

## Minutes

Corporate Services and Partnerships  
Policy Overview Committee  
Wednesday 18 April 2012  
Meeting held at Committee Room 5 - Civic  
Centre, High Street, Uxbridge UB8 1UW



	<p><b>Members Present:</b> Councillors Richard Lewis (Chairman), Josephine Barrett, Beulah East, Neil Fyfe, Raymond Graham, Richard Mills and Robin Sansarpuri.</p> <p><b>Apologies:</b> Councillors Shirley Harper-O'Neill and Michael White (Councillor Josephine Barrett substituting).</p> <p><b>Officers:</b> Khalid Ahmed (Democratic Services Manager).</p>
68.	<p><b>MINUTES OF THE MEETING HELD ON 20 MARCH 2012</b></p> <p>Agreed as an accurate record.</p>
69.	<p><b>EXCLUSION OF THE PRESS AND PUBLIC</b></p> <p>It was agreed that all items of business would be considered in public.</p>
70.	<p><b>MAJOR REVIEW - OPERATION AND FUNCTION OF THE HILLINGDON FIRST CARD – DRAFT FINAL REPORT</b></p> <p>Consideration was given to a draft final report of the review which contained some suggested recommendations for discussion.</p> <p>A discussion took place on these suggestions and Members asked that the following recommendations be contained in the review's final report:</p> <ul style="list-style-type: none"><li>• The Council was in the process of redesigning the public website and this could be an opportunity to revisit the Hillingdon First Card web pages and look at its design</li><li>• The use of Council notice boards in town centres, within sports centres, libraries and other Council establishments to display information about the card and businesses which were part of the scheme.</li><li>• The use of other notice boards around the Borough if possible</li></ul>

	<ul style="list-style-type: none"> <li>• Subject to costs, leaflets to be produced</li> <li>• The linking of the promotion of the Hillingdon First Card with events such as Hillingdon Pride which could showcase local businesses which were in the scheme. This could increase the footfall for local businesses Linked into this could be the organisation of promotion awareness days to jog residents' awareness of the benefits and uses of the card</li> <li>• A focus on district promotions and the targeting of the Borough's various shopping areas to re-promote the Card</li> <li>• Continuation of the use of Hillingdon People to publicise the card. The use of case studies of businesses who had found participating in the scheme rewarding</li> <li>• Looking at other avenues of publicity for the scheme such as Resident Associations' newsletters</li> <li>• Officers to investigate whether information on the Hillingdon First Card could be sent out with Council Tax bills</li> <li>• To ask estate agents in Hillingdon to provide information to would be house buyers on the Hillingdon First Card scheme</li> <li>• Greater publicity should be given to 17 year old drivers who resided in the Borough being entitled to a Card. Officers were asked to investigate asking organisations such as motoring driving schools to publicise this to young people at 17 years of age who were taking their driving tests</li> <li>• Officers to work with Chambers of Commerce on a re-promotion of the Business Directory which would include re-looking at the categories that businesses were put into the Directory</li> <li>• To look at the use of discounts and whether this could be changed to businesses providing "offers"</li> <li>• To approach the Hillingdon Chambers of Commerce on the possibility of using their Member's page on their website for the promotion of the Hillingdon First Card</li> <li>• Asking Drek Associates when undertaking their annual review to investigate whether businesses on Industrial</li> </ul>	<p><b>Action By:</b></p>
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	<b>Meeting commenced at 7.30pm and closed at 8.00pm</b> <b>Next meeting: 31 May 2012 at 7.30pm</b>	
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These are the minutes of the above meeting. For more information on any of the resolutions please contact Khalid Ahmed on 01895 250833. These minutes are circulated to Councillors, Officers, the Press and Members of the Public.