

MAJOR REVIEW – OPERATION AND FUNCTION OF THE HILLINGDON FIRST CARD – WITNESS SESSION

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REASON FOR ITEM

This is the first witness session of the Committee's review into the operation and function of the Hillingdon First Card

OPTIONS OPEN TO THE COMMITTEE

1. Question the witnesses.
2. Highlight issues for further investigation
3. To make a note of possible recommendations for the review

INFORMATION

1. At the last meeting of the Committee held on 18 January 2012, Members started their review into the operation and function of the Hillingdon First Card. Consideration was given to a draft scoping report and Members were given a presentation by the ICT Strategist who was the project Manager for the introduction of the card.
2. Areas covered in the presentation are covered in the Minutes of the last meeting which form part of this agenda but these areas were namely the purpose of the Card and why was it introduced; how the scheme operated, how the scheme was implemented, details on card usage and the outcomes and benefits to the Council of the Card.
3. At the meeting Members were also provided with details of the publicity which was produced for the scheme in terms of the promotion of the Card to residents of the Borough. It was agreed that the review would focus on this area and also on how the Card was promoted to local businesses, who provided discounts to residents as part of the scheme.
4. Discussion also took place on exploring possible ways to look at the reach of the Card and on the use of LBH data bases. This was an area the review agreed to look at.
5. The review was informed that the Council had commissioned Drek Associates to recruit business members to the scheme and Members

asked that this work be explored with a representative from the organisation at its next witness session.

Witnesses

6. For this meeting David Woodstock the Head of Corporate Communications at LBH and Emma Hallett from Drak Associates have been invited to attend the meeting to enable Members to explore the above areas with them. For Members information an updated scoping report is attached (Appendix A) and a print out of the Hillingdon First web pages which was requested at the last meeting (Appendix B).

PAPERS WITH THE REPORT

Scoping Report
print out of the Hillingdon First web pages