

ADDITIONAL DISCLOSED MATERIAL

Schedule 9g

THE CONTRACT PLAN

APPENDIX 6 (PAY BY PHONE PROPOSAL)



Specification for the Provision of the PayByPhone
service

London Borough of Barnet

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Table of Contents

1.	Section 1: Service Specification.....	3
1.1	Registration	3
1.2	Paying to Park.....	4
1.3	Account management	6
1.4	Business accounts	7
1.5	Call centre support	7
1.6	Technical support.....	7
1.7	Cost to Motorist per transaction	8
1.8	Tariff set up – setting maximum stays etc.....	8
1.9	Enforcement.....	8
1.10	Client support – back office reporting including financial reports.....	9
1.11	Contract management & review meetings	11
1.12	Financial reconciliation	11
1.13	Service enhancements.....	11
1.14	Reporting.....	11
1.15	Review meetings	12
1.16	Payment process	12
1.17	Payment process where the council is the merchant	12
1.18	Debit card aggregation	12
1.19	PayByPhone service performance.....	13
1.19.1	Development resource	13
1.19.2	System reliability	13
1.19.3	Security	14
1.19.4	Disaster recovery	14
1.20	Training	14
1.21	Cash payments for parking at PayPoint.....	15
1.21.1	How the cash payment service works.....	15
1.21.2	Phase II – parking account.....	17
1.21.3	PayPoint in Barnet.....	17
1.21.4	About PayPoint.....	18
1.22	Marketing.....	19
1.22.1	Branding of the service	19
1.22.2	Marketing support.....	19
1.22.3	Incentive schemes.....	20
1.22.4	Advertising.....	20
1.23	References	20
2.	Section 2: Response to Tender Questions	22
3.	Section 3: Commercials	30
3.1	Charges payable by Barnet Council	30
3.2	Revenue (and other benefits) payable to Barnet Council	30
3.3	Charges payable by PayByPhone	30
3.4	Charges payable by the motorist to PayByPhone	31
	Annex A – Example conditions of use sign for post mounting.....	32

1. Section 1: Service Specification

1.1 Registration

No-one offers more ways for consumers to register for phone parking than PayByPhone. With PayByPhone there are currently four simple ways to register. **A fifth, SMS text initiated registration will be introduced by the end of September 2011 and in time for launch of this contract.** It is anticipated that SMS text initiated registration together with mobile web and Apps will be the main way that people will register for the service in the future. They are all easy to use – which is why over 2.5 million consumers are registered with PayByPhone – more than any other provider in the UK.

Phone

- The motorist calls a geographic number 020 3362 2000, a national rate number included within mobile bundles
- The PayByPhone system will automatically capture the user's mobile number and recognise them when they call in future
- The user securely enters their payment card details, and then a live agent will ask them for their VRN
- Registration is complete. They can end the call or pay to park



SMS / Text – New! (Live by end of September)

- User simply texts their VRN to the short code shown on signage
- The PayByPhone system will automatically capture the mobile number and recognise them when they use the service in future
- Within a couple of seconds, they receive an automatic call back and are prompted to enter their credit/debit card number and card expiry date through the an automated service
- Registration is complete. They can end the call or park



Mobile Web

- User opens the internet browser on their web enabled smart phone and goes to m.paybyphone.co.uk
- They click on 'sign up' and enter VRN and payment card details onto the screen
- Registration is complete. They can now pay for parking on the same screen and will be prompted to enter the location code of where they wish to park



Internet

- User opens the internet browser on their computer and goes to www.paybyphone.co.uk
- They click on 'sign up' and enter contact, vehicle, and payment card details on the computer screen
- They can also change their account settings at this time – e.g. whether or not they wish to receive SMS reminder messages
- Registration is complete



iPhone, Android and Blackberry applications – New!

- The user downloads the free application from Google, Blackberry or the iPhone store
- They click on 'sign up' and enter contact, vehicle, and payment card details on the computer screen
- They can also change their account settings at this time – e.g. whether or not they wish to receive SMS reminder messages
- Registration is complete



1.2 Paying to Park

When the service was first introduced in Barnet three years ago, there were two main ways to pay for the service. With the advent of Apps and Smart phones and our alignment with PayPoint, a number of new ways to pay (and register) have now been introduced.

There are now six simple ways to pay for parking with PayByPhone. PayByPhone now has over 2.5m users registered to its service in the UK alone. Over 40,000 UK motorists pay for parking using the PayByPhone service **every day** and some 50,000 users sign up to the service each month – more than any other provider in the UK. The user can pay from any phone including a landline. The process is proven and simple to use.

Phone

- User calls the number shown on the Conditions of Use sign 0203 362 2000 (this number is included in call bundles for mobile phone contracts and attracts no charge for the user)
- The PayByPhone system recognises their mobile number (the user can call from any phone including a landline - if they use another phone or landline they are asked to enter their mobile number ie their account number and the last four digits of their credit card - their default PIN)
- They enter the Location Number, duration for parking and the three digit credit/debit card CVV code
- Once they have heard the verbal confirmation that parking has started, they can hang up. Details of the session will now appear on CEO handhelds
- Parking sessions can be extended at any time by calling the same number or texting back in response to the reminder text. The system will remember they are currently parked and ask if they want to extend the session and for how long



Mobile Web

- User opens internet browser on web enabled smart phone and goes to m.paybyphone.co.uk
- They enter phone number, PIN, and Location Number, then click 'login'
- They select or add the VRN they wish to park
- Enter their parking duration and click 'next'
- They review transaction details and confirm by entering CVV2
- Mobile web gives them the functionality to change all of their account details, add new vehicles change text settings etc
- Also available in French and Spanish.



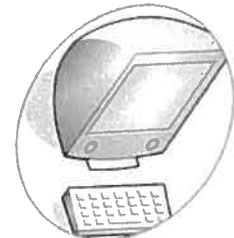
iPhone, Android and Blackberry applications – New!

- The user either downloads or opens the application
- They enter their phone number, PBP PIN (optional), Location Number and log in
- They select or add a VRN, duration of parking
- They review transaction details & confirm by entering 3 digit CVV code from their card
- Apps also allow the user to manage their account, view their nearest parking location through Google maps and view FAQs
- To view the video on how to use the service that appears on the apps go to <https://paybyphone.co.uk/paybyphone-video> or the PayByPhone website



Internet – coming soon

- The user goes to www.paybyphone.co.uk and clicks the 'Park Now' button
- They enter their phone number, PayByPhone PIN, Location Number and log in
- They select or add a VRN, duration of parking and click 'next'
- They review transaction details & confirm by entering 3 digit CVV code



SMS / Text

- User simply sends a text to 65565 with their Location Number, duration for parking and their three digit credit/debit card CVV code
- For example if parking at Location 8448 for 20 minutes with a CVV code of 337 the user texts:

car park location number
 duration (followed by 'm' for minutes, or 'h' for hours)
 3-digit card security number

8448 20m 337



- They instantly receive a confirmation text confirming parking session free of charge
- Parking sessions can be extended at any time by sending a text to the same number with the duration required and the three digit credit/debit card CVV code
- A parking session can be cancelled within the first 5 minutes by sending the word 'STOP'
- In some locations, 'STOP' can be used any time prior to the end of the parking session

Cash payments at PayPoint

- User visits any one of the UK's 22,000 PayPoint shops and says they wish to pay for parking (the nearest PayPoint shop can be located through our simple to access location finder service which sends users details of the nearest shops to where they parked)
- User provides VRN, Location Number and duration of parking
- Retailer informs them of cost of parking
- User receives a receipt as proof of payment and can leave the shop
- Details of the parking session are now available on CEO handhelds



Cash payments is described in further detail at section 16

Other functionality for the motorist

The basic functionality provided to the end user (beyond the ability to set-up and extend their parking) is as follows:

- Text confirmation when parking starts (optional but sent automatically/free if paid via SMS)
- Text reminders before their parking expires (optional)
- Email receipts including VAT details if appropriate(available to everyone and at no cost)
- Text reminders when their card details have expired
- Ability to manage their account on line at www.paybyphone.co.uk

1.3 Account management

PayByPhone provides the customer with a number of ways to manage their account:

- Through the IVR/Touchtone system. The user can change **any** account details through the 'Other Options' menu in the IVR/Touchtone without going to the website – important functionality that is unique to the PayByPhone service. Six options are available:

Other options menu	Allows the user to
Press 1	Enter or select a new VRM from their account
Press 2	Select another account
Press 3	Change card details
Press 4	Change optional text settings
Press 5	Listen to Terms & Conditions of paying by phone
Press 6	Speak to Customer Services

- Via the mobile web application and iPhone and Android apps, the same options as above are available
- Via the Internet at www.paybyphone.com or a client branded version. The website requires individual log-in and allows the user to update any of their account details, view their transaction history, print receipts, find out more information about the service, and look up location numbers
- Through the call centre (callers are directly connected from within the IVR/Touchtone system), or, where made available, the parking operator's call centre
- Customers may also contact PayByPhone by email at uksupport@PayByPhone.com. PayByPhone responds to all emails within 24 hour



1.4 Business accounts

PayByPhone offers two types of accounts: one for individuals, and one for businesses.

The Individual account is based around a single mobile phone number and allows the user to associate any number of vehicles on the same account. For all individuals and most small businesses the Individual account works fine.

For larger businesses, with more than one vehicle and/or more than one user on the same account our Business account allows for multiple users (i.e. phone numbers) and multiple vehicles on the same account, with all parking charges being billed to the same credit/debit card.

The business account feature allows businesses a single centralised view of their employee parking expenses through consolidated reporting and an easy to use web-based administration system to manage employees and vehicles. Employees are automatically recognised through their mobile phone number whenever they call into the PayByPhone mobile payment system. If they have both a personal and business account, the system will automatically ask them which account they wish to use.

1.5 Call centre support

Although the majority of transactions are handled through the automated system, PayByPhone provides a high quality level of customer support through its call centre which is which is manned 24/7, 365 days of the year. The need for customer support falls into four main categories:

- New users who require assistance when setting up their account
- General enquiries about the PayByPhone service or people wishing to amend account details
- Customers who require assistance with issues relating to the PayByPhone service (requests for refunds, incorrectly issued PCNs etc.)
- Customers who are having difficulty processing a payment (where a payment fails more than once for a given transaction)

PayByPhone handles all of the above calls either through its call centre in Southend, or at its head office in Stroud, Gloucestershire free of charge.

PayByPhone will train all Barnet Council back office staff on the powerful PayByPhone Service Management Interface (SMI) should Barnet Council wish to handle any of these types of calls. This would then enable them to perform all of the above tasks. PCN related enquiries are normally redirected to our client's own call centre staff and training on the SMI will enable them to search for the relevant transaction data on the system to deal with these calls.

1.6 Technical support

Technical support is available 24/7. A help desk facility is available for client's staff relating to motorist queries and challenges on PCNs through the Stroud based call centre during office hours. PayByPhone can provide details of recordings when people called the call centre together with call and/or text logs which will show exactly what the user did when they called or texted the service. This data is not made available to clients through the back office but is supplied upon request to assist with challenges to PCNs.

1.7 Cost to Motorist per transaction

In Barnet the model is one where the council pays the service charge on behalf of the motorist. The only costs incurred by the motorist are optional text charges which get added to the tariff and charged to the motorist's credit or debit card.

Description	Service Charge (incl. VAT)
Text reminder (optional)	0.10p
Text receipt (optional)	0.10p

There are no other charges payable by the motorist

1.8 Tariff set up – setting maximum stays etc

The PayByPhone back office system provides a range of web based tools that allows either the operator if they wish, or PayByPhone to:

- To set-up parking locations on the system with highly complex tariffs and related rules using any time unit (minutes, hours) by location and by day of the week (set up maximum stays and 'no return' rules such that a user can only add time up to the maximum stay and then cannot add more time until a predetermined period has elapsed which is defined by Barnet)
- To set-up differential tariffs within the same location for separate user groups (e.g. discounts for Residents, higher tariffs for certain types of vehicles, CO2 related discounts etc.)
- To manage the parking locations on a day to day basis (e.g. setting up suspensions etc.)
- To allow motorists to call before hours of control start – tariff and maximum stay only applies to the duration during the hours of control
- A promotional tool that allows Barnet to offer promotional discounts (eg for first time users)

PayByPhone will set up all Barnet tariffs on the system via the rates table in the admin site and will undertake to amend these as required at no cost to the council.

1.9 Enforcement

Enforcement of the PayByPhone system is not hardware specific – it will work with any GPRS enabled device. The PayByPhone enforcement process is always related to the VRN and does not depend on scanning an in car device, card or RFID tag. This makes the enforcement process much simpler, cost effective and allows for integration with a number of third party systems through an API.

Enforcement is done in one of three ways depending on the parking operator's handheld units:

- Level 1: using a GPRS unit provided by PayByPhone (typically the Samsung unit)
- Level 2: using the parking operator's existing GPRS enabled units but without any integration with the notice processing system (as is done in the City of Westminster)
- Level 3: a fully integrated solution with an API using the parking operator's existing GPRS enabled units with enforcement taking place from within the parking operator's notice processing system (as is done with ICES in Newcastle and Chiltern and with Mouchel in South Lakeland DC)

The type of enforcement information provided is the same across all three interfaces, including, but not limited to, the VRM, the start and end time of the parking session, and the price paid. The device screen will also show expired sessions in red for each relevant VRN, typically up to 60 minutes after the end of the session when they will drop off the screen. This can be configured to be more or less than 60 minutes if needed. The CEOs may search either by Location Number or by VRM, and are provided with a very clear procedure to minimise the risk of PCNs being issued in error.

PayByPhone has integrated with a number of the major notice processing providers, namely, ICES, Chipside, Mouchel and SPUR. The integration with Civica is currently in progress and will be completed by the end of September. It is therefore anticipated that enforcement for this contract can take place at level 3 with no requirement for any other form of device for the CEOs.

1.10 Client support – back office reporting including financial reports

PayByPhone provides the parking operator with a highly secure and powerful back office system. Access to the Administration website is by individual log-in, and data is transmitted over secure encrypted web connections using SSL and https protocols. Each and every session is recorded in logs and thus usage may be traced back to individual authorised users allowing for a comprehensive audit trail. Access to reports is also configurable by user role. Access to the Administration Website may also be restricted by IP address, allowing Barnet to restrict access to specific office locations should they so require.

Reporting areas on the system are shown below:

Operational Support Reports

- Customer Parking History' – all txns for a given account number over a defined date range
- 'Vehicle Parking History' - all transactions for a given VRN over a defined date range
- 'Customer Sign Up Statistics' – details on the number of new users over a given date range showing number opting-in for email/text messages
- 'Extended Parking Sessions' – the number of extended sessions over a given date range
- 'Sign Up Statistics' – shows how people have signed up (IVR, Web etc.)
- 'Transactions Statistics' – shows how txns are done over a date range (i.e. IVR v Text v Mobile Web etc.)
- 'Parking Sessions by Lot and Date' – shows all parked vehicles in a given location on a given date
- Checking Details by Location - shows the time that CEO's have queried the enforcement interface
- Parked vehicles by Query ID - shows the information that was sent to/displayed on the CEO's handheld

Accounting Support Reports

Financial reports show numbers of transactions and income received for all locations for any given date range including daily. Where VAT is applicable, this is shown in a separate column. Screen shot examples of some of the reports are shown below:

- Revenue – By Charge Date, summary of all transactions by date over a date range

UK - Revenue (no VAT) - By Charge Date
 (Start_Date 07/25/2011, End_Date 08/26/2011, TransactionType ALL)

CHARGE DATE	TRANSACTIONS	DURATION	GROSS FEE C'S	VIRUS FEE C'S	NET PARKING FEE C'S	NET %
01/08/2011	7	1453.47	14.4	1.1	13.3	
02/08/2011	6	1443.82	26.4	1	24.4	
03/08/2011	18	1507.47	44	2.8	41.2	
04/08/2011	9	616	16.8	11.5	15.1	
05/08/2011	4	210	7.4	0.8	6.6	
06/08/2011	6	1244.12	16.5	1.1	15.4	
15/08/2011	9	1103.6	23.4	1.8	21.6	
16/08/2011	5	602.35	14.3	0.8	13.5	
17/08/2011	11	660	23	2.1	20.9	
18/08/2011	2	1074.33	7.4	0.6	6.8	
19/08/2011	6	1142.08	18.6	1.2	17.4	
20/08/2011	1	120	4.2	0.3	3.9	
21/08/2011	1	60	2.1	0.2	1.9	
22/08/2011	19	1547.35	22.9	1.8	21.1	
23/08/2011	5	569.35	8.8	0.8	8	
24/08/2011	13	4488.52	38.2	3	35.2	
25/07/2011	3	1193.07	12.5	0.3	12.2	
25/08/2011	5	438.75	13.3	0.8	12.5	
26/07/2011	6	2059.77	9.8	0.9	8.9	
26/08/2011	5	1011.78	10.5	1	9.5	
27/07/2011	6	4015.8	21.6	1.2	20.4	
28/07/2011	6	1363.3	6.8	0.3	6.3	
29/07/2011	7	1098.03	20.1	0.8	19.3	
30/07/2011	9	2269.07	24.3	1.1	23.2	
31/07/2011	1	243.42	0	0	0	

[Export to Excel](#) [Export to CSV](#) [More Reports](#)

- Revenue – By location and charge date (incl VAT), summary of all transactions by date and location number for a given date range

UK - Revenue - By Lot And Charge Date
 (Start_Date 07/25/2011, End_Date 08/26/2011, TransactionType ALL)

LOT_NO	VIRUS_LOT	CHARGE DATE	TRANSACTIONS	DURATION	GROSS FEE C'S	NET C'S	NET FEE C'S	VIRUS FEE C'S	NET PARKING FEE C'S	NET %
7120	7120	21/08/2011	11	4979.02	66.9	3.32	40.58	1.67	44.91	22%
7121	7121	21/08/2011	19	3083.88	138.1	18.82	338.25	16.17	336.08	22%
7122	7122	21/08/2011	21	1804.67	97.6	18.27	87.33	3.86	78.23	22%
7123	7123	21/08/2011	114	11348.52	435.1	139.33	546.17	28.1	528.07	22%
7124	7124	21/08/2011	31	21374.47	20.1	11.68	59.42	4.72	53.67	22%
7125	7125	21/08/2011	21	1328	45.9	3.21	30.17	3.15	25	22%
7126	7126	21/08/2011	9	3889.5	29.8	3.72	22.87	1.42	24.25	22%
7127	7127	21/08/2011	23	1423.88	14.1	18.85	14.81	1.5	13.31	22%
7128	7128	21/08/2011	12	750	22.5	9.8	9.9	1.9	17.9	22%
7129	7129	21/08/2011	1	1183.49	10.2	1.7	8.9	0.47	7.43	22%
7130	7130	21/08/2011	3	1086.4	20.3	3.25	18.92	0.47	16.23	22%
7131	7131	21/08/2011	6	870	2.8	3.88	2.36	0.32	2	22%
7132	7132	21/08/2011	9	540	1	2.83	4.17	0.32	3.33	22%
7133	7133	21/08/2011	9	1408.32	0.2	0.03	0.17	0.46	4.79	22%
7134	7134	21/08/2011	5	1870.5	18.3	3.23	19.89	0.67	18.43	22%
7135	7135	21/08/2011	12	1014.82	28.2	9.31	49.89	4.78	47.33	22%
7136	7136	21/08/2011	11	28114.62	272	49.33	225.67	8.42	218.29	22%
7137	7137	21/08/2011	20	8782.45	14.2	14.87	69.21	3.87	65.34	22%
7138	7138	21/08/2011	129	11302.83	89.1	113.32	567.56	17.5	550.06	22%
7139	7139	21/08/2011	18	14719.45	18.5	38.48	12.22	3.78	13.92	22%
7140	7140	21/08/2011	10	817.93	20.1	8.12	32.17	2	28.67	22%
7141	7141	21/08/2011	8	4487.62	24.4	7.12	23.3	0.62	22.68	22%
7142	7142	21/08/2011	19	49148.46	82.2	13.7	68.1	2.58	65.52	22%
7143	7143	21/08/2011	9	1384.44	18.9	2.89	14.88	1.42	13.46	22%
7144	7144	21/08/2011	1	800	17.6	2.93	14.87	1.02	13.85	22%
7145	7145	21/08/2011	1	1040.38	18.6	3.76	13.71	0.33	13.38	22%
7146	7146	21/08/2011	19	630	21.4	3.57	17.63	1.17	16.47	22%
7147	7147	21/08/2011	9	1543.83	16.9	1.77	8.89	1.33	7.56	22%
7148	7148	21/08/2011	3	8739.43	16.8	1.77	8.83	0.32	7.51	22%
7149	7149	21/08/2011	9	1899.12	20.1	3.36	16.32	0.42	15.9	22%
7150	7150	21/08/2011	2	7239.43	85.9	3.92	28.13	1	27.13	22%
7151	7151	21/08/2011	19	10042.7	288.4	48.87	242.23	9.42	232.81	22%
7152	7152	21/08/2011	16	16889.12	178.9	28.48	142.42	8.17	134.25	22%
7153	7153	21/08/2011	184	16079.22	169	1.88	1.88	0.74	1.14	22%
7154	7154	21/08/2011	14	18819.97	158.1	21.92	113.89	10.42	103.47	22%
7155	7155	21/08/2011	18	1473	48.8	3.32	38.48	2.22	36.26	22%
7156	7156	21/08/2011	12	1130.06	16.9	2.05	38.23	1.79	36.44	22%
7157	7157	21/08/2011	21	12487.9	64.1	14.88	23.42	1.42	22.0	22%
7158	7158	21/08/2011	9	3285.77	20.8	3.47	17.33	1.42	15.91	22%
7159	7159	21/08/2011	6	459	14.9	2.42	12.88	0.85	12.03	22%
7160	7160	21/08/2011	4	1881.16	17.1	2.48	11.42	0.56	10.86	22%
7161	7161	21/08/2011	12	3092.87	28.2	1.32	17.88	1.2	16.68	22%
7162	7162	21/08/2011	6	808.83	9.2	0.53	2.87	0.62	1.71	22%
7163	7163	21/08/2011	1	1123.89	0.2	0.26	1.42	0.22	1.2	22%
7164	7164	21/08/2011	8	1930.33	23.2	3.93	18.87	1.47	17.4	22%
7165	7165	21/08/2011	10	1448.23	16.6	0.42	42.17	1.33	40.84	22%
7166	7166	21/08/2011	17	4142.23	100.1	30.88	254.21	9.55	244.66	22%
7167	7167	21/08/2011	88	3138.6	142	23.82	113.17	4.38	108.79	22%

- Revenue – Summary, transactions by location over a date range

UK - Revenue - Summary
 (Start_Date 07/25/2011, End_Date 08/26/2011, TransactionType ALL)

LOT_ID	VENDOR_ID	TRANSACTION	DURATION	GROSS FEE £	VAT £	NET FEE £	VERBUS FEE £	NET PARKING FEE £	VAT %
7520	7520	226	210680.27	1184.5	197.42	887.08	29.33	957.75	20%
7521	7521	2076	945135.8	7873.8	1282.3	6311.5	282.67	6588.83	20%
7522	7522	768	350512.17	3108.6	517.77	2588.83	193.75	2485.08	20%
7523	7523	2707	2284088.93	14886.9	2247.15	11735.75	397.82	11337.93	20%
7524	7524	1100	845116.23	2131.5	355.25	1776.25	154.83	1621.42	20%
7525	7525	426	49947.4	849.3	141.56	707.75	51	646.75	20%
7526	7526	378	122543.82	1129.5	189.75	933.75	49.25	893.5	20%
7527	7527	355	387936.7	2498.2	418.03	2080.17	74.68	2005.49	20%
7528	7528	242	51831.07	636.9	106.15	530.75	35.67	495.08	20%
7529	7529	287	48788.1	569.1	94.88	474.25	37.83	436.42	20%
7530	7530	205	82041.5	738.8	122.8	614	31.08	582.92	20%
7531	7531	219	18168.85	438	73	366	31.78	333.25	20%
7532	7532	150	30877.93	168.4	28.07	140.33	21.5	118.83	20%
7533	7533	99	51601.08	168.4	27.87	137.89	18	121.83	20%
7534	7534	150	54798.83	843.2	99.53	452.67	21	431.67	20%

1.11 Contract management & review meetings

Hayley Woolcott has recently joined the PayByPhone team from PayPoint as Client Account Manager. Hayley will be responsible for ensuring the smooth launch of the service into any new parking areas and the implementation of the cash payment facility. Hayley will be the day to day contact for the contract and will ensure that the following range of services is provided during the term of the contract.

1.12 Financial reconciliation

Barnet has elected to be the merchant for card processing, so the process will be as per the existing contract where all funds are deposited into the council's merchant account (see 13 below).

PayByPhone will provide Barnet Council with a monthly reconciliation of transactions on the PayByPhone system against those transactions processed by its payment services provider (PSP). PayByPhone will assist with the investigation of any variances.

1.13 Service enhancements

PayByPhone continually looks to enhance the service that it provides and is likely to implement a number of enhancements during the term of the contract with Barnet Council. PayByPhone will notify Barnet Council of all material changes to the service in advance of such changes being implemented and take account of Barnet Council's views in implementing such changes.

PayByPhone will not make any charge to Barnet Council for such PayByPhone-initiated Service Enhancements nor will it make any charge for tariff changes required by Barnet Council provided at least 10 days' notice is given of any such changes.

1.14 Reporting

PayByPhone will continue to provide Barnet Council with a monthly report during the contract. This contains general information about the PayByPhone service in the UK, detailed information on transactions, revenue, and customer's usage, and a 6-month summary of the system availability with a brief explanation for any downtime during the month concerned.

1.15 Review meetings

The Client Account Manager will agree with Barnet a schedule of review meetings. These can either be monthly or quarterly at the request of the council. The following items would be covered:

- Uptake of the service
- Training requirements
- Customer support issues
- Technical performance
- Service enhancements and/or other developments
- Ongoing marketing

1.16 Payment process

PayByPhone has now processed over 30 million transactions in the UK – with a value in excess of £100 million without a single fraudulent transaction taking place

The PayByPhone system is highly secure, operating with the latest encryption and authentication technology. Sensitive customer data (e.g. credit or debit card details) is only transmitted over secure and encrypted channels. All of our partners who store, process or transmit cardholder data are PCI Level 1 compliant, the highest level mandated by Visa and MasterCard.

At present the PayByPhone system is set-up to process payments against Visa and MasterCard credit cards, and any UK Debit Card.

All payments are pre-authorised prior to the start of the parking session concerned to eliminate any credit risk to the parking operator. If for any reason the authorisation request is declined (wrong CVV2, incorrect card details, bad card etc.), then the user is prompted to enter alternative or correct card details. If a payment authorisation request is declined more than once, then the caller is connected directly to the PayByPhone call centre for assistance.

1.17 Payment process where the council is the merchant

The parking fee plus the cost of any service charge (if the customer is paying it) and any optional texts are charged to the customer's credit or debit card and the full amount is credited to the customer's credit or debit card and the full amount is credited to Barnet Council's merchant account. All funds are settled on a daily basis and the settlement period is typically three days but this will depend on the council's arrangement with its bank. PayByPhone will submit an invoice to the council for the service charge and optional text revenue on a monthly basis.

1.18 Debit card aggregation

PayByPhone is able to offer its clients a number of innovative service solutions to reduce operating costs. One such service is debit card aggregation – which for most Local Authorities has the potential to halve the cost of processing debit card payments – saving tens or even hundreds of thousands of pounds every year. The process is very straightforward and is widely adopted by organisations where users purchase goods and services on a regular basis. It works by 'rolling up' a number of debit card payments made by an individual customer over a period of seven days before authorising/clearing as one payment.

PayByPhone analysis shows that in most Local Authorities the average PayByPhone user parks and pays by phone twice each week. Debit card aggregation may be brought about in a number of ways, one such way being to pre-authorise the motorists card at the time of the first parking session (for an amount which is several times higher – around £20) then holding within our system the records of

each subsequent parking session until either the pre-authorisation limit has been reached or the seven day period has elapsed.

As the average motorist uses our service twice per week, this can reduce our clients debit card acquiring and gateway costs (normally around 16p per payment for acquiring and 4p per payment for your gateway) by 50%.

PayByPhone is able to introduce debit card aggregation for any of its clients operating through their own acquiring bank at no cost – we simply ask to share any savings you make 50/50. There is no risk to the Local Authority of operating this service as PayByPhone pre-authorises all payments and settles within the card scheme rules.

Example of potential savings:

- A Local Authority processes 1,500,000 phone parking payments pa through PayByPhone
- 60% of these payments are made by debit card (ie 900,000 payments pa)
- The Local Authority pays its acquirer £0.20 to process each debit card payment (£0.16 for acquiring + £0.04 to process each payment)
- The average motorist parks 2x per week, so when PayByPhone introduce weekly debit card aggregation, the Local Authority debit card volumes reduce by 50% (saving 450,000 x £0.20 pa = £90,000)
- PayByPhone invoice the Local Authority monthly for a sum equivalent to 50% of the savings generated to cover our costs of operating card aggregation
- The Local Authority reduces debit card processing costs by 25%

1.19 PayByPhone service performance

1.19.1 Development resource

PayByPhone is owned by PayPoint plc and has the resources to keep Barnet Council's phone payment service at the forefront of technology.

PayByPhone has 25 developers, more than any other supplier in this sector, dedicated to the enhancement and improvement of the service. As part of a large UK plc our commercial offers are sustainable over the long term.

1.19.2 System reliability

The PayByPhone service boasts high levels of reliability in terms of uptime. With clients such as Westminster processing over 90% of parking payment via mobile phone it is clear that any level of system downtime would be critical to the income stream of the council.

Uptime statistics for the last six months are shown below for all elements of the service.

PayByPhone will provide Barnet Council with an SLA which will detail the expected level of uptime for the service.

	Database	Text Inbound	Text Outbound	Touchtone	SMI (i)	Other
Feb	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mar	100.00%	99.77%	99.13%	100.00%	100.00%	100.00%
Apr	100.00%	98.30%	100.00%	100.00%	100.00%	99.99%
May	100.00%	99.88%	100.00%	100.00%	100.00%	100.00%
Jun	100.00%	100.00%	100.00%	99.87%	100.00%	99.66%
Jul	100.00%	99.68%	100.00%	100.00%	100.00%	99.96%
6 months	100.00%	99.60%	99.86%	99.98%	100.00%	99.93%

1.19.3 Security

PayByPhone has now processed over 30 million transactions in the UK – with a value in excess of £100 million without a single fraudulent transaction taking place

The PayByPhone system is highly secure, operating with the latest encryption and authentication technology

Sensitive customer data (e.g. credit or debit card details) is only transmitted over secure and encrypted channels. All of our partners who store, process or transmit cardholder data are PCI Level 1 compliant, the highest level mandated by Visa and MasterCard.

Cardholder data is not available to anyone via the Internet – only the last 4-digits of the user's card may be viewed through the Administration Website, customer website (www.paybyphone.com) or branded versions thereof and only then to authorised staff.

The Oracle database containing cardholder and other personal data is not accessible to anyone other than approved personnel, all of who have been subject to full security checks.

1.19.4 Disaster recovery

All personal and transactional data is held on secure servers in a PEER 1 data centre in Vancouver. In the unlikely event of a total loss of data due to system failure, PayByPhone can immediately switch to a full capacity, mirrored server in Hatfield with no loss of data.

PayByPhone is the *only* supplier in its field to offer a fully redundant, real time mirrored geographically distributed disaster recovery site at a second location. This represents a significant investment on behalf of the PayPoint group and demonstrates its commitment to the highest standards of service and support to its client base.

1.20 Training

PayByPhone will provide refresher training where it is considered desirable. This would cover the following staff:

- CEO training: a 75-minute training course that is best run in groups of 5-10 staff at a time

- CEO Supervisor training: a 90-minute course for those managing the patrolling operation. The course covers the basic CEO training, and training on the use of the Patroller Reports on the Administration Website
- Administration staff: a 60-minute training course on the use of the Administration Website and how to reconcile payments
- Customer Support staff: a 90-minute training course for those who may interface with the general public

All such training is provided at the client's site and there is no charge for this training. Additional training will be provided should the need arise during the term of the contract.

PayByPhone will provide full training documentation for all the training courses mentioned above (these can be provided upon request). We will also provide details of training presentations where required.

1.21 Cash payments for parking at PayPoint

Many Local Authorities, particularly those in predominantly urban areas are now greatly attracted by the significant cost savings associated with removing all or some P&D machines and introducing a 'phone only' parking solution increasingly supported by ANPR.

The practicality of such a move is however tempered by the need to cater for the small but vocal minority of consumers who do not have credit/debit cards or mobile phones.

The Local Authorities working with PayByPhone are very clear in their view of moving to a 'phone only' parking solution. They want to do it in order to benefit from the cost savings available but will only do so when a robust cash payment solution is in place for those consumers who do not have access to credit/debit cards or mobile phones.

PayByPhone now has a cash payment parking service live (in Islington) through the UK's 22,000 PayPoint retail outlets. This service will allow consumers to visit any PayPoint shop and pay for an individual parking session in cash. Separate charges apply for this optional service.

1.21.1 How the cash payment service works

- The motorist parks his or her car
- Street signs and/or stickers on P&D machines provide details of their parking location number and explain their payment options:
 - Pay by phone with a credit or debit card
 - Pay in cash at any PayPoint shop
- Signage will provide motorists with details of how to locate their nearest PayPoint outlet
- On visiting a PayPoint Agent the motorist will advise the retailer that they wish to pay for parking and will provide the Agent with the following information:
 - VRN
 - Location Number
 - Length of time (in minutes) they wish to park for
- The Agent will initiate the Transaction from the Terminal's touch screen and will enter the data as provided by the motorist

- The Terminal will validate the entered VRN as being in an acceptable format. Where the VRN format is not acceptable, the Terminal will prompt the Agent to enter the VRN again. Only if the second entry matches the first will it be accepted, otherwise the Terminal will cancel the Transaction
- The Agent will then be prompted to confirm the data entered. On doing so, the Terminal will automatically dial out to the PayByPhone system to verify that the Location Number is valid/live, that the number of parking minutes requested is valid for the Location Number, and the time of day. Any errors detected will cause the payment to be declined and an error message to be returned to the Terminal. If an error occurs, the Agent will be prompted to correct the parking time and/or the Location Number and reconfirm the Transaction or cancel the Transaction
- If the motorist's Location Number and parking minutes are valid, the PayByPhone system will calculate the amount that the motorist should pay for the required parking (including any Service Charge due) and will return the following data for onward transmission the terminal:
 - Parking start date/time
 - Parking end date/time
 - Amount due (in pence)
 - Street address of the Location Number
 - Client ID (the Council)
 - Receipt message
- PayPoint's system will validate that the Client ID is known to PayPoint by accessing a table of valid Client ID's. Where the Client ID is not known, the terminal receive an error message
- Once the Terminal receives the successful response, it will display the following information on the touch screen:
 - VRN
 - Location number
 - Parking minutes
 - Parking start date/time
 - Parking end date/time
 - Amount due (in pence)
 - Street address of the Location Number
- The Agent will then be prompted to either confirm the payment (ensuring that the motorist has handed over the cash payment) or cancel the payment
- If the Agent confirms the payment, then the Terminal will call PayPoint's system to log the payment and pass the above data onto the system to be recorded centrally. At this point, when committing the payment, the following additional data is supplied to PayByPhone:
 - PayPoint Agent ID
 - PayPoint Terminal ID
 - Date/time
 - Unique PayPoint Terminal Transaction number
- If PayByPhone responds successfully a receipt will be printed to hand to the motorist including the following data:
 - PayPoint agent ID
 - PayPoint agent address

- PayPoint terminal ID
 - Date/time
 - Unique PayPoint terminal transaction number
 - VRN
 - Location number
 - Parking minutes
 - Parking start date/time
 - Parking end date/time
 - Street address of the Location Number
 - Parking client VAT number
 - Parking client name
 - Total charge
-
- Should a system error occur during the commit process (i.e. a communications failure between the PayPoint system and the PayByPhone system or between the PayPoint system and the PayPoint terminal), the PayPoint system will send a 'void' message to the PayByPhone system advising that the payment should be backed out regardless of whether it has been successfully recorded centrally or not. The void message will be sent immediately or when the next transaction is initiated at the same terminal. Voids will only be sent to PayByPhone during the same day as the original payment
 - Should a motorist change their mind after making a cash payment for parking, or not have the cash to pay the PayPoint agent after the transaction has completed (Note: the agent should take the cash first), then a customer reversal of the transaction will be allowed, to be initiated at the terminal. This will only be allowed within current terminal rules i.e. as the next transaction on the same terminal where the terminal has not been polled by the PayPoint system between transactions. (PayPoint poll terminals once each day, usually around 1.00am to retrieve data on all transactions processed the previous day)
 - All existing accounting reports continue to be available. Reports for cash payments will be entirely familiar to the parking operator's admin staff and accessed in the same way that they currently access them. They can choose the "All" option (selected by default) to see all transactions regardless of transaction type, or, to see only cash payment transactions they can select the PayPoint cash option
 - The PayPoint retailer will bank all cash collected for into their account. PayPoint will debit the retailers bank account and transfer funds due to the council

1.21.2 Phase II – parking account

PayByPhone intends to follow the implementation of the single session cash payment option by launching a cash parking account. This will allow motorists to create a PayByPhone account where deposits are made in cash at PayPoint outlets. Having deposited a lump sum the motorist would be able to park within any participating PayByPhone clients parking bays and elect to use their cash account. The cost of each parking session would be deducted from their cash account balance.

This solution will be particularly attractive for those parking regularly who either have to pay in cash as they have no credit/debit card, or those who prefer to pay in cash.

1.21.3 PayPoint in Barnet

There are currently 82 PayPoint agents within the borough of Barnet with a further 33 agents in adjacent borough's, but within 500 metres of the 'border' (in other words located in the direction some motorists parking in Barnet may wish to walk in order to pay at PayPoint).

PayPoint is already engaged with Barnet to identify the areas where additional retail agents need to be installed in order to provide even more outlets for the cash parking service. Additional agents will be installed at no cost to Barnet.



1.21.4 About PayPoint

PayPoint was founded in 1996 to create an alternative national cash payment solution to the Post Office. PayPoint is now a leading international provider of convenient payments and value added services to major consumer service organisations in the energy pre and post-payment, housing, water, telecoms, media, financial services, transport, retail, e-commerce, gaming and public sectors.

In 2010/11 PayPoint handled over 590 million transactions worth in excess of £10 billion on behalf of more than 6,000 clients and merchants including the BBC TV Licensing, BT, British Gas, Npower, EdF and over 200 local authorities. PayPoint floated on the London Stock Exchange in September 2004.

In the UK PayPoint operates a network of more than 23,000 payment terminals located in local shops (including Co-op, Spar, McColls, Costcutter, Sainsbury's Local, One Stop, Londis and thousands of independent retailers).

Key features of the PayPoint retail cash collection network:

- **The best retail network.** The PayPoint network provides its clients with exclusive access to the best convenience retail outlets in each community covering 99% of the UK's cash-paying households. Retailers are conveniently located for customers, have good levels of disabled access, and are typically open seven days a week from early to late, with many open 24 hours. Nothing



illustrates the unrivalled availability of PayPoint more than the fact that many hundreds of thousands of payments are handled on Christmas Day each year

- **Over 99% service availability.** The PayPoint terminal is proven to be both robust and reliable in the retail environment. When terminals do fail, PayPoint operates the most stringent SLA's of any retail payment network, with field engineers required to swap 97% of faulty terminals within 4 hours and 100% within 24 hours. Data on transactions is sent to our on-line clients in real time



- **Full disaster recovery.** No other retail network has such stringent levels of security and a business continuity plan which ensures that, on a regular basis, all key operating systems are switched to a disaster recovery site and operated from there for at least 72 hours before being switched back. PayPoint also has in place a Security Management System (ISO27001 / BS7799) to ensure that the probability of events which could disrupt data security are minimised and when necessary dealt with quickly, ensuring that it can always maintain 'business as usual'. PayPoint is unique in its ability to provide this proven recovery capability



- **Financial stability.** As a profitable UK plc, with a diverse range of businesses and clients PayPoint is a secure and future proof partner. Our financial processes and procedures ensure that all funds collected from consumers on behalf of our clients are held in trust and transferred to our clients swiftly

- **Cash paying consumers prefer PayPoint.** With over one million payments through our 23,000 shops every day of the year, PayPoint is the network of choice for cash paying consumers. They are familiar with our service and visit our agents regularly. In an independent survey of 1,000 PayPoint users carried out by Ipsos MORI an impressive 97% of the customers interviewed were satisfied (of which 85% were very satisfied) with the service they receive, rating the ease of use and speed of service as important factors.

1.22 Marketing

1.22.1 Branding of the service

PayByPhone has extensive experience in providing its service on a fully client branded basis – and strongly believes that this is the best way to build the trust of the motorist and enhance levels of adoption. The branding will cover the following:

- All machine stickers or conditions of use plates where machine have been removed
- All email correspondence with motorists – in particular email receipts and welcome emails

PayByPhone has the skills to design and produce all the above branded materials – all of which will be developed subject to the council's approval

1.22.2 Marketing support

PayByPhone can design and produce on the council's behalf branded Conditions of Use (COU) plates for on street where machines have been removed. Typically COU plates will be attached to existing lampposts. The cost and installation of such signs and any DfT approved signs will be for the cost of the council. See example in Annex A below

1.22.3 Incentive schemes

The PayByPhone system can be configured to include incentive schemes to drive the uptake of the service:

- A level of discount (flat amount or percentage) on the first 'x' number of transactions
- A level of discount after a number of transactions have been made (eg 10th parking session is free)
- A scheme based around a promotion code which entitles the motorist to a set level of discount

1.22.4 Advertising

PayByPhone does not currently incorporate any advertising or sponsorship in any of its text message or emails to end users but will do so in the near future. However with the level of number of users in the UK, it is clear that there is considerable value in the PayByPhone inventory to potential advertisers – PayByPhone knows where a user has parked, when they are likely to return to their vehicle, and can determine the type of vehicle (PayByPhone has a live interface with DVLA and may capture make, model, and age of a vehicle), and it is possible to capture further demographic information.

PayByPhone is actively studying the feasibility of incorporating a level of advertising in some messaging relating to the service (text messages, email receipts, and inventory on the Mobile Web and iPhone/Android/Blackberry applications). When PayByPhone starts to incorporate advertising into its service then it will do so on the following basis:

- Any advertising must be on an opt-in basis
- That it's configurable by parking operator (some may not wish to allow advertising)
- That the parking operator has the right to refuse an particular advertising campaign
- That there is value to both the parking operator and the end user

PayByPhone has included for a revenue share of advertising revenues in its commercial proposal. In addition, 20% of the inventory will be made available for the council's own use to advertise council services or other community functions.

1.23 References

London Borough of Islington

The PayByPhone service operates across the borough where in some areas, machines have been disabled. Last month over 50,000 phone payment transactions were processed. Islington introduced cash parking at PayPoint outlets in August 2011

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Westminster City Council

Westminster operates a near total pay by phone only service across the whole of the borough and intends to remove all the remaining Pay & Display machines by late 2011. 600,000 transactions are conducted each month in Westminster. Around 40,000 new users are signed up to the service each month in central London with a current total of around 2m million registered users.

In addition to PayByPhone services for cars, Westminster has also used the service to introduce a service charging for motorbikes.

PayByPhone has created a white labelled website for Westminster which is fully branded as Westminster City Council although it is hosted by PayByPhone.

Roger Barrett, Commissioning Manager

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2. Section 2: Response to Tender Questions

Para ref	Compliance	Comment
5.1.5	comply	PBP is already operating a successful service for phone payments in Barnet both on and off street. When using the PayByPhone service there is no requirement to place anything in the vehicle. Registration can be done either on line prior to arrival in the parking area or via the Touchtone, mobile web and Apps when arriving in the parking area. There are currently five ways to pay for parking using the service. See sections 1.1 and 1.2 of the service specification on ways to pay and register.
	comply	PayByPhone is currently unique in the mobile phone payment market in being able to supply a cash payment solution through its nationwide chain of PayPoint outlets which does not involve any interaction with on street equipment and therefore does require a ticket to be displayed in the windscreen. The ability to remove machines but still provide a cash payment mechanism brings about substantial savings to the operator in terms of machine maintenance costs, cash collection and capital investment. See section 1.21 of the service specification for a full description of the PayPoint cash payment service and a map of PayPoint outlets in Barnet.
	comply	The automated service is available 24/7 365 days a year. PayByPhone's 3 rd party call centre operation is available 24/7, 365 days a year. See section 1.5 of the service specification on call centre support
	comply	There are currently 82 PayPoint outlets in Barnet with a further 33 in adjacent boroughs. See section 1.21 of service specification for a full description of the cash payment service.
	comply	Users can register with any phone including a landline for the PayByPhone service. There is no need to preregister for the service but this can be done on line before arrival at the parking location. There are currently 4 ways to register for this service - a fifth way will be introduced in autumn 2011 called text initiated registration. All of the methods to register for the service are described in section 1.1 of the service specification.

Para ref	Compliance	Comment
Enable registered drivers to park a different Vehicle, alter their text settings or other account details without the need to access their on-line account;	comply	The motorist can modify all account configurations via the Touchtone IVR, mobile web and Apps without having to go online. See section 1.3 account management in the service specification for a full description.
Enable business accounts to be registered to allow companies to manage employee parking through a single account;	comply	PayByPhone offers two types of accounts: one for individuals, and one for businesses. The business account feature allows businesses a single centralised view of their employee parking expenses through consolidated reporting and an easy to use web-based administration system enabling them to manage employees and vehicles. Employees are automatically recognised through their mobile phone number whenever they call into the PayByPhone mobile payment system. If they have both a personal and business account, the system will automatically ask them which account they wish to use. Business accounts are covered in section 1.4 of the service specification
Provide a customer service facility, operational at all times, which can provide advice and support, handle complaints about the service, facilitate registrations and take payments for parking;	comply	Although the majority of transactions are handled through the automated system, PayByPhone provides a high quality level of customer support through its 3 rd party call centre which is which is manned 24/7, 365 days of the year. Agents have the ability through PayByPhone's back office system to register clients on the system (but not their credit or debit card details), set up transactions and take payment. PayByPhone also has a secondary call centre at its offices in Stroud which is manned during office hours and handles customer enquiries as well as client queries. See section 1.5 of the service specification.
Provide technical support for the applications and a Help Desk for support issues	comply	Technical support is available 24/7. The Stroud call centre also acts as a help desk facility for client support. Where for example there is a challenge relating to a PCN, the PayByPhone support staff can provide call logs which show every key pressed during the course of a call by an individual using or attempting to use the service. Similarly, text logs and web logs can be supplied in support of challenges. See sections 1.6 and 1.10 of the service specification for further details.
Provide full management and monitoring reports as agreed with the Council.	comply	PayByPhone's powerful Service management interface (SMI) back office system provides an array of standard reports covering operational areas, finance and customer support. Customised reports can be configured at a client's request. Tariffs are configured in the back office and typically are set up by PayByPhone but can be configured by the client if they so wish. All tariff changes are done by PayByPhone free of charge. In addition to the back office reports, PayByPhone provides a monthly report to each client detailing monthly transaction performance, sign ups and system uptime stats. See section 1.10 of the service specification for details of the SMI and 1.14 on reporting



Para ref	Compliance	Comment
5.1.6		
It is the Council's intention that all drivers are able to register and pay for their parking quickly and easily and that registration and payment is simple and easily understood by drivers.	comply	See sections 1.1 and 1.2 of the service specification on the five ways to register and the six ways to pay for parking using the service. Stickers on machines (where in place) and/or signage will give full details on the various ways to register and pay
5.1.7		
Drivers must be able to pay for parking through the following means; <ul style="list-style-type: none"> ➢ Cash at a nearby retail outlet or a suitable alternative; ➢ Landline telephone; ➢ Mobile phone, using IVR, mobile web or SMS text messaging services. 	comply	See section 1.21 of the service specification for a full description of the cash payment service at PayPoint outlets and section 1.2 on the full range of ways to pay. Users can pay from any phone including a landline. If they call from a landline, the service will not recognise the number so they are prompted to enter their account number(ie mobile number with which they registered) and their PIN which by default is the last four digits of their registered card. They can then pay for parking in the normal manner.
5.1.8		
Where credit or debit cards are used for payment, the system must accept all the major credit or debit cards issued in the UK (American Express may be excluded).	comply	Where the client is the merchant, PayByPhone can accept any cards that the client wishes the system to accept including American Express and Diners.
5.1.9		
Customers experiencing difficulties must be automatically directed to the customer service facility relevant to the provision of this service.		There are a number of points within the IVR where the customer is either put straight through to the call centre or where they have the option to be put through. If experiencing difficulties with the service, the customer can select option 6 from within the options menu to be put through to the call centre for assistance. Where a credit card is not authorised, the user is given two further attempts to enter valid card details - if these fail, then they are automatically redirected to the call centre. See section 1.5 of the service specification on call centre support
5.1.10		
The system as it relates to mobile phone	comply	The user can call from any phone including a landline. Where the user calls on a phone which is not



Para ref	Compliance	Comment
<p>payments must function on all mobile phone devices.</p>		<p>the one on which they registered and the system does not recognise them then they are prompted to enter their account number ie their mobile number plus the last four digits of their registered credit card. They can then use the service in the normal manner.</p>
<p>5.1.11 The system must ensure that drivers can pay for the time required, up to the maximum time available at the parking place they wish to use. This maximum time must not be exceeded. All parking transactions must be charged at the Council's set tariff for the appropriate parking place. There must be no surcharge for paying by SMS although any agreed service charges may be added to all payments made.</p>	<p>comply</p>	<p>All tariffs will be set up on the system by PayByPhone together with any future tariff changes. Maximum stays and no return rules can be configured by location if required. Where a maximum stay is configured for a given location then the motorist will be allowed to top up their time up to the maximum stay but once they reach the maximum stay, the system will not permit them to extend their parking until a predetermined time (set by the council) has elapsed. Tariffs for each location together with any maximum stay rules will be configured through the SMI by PayByPhone free of charge together with any tariff increases at the appropriate time. There is no surcharge to use the SMS text service to pay. Please refer to section 1.8 in the service specification on tariff set ups.</p>
<p>5.1.12 The system must enable drivers to extend their stay, up to the maximum permitted parking time at the Location and apply the correct parking charge to any extended stay.</p>	<p>comply</p>	<p>Drivers are allowed to extend their parking sessions in as many increments as they wish up to the maximum stay. Typically they will then not be allowed to extend beyond the maximum stay until a certain defined time has elapsed. See section 1.8 of service specification</p>
<p>5.1.13 The system must include an option for drivers to receive a reminder message by SMS text ten (10) minutes before the expiry of the parking time paid for.</p>	<p>comply</p>	<p>Drivers can receive an optional reminder text prior to the end of their parking session. See section 1.3 on account management in the service specification</p>
<p>5.1.14 The payments system must capture the following information for reporting</p>	<p>comply</p>	<p>The PayByPhone service captures all of this information. See section 1.2 of the service specification on ways to pay and information captured</p>

Para ref	Compliance	Comment
<p>purposes and for ease of use for the user;</p> <ul style="list-style-type: none"> ➢ Parking location number; ➢ Vehicle registration mark; ➢ Start date, time the transaction is confirmed; ➢ Start time, duration and end time of each parking session; ➢ Parking charges paid in sterling; ➢ Service charges paid in sterling; and ➢ Card security code (not required for cash transactions). 		
<p>5.1.15</p> <p>Where a driver pays for parking time by SMS text message, a non-chargeable automated receipt confirmation must be sent. For other means of payment, customers must be able to choose to receive confirmation by SMS text message, which may be chargeable.</p>	comply	When a driver pays by SMS they will receive a free text receipt. Where they pay through the IVR then if they opt to receive a text receipt then they will be charged 10p. They can receive free receipts via e mail or can go to their account on line and print off VAT receipts. See section 1.3 on account management in the service specification for further details
<p>5.1.16</p> <p>Where the customer provides an e-mail address and requests a receipt, the system must automatically send a receipt by e-mail at the end of the parking session. This receipt must include the following details;</p> <ul style="list-style-type: none"> ➢ The Council's name; ➢ Parking location; ➢ Vehicle registration mark; ➢ Start date, Start time, duration 	comply	<p>A branded email receipt (ie with the council's logo) is sent automatically to those who provide an email address or alternatively, the customer can print off a branded receipt from their account on line.</p> <p>The following information is shown on the receipt:</p> <ul style="list-style-type: none"> ■ Council name, logo and address ■ Client's VAT number (if applicable) ■ Actual date ■ Receipt number ■ Customer account number ■ Location ■ Transaction date

Para ref	Compliance	Comment
<p>and end time of the parking session;</p> <ul style="list-style-type: none"> ➤ Parking charge paid service charge paid, any charges for optional services and total charges paid (in sterling and detailed separately); and ➤ VAT details if applicable (VAT receipts must also be available free of charge through the appropriate web-site). 		<ul style="list-style-type: none"> ▪ VRN ▪ Duration of session ▪ Net Cost ▪ Vat element ▪ Total cost
<p>5.1.17</p> <p>For cash payments, the receipt given to customer must include the following details;</p> <ul style="list-style-type: none"> ➤ Retail outlet's address and location; ➤ Date and time and unique transaction number; ➤ Parking location, street address and location number; ➤ Vehicle registration mark; ➤ Start date and time, duration and end date and time of the parking session; ➤ Parking charge paid service charge paid, any charges for optional services and total charges paid (in sterling and detailed separately); and ➤ The Council's name, VAT number and rate of VAT, with information about which charges 	<p>comply</p>	<p>A receipt will be printed to hand to the motorist including the following data:</p> <ul style="list-style-type: none"> ▪ PayPoint agent ID ▪ PayPoint agent address ▪ PayPoint terminal ID ▪ Date/time ▪ Unique PayPoint terminal transaction number ▪ VRN ▪ Location number ▪ Parking minutes ▪ Parking start date/time ▪ Parking end date/time ▪ Street address of the Location Number ▪ Parking client VAT number ▪ Parking client name ▪ Total charge

Para ref	Compliance	Comment
paid are subject to VAT.		
5.1.18 If establishing new retail outlets, the Service Provider must give consideration to the opening hours of the premises involved, to ensure that the option to pay by cash is available at least during the hours of parking control at the surrounding location.	comply	In the UK PayPoint operates a network of more than 23,000 payment terminals located in local shops (including Co-op, Spar, McColls, Costcutter, Sainsbury's Local, One Stop, Londis and thousands of independent retailers). Typically these types of retail outlets are open late into the evening and in some cases through the night. PayByPhone will ensure that in every parking zone there are a number of outlets that are open during parking control hours where these extend into the evening period. Section 1.21 in the service specification covers cash payments.
5.1.19 The Service Provider must ensure that all payments received from the system are banked into the Council's nominated bank account within twenty-four (24) hours of receipt.	comply	All funds are settled on a daily basis. Where PBP acts as merchant, monies will be transferred on a daily basis into the council's bank account but as a result of the settlement process, 3 days after the transaction is made. PBP will submit an invoice to the council for service charge revenues and optional text revenues on a monthly basis (where the council pays the service charge and PayByPhone is the merchant; then these fees will be deducted prior to the monies being deposited in the council's bank account). In addition to the back office reports, a reconciliation report can be provided for ease of reference. For cash payments via PayPoint shops, settlement is made weekly. Section 1.16 and 1.17 of the service specification covers the payment process
5.1.20 The Service Provider must ensure that details of all parking sessions are available to CEOs to enable them to check on their HHCTs whether a parked Vehicle has paid for parking quickly and easily.	comply	An integrated solution with CIVICA's notice processing software system will be provided for this contract operating on the GPRS enabled handhelds. The CEO selects the location and can view all current and expired sessions on the device screen without leaving the notice processing system environment. Section 1.9 of the service specification covers enforcement in detail
5.1.21 Details of all payments must be available to the CEO quickly and easily through the GPRS facilities on their HHCTs. To enable this, details of all parking	comply	All transactions appear immediately on the HHCTs and certainly within 5 seconds. The screen shows for all current sessions: <ul style="list-style-type: none"> ■ The parking location both name and location number ■ Vehicle registration mark;



Specification for the Provision of the PayByPhone Service
 London Borough of Barnet
 Section 2: Response to Tender Questions

Para ref	Compliance	Comment
<p>transactions must be transferred within five (5) seconds of the transaction being authorised and these details must include the following;</p> <ul style="list-style-type: none"> ➢ The parking location (full street or car park name); ➢ Vehicle registration mark; ➢ Start time and end time of the parking time purchased; and ➢ Any specific tariff information required. <p>5.1.22</p> <p>The CEO must be able to search for transaction details through entering either a vehicle registration mark or a parking location.</p>		<ul style="list-style-type: none"> ▪ Start time and end time of the parking time purchased ▪ Price paid ▪ Where special tariffs are in force, a suffix letter to denote the type of tariff eg R for resident <p>For expired sessions the screen shows:</p> <ul style="list-style-type: none"> ▪ VRN ▪ End time of parking session ▪ Number of minutes beyond the end of the expiry of the parking session shown as a minus figure <p>Typically expired sessions are displayed for up to 60 minutes beyond the end of the parking session but this timeframe is configurable by the operator. See section 1.9 of service specification</p>
<p>5.1.23</p> <p>The system must have full reporting facilities including a suite of standard reports as agreed with the Council's Representative and the capacity for bespoke reports to be generated.</p>	comply	<p>Agreed – see section 1.9 of service specification</p>
<p>5.1.23</p> <p>The system must have full reporting facilities including a suite of standard reports as agreed with the Council's Representative and the capacity for bespoke reports to be generated.</p>	comply	<p>PayByPhone's powerful back office system provides a full suite of standard reports. Standard reports cover three main areas:</p> <ul style="list-style-type: none"> ▪ Operations – eg numbers of people signing up to the service ▪ Finance – a breakdown of all transactions conducted on the service for each location over a given date range and by type of transaction ie cash or card ▪ Customer support – ability to search for customer transactions by VRN or account number (mobile number) <p>The back office is also where tariff are configured which will be done for the council by PayByPhone together with any tariff updates free of charge. Nonstandard reports can be designed and produced on request. All reports can be exported to excel. See section 1.14 for full details of the back office system and sample reports.</p>

3. Section 3: Commercials

3.1 Charges payable by Barnet Council

- Barnet Council will be responsible for card acquiring costs (although PayByPhone will cover PSP gateway costs)
- Barnet will pay the service charge on behalf of the motorist at 9p per transaction for phone payments
- For cash payments at PayPoint outlets, Barnet will pay a fee equivalent to 5% of the value of each payment processed, minimum 15p per transaction, maximum £1.00 per transaction.
- Barnet will pay for the provision and installation of all signage associated with the scheme
- There are no other costs associated with the set-up, implementation or on-going operation of the service as specified in our response which will be levied by PayByPhone

3.2 Revenue (and other benefits) payable to Barnet Council

- Barnet Council will receive 100% of the parking fees paid by the motorist
- PayByPhone will release to Barnet Council 20% of all advertising inventory on outbound text messages/emails (where the motorist has not opted out of the service) at no cost. Barnet Council may use these as opportunities to promote Barnet Council services, send public service messages to motorists or promote local businesses as they wish
- PayByPhone will pay Barnet Council 10% of all advertising revenue generated from selling advertising on outbound text messages/emails
- PayByPhone is offering to aggregate the council's debit card payments, which will halve the processing costs per debit payment. PayByPhone would seek to share the benefits of any savings with Barnet 50:50. The net effect to Barnet Council will therefore be a reduction in debit card processing costs of around 25% equivalent to 2p per transaction (across all PayByPhone transactions)
- Our unique ability to offer cash parking at PayPoint outlets makes PayByPhone the only organisation capable of enabling Barnet Council to introduce this service as a replacement to P&D machines, thereby enabling the removal of some/all machines and the releasing of savings worth hundreds of thousands of pounds per annum

3.3 Charges payable by PayByPhone

- With the exception of on street signage, there are no set up costs to be charged to Barnet Council
 - PayByPhone will cover handheld integration costs with Civica for enforcement on existing GPRS handhelds
 - PayByPhone will cover PSP gateway costs to route card transactions to the Barnet Council acquirer
 - Unlike most of our competitors PayByPhone does not charge its clients to add additional locations or to apply tariff changes as required by Barnet Council through the term of the contract
-

3.4 Charges payable by the motorist to PayByPhone

Description	Charge (inc VAT if applicable)
Text Receipt (optional)	£0.10
Text Reminder (optional)	£0.10
Email and/or VAT receipts	No charge

Annex A – Example conditions of use sign for post mounting





Chargeable hours for Zone X

Monday to Saturday
8.30am - Midnight

Sunday
Mid-day to 6.30pm
£1.20 per hour

Monday to Thursday
6.30pm to Midnight
60p per hour

4 hours maximum stay

All other times including bank holidays, public holidays and Christmas Day no charge

FIRST TIME USERS

To register & pay you will need your:
 vehicle registration number
 credit or debit card details
 location number

ONLINE

paybyphone.co.uk

smartphone users, go to your app store and search for PayByPhone to download

or

TEXT

send 'REG' and your number plate to

65565

you will then receive a call back to securely complete the registration and payment process

or

CALL

0330 400 7275

and following the instructions

or

CASH

Pay with cash by calling

0330 400 2274

to find your nearest PayPoint outlet

EXISTING USERS

can pay using the methods above

or

Text 'INFO' to

65565

for details on how to pay by text

when paying by text, if you do not receive a confirmation text within five minutes of your transaction please call 0330 400 7275 to confirm

Conditions of use

1. Payment must be made by 5.00pm at the time of parking. If you cannot pay by phone you must park in an alternative bay.
2. You are liable for a penalty charge if you:
 - park without payment of the parking fee or fail to confirm a transaction using the PayByPhone system
 - are parked after expiry time or park longer than permitted
 - fail to park correctly within the markings of the bay
 - park in a suspended bay
3. It is a criminal offence to modify, vandalise or remove PayByPhone signage.
4. For full terms and conditions and for information on alternative methods of payment visit www.lbb.gov.uk

Permit and Blue Badge Holders
 Vehicles displaying a valid permit or blue badge can park in this bay free of charge






Location

1234