

## Transport for London



### Customer Experience, Revenue Policy: Staff Briefing Notice **11**

#### Zip Oyster Photocard Schemes changes

Effective date:	1 September 2012
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#### Summary of changes

- When creating web accounts for Zip applications, parents/guardians no longer need to provide their passport details.
- The passport validation (to verify the applicants age) and photo upload functionality have been simplified.
- For all Zip applications from London residents - when applying online if the parent/guardian is unable to complete all of the steps online they will be given the option to download a 'verification letter' as part of the process. They can take the verification letter to a Post Office in London to complete their application.
- Applications for the 16+ scheme will be available online to London residents for the first time.
- A new 16+ application form has been designed.
- The Post Office will reject old 16+ Zip Oyster photocard application forms
- The 5-10 and 11-15 Zip Oyster photocard application forms have been merged into an Under 16 application form.
- The Post Office will continue to accept (for a short period of time) last year's 5-10 and 11-15 Zip Oyster photocard application forms.
- Applicants for the 5-10 and 11-15 Zip Oyster photocard scheme will no longer need to bring proof of parent/guardian to the Post Office - only proof of age.
- The Post Office will accept Biometric Residency Permits as proof of age.
- Direct mail activity to encourage take up of 16+ scheme - this will point customers to the TfL website for information on applying.
- We will be using an app on Facebook to promote Zip; <https://apps.facebook.com/zip-discover-london/>

## **5-10 Oyster photocard scheme**

- A reminder that London residents can apply for their child's 5-10 Oyster photocard online at [tfl.gov.uk/photocard](http://tfl.gov.uk/photocard).
- From 1 September, if they are unable to complete all the steps online they can download a verification letter. They will need to bring the verification letter to a Post Office in London, with the necessary proof, to complete their application. From the date that they download their verification letter, they will have two weeks to submit it at the Post Office. This is quicker than the traditional paper application form route, as the information from the Post Office will be transmitted overnight to Novacraft. With the traditional paper application route, the Post Office send the physical application form to Novacraft.
- The introduction of a new Under 16 form with a muddy green banner across the front; the new application form will make it clear that the contract TfL has is with the parent/guardian and not the cardholder.
- The parent/guardian will no longer have to provide proof of their identity.
- The applicant proof of age must still be presented at the Post Office and the Post Office will now accept Biometric Residency Permits
- Customers cannot pay by cheque for applications at the Post Office but can pay by cash or credit/debit card.

## **11-15 Oyster photocard scheme**

- A reminder that London residents can apply for their child's 11-15 Oyster photocard online at [tfl.gov.uk/photocard](http://tfl.gov.uk/photocard).
- From 1 September, if they are unable to complete all steps online they can download a verification letter. They will need to bring the verification letter to a Post Office in London, with the necessary proof, to complete their application. From the date that they download their verification letter, they will have two weeks to submit it at the Post Office. This is quicker than the traditional paper application form route, as the information from the Post Office will be transmitted overnight to Novacraft. With the traditional paper application route, the Post Office send the physical application form to Novacraft.
- Introduction of a new Under 16 form with a muddy green banner across the front; the new application form will make it clear that the contract TfL has is with the parent/guardian and not the cardholder.
- The parent/guardian will no longer have to provide proof of their identity.
- The applicant proof of age must still be presented at the Post Office and the Post Office will now accept Biometric Residency Permits
- Customers cannot pay by cheque for applications at the Post Office but can pay by cash or credit/debit card.

### **Communication and raising awareness**

- There will be an advertisement in the Metro on 22 August advising people about how to apply for an 11-15 Zip Oyster photocard
- An advert will go out in all London papers between the 28<sup>th</sup> and 31<sup>st</sup> of August. This will be a generic ad as we are targeting both 11-15 and 16+.
- TfL promo ads will appear on the TfL homepage, Getting around page and bus and tram landing pages. These will appear between 10 September and 30 September.
- Facebook app – this is an app that will be available from 6<sup>th</sup> August until 30 September. It will provide a link to the Zip pages of the website and also provide an interactive London destination finder where you can invite your friends to meet at a location of your choice. The app will also highlight the Behaviour code and benefits of the Zip Oyster photocard. Ads to promote this app will appear from the 20<sup>th</sup> of August until the 30<sup>th</sup> of September. The ad's (mentioned above) will drive traffic to the app.

## **16+ Oyster photocard scheme**

- The 16+ scheme will re-open for London residents on 1 September 2012. A reminder that London residents who want to apply for the first time before 1 September should phone 0845 331 9872.
- During week beginning 27 August, we will be writing to all existing 11-15 Zip Oyster photocard holders whose photocard will expire on 30 September 2012 and all existing 16+ card holders who are aged 16 or 17 whose photocard is due to expire on 30 September 2012. We will be encouraging them to go online to get information on the 16+ Scheme and for information on the application routes.
- We are not sending partially completed application forms this year.
- From 1 September, London residents will be able to apply online for the 16+ Zip Oyster photocard scheme for the first time.
- We have invited approximately 200 schools/colleges to join a 16+ pilot, so they can authorise applications online, mirroring the 18+ application process. If the applicant's school/college is taking part in the pilot, they'll be able to select them as part of the application process (from a drop down list). If their school/college is not taking part in the pilot, they will have to select 'school not registered' and will need to download a verification letter as part of the application process.
- Schools that have not been invited to take part in the pilot will be unable to join until the pilot has been completed. However, they will still be able to authorise paper applications and verification letters without registering or being on the pilot.
- Applicants can still apply online if their school/college is not part of the pilot. They will need to download a verification letter (if they are applying for free bus and tram travel). They will need to get their school/college to sign and stamp the verification letter and bring it to a Post Office in London, with the proof of age and address if need, to complete their application. From the date that they download their verification letter, they will have two weeks to submit it at the Post Office. This is quicker than the traditional paper application form route, as the information from the Post Office will be transmitted overnight to Novacraft. With the traditional paper application route, the Post Office send the physical application form to Novacraft.
- Introduction of a new 16+ Oyster photocard application form with a plum banner across the front; all other 16+ application forms will be rejected by the Post Office. The new application form will make it clear that the contract TfL has is with the parent/guardian and not the cardholder.
- The application form has been re-designed - the child information is in section 1 and the parent/guardian information is in section 2.
- The applicant proof of age must still be presented at the Post Office and the Post Office will now accept Biometric Residency Permits
- Proof of address will need to be presented at the Post Office. This can be a residential utility bill (dated within the last three months), a current council tax bill, bank, building society or credit card statement (dated within the last three months), current council or Housing Association rent book or statement, or a current full UK driving or provisional licence.
- A reminder that we introduced one expiry date for 16+ Oyster Photocards in September 2011. Photocards with free bus and tram travel will expire on 30 September 2012. Even if they are no longer eligible for free bus and tram travel, if cardholders are eligible for half rate travel, they will need to apply again. Those applying for half rate travel only will continue to have their photocard valid until the day before their 18<sup>th</sup> birthday.

## Communication and raising awareness

- There will be an advertisement in the Metro on 13 September advising people about how to apply for a 16+ Zip Oyster photocard
- An advert will go out in all London papers between the 28<sup>th</sup> and 31<sup>st</sup> of August. This will be a generic ad as we are targeting both 11-15 and 16+.
- TfL promo ads will appear on the TfL homepage, Getting around page and bus and tram landing pages. These will appear between 10 September and 30 September.
- Press Release will go out on 24 August.
- Facebook app – this is an app that will be available from 6<sup>th</sup> August until 30 September. It will provide a link to the Zip pages of the website and also provide an interactive London destination finder where you can invite your friends to meet at a location of your choice. The app will also highlight the Behaviour code and benefits of the Zip Oyster photocard. Ads to promote this app will appear from the 20<sup>th</sup> of August until the 30<sup>th</sup> of September. The ad's (mentioned above) will drive traffic to the app.
- Emails have been sent to specific schools who have been invited to join the pilot. If you get any calls about the pilot specifically, please take details and pass to Sarah McAdam for future follow up.

*If you have any questions, comments or suggestions concerning this briefing please email  
**sarahmcadam@tfl.gov.uk***