

Hillingdon First Survey

Report & Results from consultation with residents

February 2010



HILLINGDON
LONDON



INVESTOR IN PEOPLE

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Introduction

Background

The council launched the Hillingdon First residents' card in June 2009, giving residents preferential parking rates and discounts in local shops. It also acts as their library card, allows them entry to the Civic Amenity sites and, in 2010, will offer preferential rates at council leisure facilities.

A survey of residents was carried out from December 2009 to February 2010; the research will provide the council with information about how residents use their card and what they like or don't like about the scheme. It will also tell us the main reasons why some residents are not using their card.

This report presents the findings of the research.

Aims

The main aim of this consultation was to find out:

- If residents have received their card and are using it;
- How often residents use their card and what for;
- Why residents do not use their card;
- What residents like/dislike about the scheme;
- Where residents get their information about the scheme.

Method

Peer Researchers were used to carry out face to face interviews with residents in Northwood, Ruislip, Uxbridge, West Drayton, Yiewsley and Hayes. They also visited the Cabinet Question Time events at Ruislip High School and the Civic Centre. The research took place from December 2009 to February 2010.

Main findings

A total of 479 questionnaires were completed. The main findings are:

- When shown a card, 97% recognised the card as their Hillingdon First card.
- 94% said they had received their card.
- 42% had seen the posters across the borough publicising the scheme.
- 80% said they had used their card, and 61% use it at least once a week.
- 84% use the card for parking, 70% use it as their library card.
- 72% had received their Hillingdon First directory, and of those, 71% said they found it useful.
- 32% said they get information about the scheme from Hillingdon People.

Summary

The findings from this survey show that residents like the Hillingdon First scheme, with many praising the council for listening to and looking after residents.

Residents find it convenient to have everything on one card.

It shows that the publicity for the card was effective, as there is high awareness of the scheme. 42% of residents we spoke to said they recognised the posters on the J C Decaux boards and about a third had seen articles in Hillingdon People. Hillingdon People is the preferred choice when it comes to residents getting their information about the scheme.

More than half the residents we spoke to use their card more than once a week (61%) and of those, 84% use it when parking.

A third of those who responded would like to be informed when new services join the scheme, preferably through an online bulletin.

There is some concern among a few residents that the card is used to track their movements, and some are worried about data protection.

The main reasons why residents do not use their card seems to be that they forget to take it with them, or they are not certain where to use the card. Residents also seem to think that if they don't drive or use the library there is no reason for them to use their card.

Recommendations

Our recommendations are:

1. To encourage shops/businesses to display the publicity material more prominently so that residents can easily see where the card is accepted.
2. To consider regular updates, available on the website and Hillingdon People, to alert residents to new services that have joined the scheme, as well as reminding them where they can use their card.

Results

Q1. Do you know what this card is? (Peer Researchers showed residents a sample Hillingdon First card)

Yes	97%
No	2%

Q2. Have you received your HF card?

Yes	94%
No	5%

Q3. If not, do you know you can order a card ...?

Online	2%
Via the contact centre	1%
Don't want one	2%

Q4. Which of the following publicity material have you seen about the scheme?

Posters	42%
Hillingdon People	27%
HF Directory	22%
Buses	18%
Website	9%
None	4%

Q5. Have you used your card?

Yes	80%
No	13%

Q6. If yes, what have you used it for?

Parking	84%
Libraries	70%
Shopping	27%
CA sites	14%

Q7. How often do you use your card?

More than once a week	18%
Weekly	43%
More than once a month	9%
Monthly	14%
Rarely	2%

Q8. If you don't use your card, please tell us why that is.

Comments included:

- Too busy
- Keep leaving it at home
- Not sure how to
- Not got a card
- Don't trust the scheme
- Don't know what shops accept them & don't want to be embarrassed when I ask
- Have not looked where I can use it
- Just got card
- Ordered it in August but hasn't been delivered
- No opportunity yet but might use it in travel co-op
- Haven't applied yet - husband has
- Been in hospital, do not drive
- Not enough local shops offer discounts with it and I don't drive
- Nobody seems to accept it
- don't drive, don't use library, didn't know you could use it in shops
- Too busy in personal life to notice it. Put it to one side and left it there
- No need to yet (30 minutes free parking is sufficient so far)
- Pointless waste of money

Q9. Have you got a HF directory, or seen one?

Yes	72%
No	17%

Q10. Do you find it useful?

Yes	71%
No	25%

Q11. What do you like about the scheme?

Comments included:

- Everything, very happy
- They listened, acted & put something in place for us
- I feel that the council is looking after its residents
- The council is looking after its people
- Useful information
- One card for all services
- Good information about local community
- Free access to Harefield CA site

The full list of comments is at the end of this report.

Q12. What don't you like about the scheme?

Comments included:

- Data protection
- Too few places to shop
- Bad for non-residents who work here
- Need more shops involved
- Not enough of Hillingdon's business included
- Don't want personal details stored in card or people knowing where I go or what I do
- Discounts aren't real but for publicity purposes only (they're nominal). Not enough shops offer discounts. Discriminates against people who live & work in Northwood but are in Three Rivers Council
- It doesn't offer discount in main high street stores
- Card interferes with Oyster card

The full list of comments is at the end of this report.

Q13. Where do you get information about the scheme from?

Hillingdon People	32%
Website	20%
Other	15%
Other:	
<ul style="list-style-type: none">• Publicity material & word of mouth/Leaflet that arrived with the card• Word of mouth• Family/friends	

Q14. Would you like to ...?

	Yes	No
Be informed when new services sign up	30%	46%
Receive a monthly update	25%	50%

Q15. If yes, to either of the above, how would you prefer to get this information?

	Be informed	Monthly update
Online	42%	49%
Hillingdon People	18%	24%
Other	27%	21%
Other: <ul style="list-style-type: none">• Public meetings• Quarterly updates• Email• Post• In the libraries		

Q16. Where else would you like to use the card?

Residents would like more local shops and businesses to be included in the scheme, eg cafes. (See attached for complete list)

Equalities

Gender	Male	32%
	Female	59%
Age	Under 16	0.2%
	16-24	4%
	25-34	9%
	35-44	15%
	45-54	18%
	55-64	17%
	65-74	19%
	75+	4%
Do you consider yourself to be disabled	Yes	5%
	No	80%

What ethnic group do you belong to?	White	British	64%
		Irish	4%
		Other (English)	0.2%
	Asian/Asian British	Indian	6%
		Pakistani	2%
		Bangladeshi	0%
		Tamil	0%
		Other (Sikh)	0.6%
	Black/Black British	Caribbean	4%
		African	2%
		Somali	0.6%
		Other	0%
	Chinese/other ethnic group	Chinese	0.2%
		Other	0%
	Mixed group	White & Black Caribbean	2%
		White & Black African	0%
		White & Black Asian	0%
		Other	0%
	Other European/white background	Turkish Italian	0.4%

What do you like about the HF scheme?

- I feel that the council is looking after its residents
- Parking scheme good idea. Good publicity for local businesses
- It's nice that the residents get some priority
- Very impressed with the council, they actually listen
- That the council listens to residents and wants to help
- Really helps the residents
- The council is looking after its people
- The council has delivered its promise to listen to residents
- A council that listens and executes promises. Well Done!
- Nice to see a council listening to residents and putting them first
- They listened, acted & put something in place for us.
- Good for residents
- Truly visionary - putting something back
- Every little helps when you're a pensioner
- You actually get something back as a tax payer
- Parking & Tip
- Discounts for residents
- Seems like a good idea
- Parking discounts, like it as library card
- If it saves me money on parking I like it
- As library card, for discounts in shops
- Useful, saves looking around other places, keep business local, useful for elderly
- A good quick guide
- It's nice to get discounts
- Everything on one card
- Efficient card - tidy, handy
- Handier to have one card - saves messing around
- Looking after residents & used for civic amenities
- Excellent.
- Well done
- Outstanding job
- Good thing.
- Everything
- Lots of relevant info
- It's all great
- Lots of phone numbers / useful information
- Good information about local community
- Harefield dump being free for residents
- Access to libraries
- Money saver
- Got 20% off a meal at Twin Boys in Ruislip Manor
- Gives residents incentives to stay local. Council recognises taxpayers & gives back

What don't you like about the HF scheme?

Stores/businesses

- too few places to shop
- need more shops involved
- nothing except not enough shops included in the scheme
- no discount in main stores
- not enough of Hillingdon's business included
- book shop in Northwood - have to spend too much before you get discount
- could be extended to a few more retailers

Scheme

- data protection
- don't want personal details stored in card or people knowing where I go or what I do
- more bureaucracy for parking
- just another initiative
- seems like just another card
- not enough discount
- discounts are rubbish
- complicated
- not clear where you use it
- want more discounts
- un-organised
- lack of information
- too much to read
- discounts only on certain days & in certain shops
- doesn't always work in parking lot
- not enough info about where it can be used (Not enough shops offer local discount)
- Discounts too small. More variety of shops, machines a nuisance

Non-residents

- bad for non-residents who work here
- no good to loyal non-residents
- only for residents
- discounts aren't real but for publicity purposes only (they're nominal). Not enough shops offer discounts. Discriminates against people who live & work in Northwood but are in Three Rivers Council
- biased - discriminates against Eastbury Road residents

Where else would you like to use the card?

- Local shops
- more local shops like Ruislip giving discount
- More shops in Northwood
- The Bowls club
- online & the Chimes
- in most retail outlets
- all over Uxbridge / Hillingdon
- gym, car garage, more shops
- Chimes parking
- Gym, Tesco, Chimes, main stores Debenhams
- pubs
- supermarkets
- leisure centres, swimming pools, cinemas
- Waitrose, Costa Coffee, Starbucks, local cafes, Boots, Northwood Cards.
- local hairdressers
- NHS
- Local newsagents
- Mainstream shops
- swimming, leisure centres
- Local hairdressers
- golf courses
- hospital car parks
- 5% off council tax
- DIY shops

Other comments:

- Bigger stickers on shop windows
- More updates to residents on local shops
- Some shops have stopped giving discount
- Problems with knowing who is in the scheme/who has withdrawn

Negative comments

- Nothing - no advantage
- Theoretically discounts for residents. Nothing in practical terms
- Neither here nor there
- Data protection - don't want personal details stored in card or people knowing where I go or what I do
- Discounts are rubbish
- How much is it costing?
- Card interferes with Oyster card