



HILLINGDON

LONDON

Corporate Services & Partnerships Policy Overview Committee Review Scoping Report 2011/12

OBJECTIVE

OPERATION AND FUNCTION OF THE HILLINGDON FIRST CARD

Aim of review

To review the operation and function of the Hillingdon First Card and to look at other possible enhancements / additions to the successful card.

Terms of Reference

- To examine the operation of the Hillingdon First Card since it was launched in June 2009.
- To review the services which the card is used for and to analyse data on usage of the card.
- To examine the possible expansion of the card into other areas, particularly in relation to businesses
- To investigate the uses of other multi-application local authority smart cards and whether there were any uses which Hillingdon could consider
- To explore with the Borough's Chambers of Commerce, local businesses, residents' groups, national companies and public utilities how the Hillingdon First Card could be used to help local businesses and residents during these difficult economic times
- To review the publicity for the Hillingdon First Card, particularly in relation to local businesses who provide discounts
- To explore with the business sector the concept of a business to business card which could provide discounts for businesses
- To look at further ways of modernising and improving access to Council services through further utilisation of the Hillingdon First Card
- To make recommendations to Cabinet based on the outcome of this review with the proviso that any proposals maintain the simple card administration and avoid any additional capital expenditure

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Reasons for the review

The Hillingdon First residents' card was launched in June 2009 and the card gives residents of the Borough preferential rates for Council parking and leisure facilities, access to libraries and the Council's Civic Amenity sites and offers discounts in local participating businesses.

From December 2009 to February 2010 a survey of residents was carried out which looked at how residents used the card and what they liked and did not like about the scheme. The findings of the survey were that overall residents liked the Hillingdon First Card, with the Council being praised for listening and looking after residents. However there were comments that there were not enough businesses involved in the scheme.

In addition during a previous review carried out by this Committee in 2010 on New Business Start Ups and Business Support on Industrial Estates a suggestion was made about Hillingdon Businesses offering discounts to each other which may help the business community during the present difficult economic times. This review could investigate the feasibility of this.

A review could use the data received from this survey of residents as a starting point to look at the operation of the Hillingdon First card and look at other potential uses of the card, particularly in relation to the business sector.

With the present economic climate it would also be beneficial to explore any possible measures which could be introduced with the Hillingdon First Card which could provide further help to both residents and to local businesses.

In carrying out the review, it is advised that any recommendations to Cabinet for any enhancements / additions to the card, should be at no extra cost to the Council and involve no additional costs to the administration of the card itself. In addition, any possible enhancements / additions should not involve any cash handling due to security issues.

Supporting the Cabinet & Council's policies and objectives

The purpose of the card is 'First for residents, first for business, first for Hillingdon' which is central to this Council's mission statement of "putting our residents first".

INFORMATION AND ANALYSIS

Key Issues

- To examine how the Hillingdon First card works and to look at its present functions.
- To examine the data on the usage of the cards for the various services it is used for.

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- To look at other possible uses of the card which would benefit both residents and local businesses which would be at no extra cost to the Council
- To seek the views of the Business sector through the Chambers of Commerce and Hillingdon businesses on how the card could be further promoted to businesses to provide rewards and discounts to residents.
- To look at other ways the Council could engage with businesses to promote the take-up of the card discount scheme
- To investigate whether national companies and public utilities would be willing to participate in the Hillingdon First card in relation to providing discounts.
- To review the publicity and promotion of the Hillingdon First card and to consider other possible areas for publicising the card.
- To examine other similar schemes which are operated by other local authorities and whether there were other uses of the card which could be explored.
- To explore the concept of business to business discounts and whether this could be an option for the card

Remit - who / what is this review covering?

The review will be looking at the operation of the Hillingdon First Card and look at other potential uses of the card, particularly in relation to the business sector. The review will look at usage figures since 2009 and with evidence from a variety of sources, will explore other areas / services which the card could offer to residents and businesses.

The review will cover the operation of the Card, the promotion and publicity for the Card, the views of the Chambers of Commerce, of local businesses in the Borough, national companies within the Borough and look at the operation of other similar local authority smart card.

The review falls within the remit of the Cabinet Member for Improvement, Partnerships and Community Safety portfolio.

Connected work (recently completed, planned or ongoing)

Hillingdon First Survey – February 2010

Key information required

Statistics on the usage figures of the Card for each service offered

Details of Businesses who are registered to provide discount and data on the success of this

Surveys of other local authorities who operate similar smart cards to Hillingdon's scheme

Information on the promotion of the Card

The feasibility of a "business to business" discount card

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EVIDENCE & ENQUIRY

Witnesses

Hillingdon First Project Manager – LBH
Representative from Corporate Communications – LBH
Representative from Drek Associates
Representatives from Chambers of Commerce, local businesses, national companies and public utilities
SEGRO representative
Representative from Economic Development Team
Representatives from Residents' Groups

Intelligence

A survey took place on the Hillingdon First Card in February 2010 and the results of the survey were provided for the review.

Consultation and Communications

Survey / questionnaire to local businesses

Lines of enquiry

1. TBC

PROPOSALS

Are there any early ideas or recommendations emerging from the Committee to meet the objective of this review? This section will, of course, be fleshed out in more detail towards the end of the review. TBC

LOGISTICS

Proposed timeframe & milestones

Meeting Date *	Action	Purpose / Outcome
18 January 2012	Agree Scoping Report and presentation on the Operation and Function of the HillingdonFirst Card	Information and analysis
6 February 2012	Witness Session 1	Evidence & enquiry
20 March	Witness session 2	Evidence & enquiry

Corporate Services & Partnerships POC 20 March 2012
PART 1 – MEMBERS, PUBLIC & PRESS

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2012		
18 April 2012	Draft Final Report	Evidence & Enquiry and consideration of initial recommendations

** Specific meetings can be shortened or extended to suit the review topic and needs of the Committee*

Risk assessment

There are no high risk factors that have been identified which might hinder the success of the review.

Equality Implications

The Council has a public duty to eliminate discrimination, advance equality of opportunity and foster good relations across protected characteristics according to the Equality Act 2010. Our aim is to improve and enrich the quality of life of those living and working within this diverse borough. Where it is relevant, an impact assessment will be carried out as part of this review to ensure we consider all of our residents' needs.