

BACKGROUND REPORT – REVIEW ON THE OPERATION AND FUNCTION OF THE HILLINGDON FIRST CARD

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REASON FOR ITEM

To provide the Committee with a comprehensive background to the Council's Hillingdon First card scheme for the Committee's second major review into the operation and function of the Hillingdon First Card.

Attached to this report is a draft scoping report for Members to consider and discuss. **(Appendix A)** together with a copy of the Hillingdon First Survey – February 2010 **(Appendix B)**.

OPTIONS AVAILABLE TO THE COMMITTEE

The information contained in the report will provide Members with background information for their review.

INFORMATION

What is HillingdonFirst?

1. HillingdonFirst offers residents preferential rates at council parking and leisure facilities, access to libraries and the council's waste centre, and discounts at participating businesses.
2. HillingdonFirst is the most extensive multi-application local authority smartcard in the UK.

Who is HillingdonFirst for?

3. Cards are available to all Hillingdon residents aged 18 and over, although drivers who are 17 years old can also request a card.

Why introduce HillingdonFirst?

4. HillingdonFirst was implemented to:
 - Increase resident's satisfaction and sense of 'belonging' within the local community
 - Give privileged rates to local residents for parking and leisure services
 - Help promote local business during a difficult economic time

- Promote 'well being' through increases in leisure facility and library usage
 - Modernise and improve access to Council services
5. The tag line for the card is 'First for residents, first for businesses, first for Hillingdon. This clearly states the purpose of the card and helped to reinforce the ethos behind its implementation.

How does the scheme operate?

6. The HillingdonFirst card is a MiFare 4K Classic contact-less multi-application smartcard. It has a small chip, segregated into pre-defined sections or 'applications'.
7. The card chip contains data in each section that allows access to a service. For example the parking section application communicates with the parking machine, via the card reader, to authenticate access to the HillingdonFirst tariff.
8. The card is known as a 'contact-less' card, as the chip is not visible and can be held in proximity to a card reader.
9. HillingdonFirst cards are inter-operable with other Local Authority cards, as they are encoded to a Local Authority Smartcard Standards e-Organisation profile.
10. Overall scheme management is carried out using the ONYX Customer Relationship Management (CRM) system. This system has an interface with the library system and dedicated card management system.
11. Requests for new cards, replacement cards and to cancel cards are all done via the CRM; either by residents themselves online, through the contact centre by phone or visiting a library.
12. There is also a dedicated Card Management System called Smart Connect that issues the card numbers, card history, stores the encoding data and processes the 'hot-list' of cards reported lost/stolen.
13. Other systems linked to the Card Management System and involved in the scheme are the leisure management system and the parking management system.

How many residents use HillingdonFirst?

14. 129,000 residents have presented their HillingdonFirst card to a card reader. This represents approximately two thirds of the adult population. Some more residents may have only used their card for discounts at local businesses where the cards are not read by a card reader.

How many times has a card been used for each service?

Service	Number of Times Card Presented
Parking Machines	3,463,000
Libraries	751,000
Civic Amenity Site	241,000
GLL Leisure Centres	140,000
Fusion Lifestyle Leisure Centre	6,000
Total	4,601,000

How many businesses are in the scheme?

15. There are 335 businesses participating to offer resident card holders a discount.

Has HillindonFirst been recognised externally as a good scheme?

16. HillingdonFirst has won and been shortlisted for several awards:

- LGC ICT Initiative of the Year Award 2010
- British Parking Association Innovation Award
- Government to Citizen Award 2010
- UK Ceed National e-Wellbeing Award

SUGGESTED COMMITTEE ACTIVITY

The Committee is asked to consider the background information provided to enable the scoping report of the review to be formulated. Additional information can be requested to help Members with their review.

BACKGROUND PAPERS

HillingdonFirst Survey – February 2010

HillingdonFirst Infrastructure Diagram 5th May 2010