the only smart card in England so far that can issue cards with PASS proof of Age holograms on them

Recently the London Borough of Hillingdon contracted with Bracknell Forest to use the SmartConnect system. By SmartConnect integrating with Hillingdon's Customer Relationship Management database, 151,000 smart cards were issued to residents to time and to budget. This project received press coverage as the card allows preferential resident parking rates.

Bolton also uses SmartConnect and their scheme, like the scheme in Bracknell Forest, is one that others aspire to.

Caerphilly County Borough Council that has the only multi application smart card in Wales also uses the SmartConnect system.

The supplier is called SmartCitizen Ltd. They formed following successfully developing the SmartConnect technology as part of the governments National Smart Card Project in 2003/2004. They are unusual in that as well as hosting the web based system they are also happy to support authorities who choose to host the SmartConnect system in house. They set the system up for a one off charge and will respond to any issues arising or development needs.

For more information contact:

Vincent Paliczka

Director of Department of Environment Culture and Communities
Bracknell Forest Borough Council www.bracknell-forest.gov.uk

Email: vincent.paliczka@bracknell-forest.gov.uk

Telephone: 01344 352000

Simon Bennetts

Technical Director
SmartCitizen Ltd www.smartcitizen.net

Email: simon.bennetts@smartcitizen.net

Telephone: 01872 250161

