

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

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### **REASON FOR ITEM**

This is the second 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. The Committee started its review into the operation and function of the Hillingdon First Card at its meeting held on 18 January 2012. 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. The review held its second witness session at its meeting on 6 February 2012 and heard evidence from a representative of Drek Associates, the organisation who recruited businesses to the business element of the card, together with this Council's Head of Corporate Communications. Details of their evidence are included in the Minutes which are attached to this meeting's agenda.

### **Witness**

3. For this meeting Mike Langan, Chairman of Hillingdon Chambers of Commerce has been invited to attend the meeting to provide the review with his organisation's views on the Hillingdon First Card scheme and find out how the Council and local businesses could work together to increase the number of businesses who were part of the scheme.

## **Possible lines of enquiry**

- Is the Chamber of Commerce aware that through the Hillingdon First Card, the Council is trying to support local businesses and encourage residents to be aware of and support local businesses?
  - Is the Chamber of Commerce generally supportive of the Hillingdon First Card and if they are not, how could the Council get their support?
  - Would Hillingdon Chamber of Commerce be interested in, supportive of and co-operative in promotions of Hillingdon First participants in their area?
  - What can be done at a local level to encourage more businesses to support the Directory?
  - Is there a way that the Council could identify those businesses that do not occupy business premises in commercial locations e.g. Self Employed, businesses operating in side streets mainly occupied by residential properties?
  - Would the Chamber of Commerce be willing to identify potential locations in their area suitable for Hillingdon First Card promotions (e.g. billboards, banners, posters, notices etc)?
  - Have the Chamber of Commerce received any negative feedback from businesses regarding the Hillingdon First Card scheme?
4. Throughout the review reference has been made to various telecommunications and technological measures which could be introduced to increase the profile and promote further the Hillingdon First Card. At the last meeting reference was made to the use of application software (Apps) and the introduction of QR codes on marketing material which could be used to increase further the profile of the Hillingdon First Card. The feasibility of this would be covered in a short presentation which would be given by the ICT Strategist at this meeting.

## **PAPERS WITH THE REPORT**

Scoping Report (Appendix A)