

CUSTOMER BRIEF

SmartCitizen work with London Borough of Barking and Dagenham to implement their pioneering StreetBase Connect youth card scheme



The Challenge

To implement a smartcard scheme aimed at under-18 year olds that would meet the needs of both the borough and the local Primary Care Trust (PCT). The council use the card to support contactless catering in schools plus access to other library and leisure services. The PCT will use the card to as the basis of a rewards system to influence positive behaviour for several health initiatives.

The Solution

“Barking and Dagenham have recently embarked on an innovative and unique £2m project to target reducing obesity and improving sexual health among the young people of the borough through the use of a smart card” said Kevin Taggart, Project Manager for the scheme. “In order to help with the challenge of delivering this multi-application project, we have partnered with SmartCitizen to provide technical expertise, project support and bureau services.”

The scheme will eventually provide smartcards for around 45,000 youngsters in the borough. It provides under-18s with a single card they can use to gain access to a range of council services including school meals, libraries and leisure, and to earn points for positive activities which can then be redeemed for a range of rewards. The scheme integrates with multiple third-party systems, borough service points and mobile handheld terminals to deliver an integrated experience for cardholders.

“SmartCitizen have been providing technical assistance to both myself in the borough and to a number of suppliers and partners who are helping to deliver the project”, Kevin continued. “Thus far, the overall project is going to plan and to budget and that is helped in part by the work SmartCitizen are doing.”

At the core of the StreetBase scheme is the **SmartConnect** Card Management System, which was originally developed by the SmartCitizen team for the National Smart Card Project to enable local authorities to deliver smartcard integrated services.



SmartCitizen have worked in partnership with Barking and Dagenham since mid 2009 to design and implement major elements of the scheme including scheme technical design, development of the rewards functionality software for the handheld terminals, customisation of the card management system, integration with third-party systems, and personalisation and printing of cards.

Kevin concludes, “When appointing SmartCitizen to the role, we felt their ability to undertake a number of key roles within the project was paramount to the delivery of the project.”

About London Borough of Barking and Dagenham

Barking and Dagenham are one of several London boroughs pioneering the use of smartcards for delivering innovative and integrated services to residents.

About SmartCitizen Ltd

SmartCitizen is a Cornwall based technology company providing a complete range of solutions to government agencies considering introducing card schemes. In particular we specialise in building and managing citizen smart card schemes for local authority customers, to help them move to electronic service delivery using smart cards to improve accessibility, to reduce costs and to enhance the citizens' experience. We offer a full range of services including business and technical consultancy, technology development, card supply and personalisation and fully managed hosting services.

Customer view

“We are extremely happy with the relationship we have with SmartCitizen and their work to date. I have no hesitation in endorsing SmartCitizen ”

Kevin Taggart
Project Manager, StreetBase Connect
London Borough of Barking and Dagenham



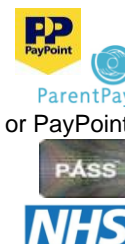
Barking and Dagenham StreetBase Connect youth card scheme

Key needs

- Cashless catering in schools, remove all cash from borough schools
- Incorporate StreetBase Connect branding
- Support the local Primary Care Trust with programmes to influence positive behaviour
- Integration with other council services
- Technical partner for scheme development
- Card production

Key scheme features

- Cashless catering in schools
- Free School Meal entitlements
- Card fund top-ups via ParentPay or PayPoint
- Access to Leisure services
- Library membership
- PASS Proof of Age card
- Mifare DESFire contactless card
- Automatic enrolment via integration with the schools information management systems
- Integration with StreetBase Connect website
- Collection and redemption of Rewards points
- Handheld card reader terminals for recording scheme activities in pharmacies and schools



Business benefits

- Efficiency savings from integrated service delivery, e.g. cardholders only need to enrol once for multiple services including Library and Leisure membership
- All design, integration and development handled by SmartCitizen on behalf of customer
- All card production and distribution is handled automatically via SmartCitizen bureau facilities
- Single enrolment system with real-time integration to Barking and Dagenham information management systems

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