

EMPOWERING YOUNG PEOPLE WITH 'LETS GO SMARTCARD'

Ecebs Ltd has recently transformed their Smartcard technology into social benefits by taking part in the 'Lets Go Sunderland Scheme'.

Lets Go Sunderland was a successful pilot scheme launched in 2008 for Sunderland City Council as part of EYP (Empowering Young People). The purpose was to encourage disadvantaged young people to engage in positive activities. This was achieved by issuing the children with a 'Let's Go Smartcard' with a monthly allowance of £33, giving them direct control over their spending power.

This card could be used for sports, music, arts, youth club activities, cinema, dance and many more. Pilot participants could spend their allowance through a dedicated website by securely logging onto the site using their smartcard. After selecting the activity they wished to participate in, the users could download the tickets directly onto their smartcards ready for use. The young person then takes their smartcard to the activity where it is validated and the transaction recorded by the activity provider via the use of a handheld or PC based terminal.

This smartcard technology is enabled by Ecebs patented technology *Multefile™*, which not only facilitates the downloading and storage aspect of the card but also produces a complete range of management information that enables Sunderland City Council to assess the range of activities purchased and the frequency of use.

The scheme saw 100 activity providers, from the voluntary, public and private sector, signing up to take part in the pilot. In addition, parents were able to monitor what their children were spending their money on and whether or not they did indeed attend the activity they had paid for.

The following statistics illustrate the success of the entire scheme:

- 2001 young people were using the system
- There was a 79% uptake
- 32,527 tickets were sold
- Over £400,000 worth of tickets sold

Due to the success of this scheme, Ecebs look forward to re-using the same model in similar schemes i.e. adult services.



ECEBS PRODUCTS USED:

- PARAGON HOPS TO PROCESS THE TRANSACTIONS
- INTERNET TICKET DOWNLOAD SYSTEM TO SECURELY DOWNLOAD TICKETS OVER THE INTERNET
- SAMS IN THE TERMINALS
- MULTEFILE™ WITH TICKET WALLET
- CONFIGURATION OF TERMINALS
- INTEGRATION AND SUPPORT SERVICES

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