

31 Farm Way
Northwood
Middlesex
HA6 3EE

Tel: 01923 820940

23 June 2009

Business Name
Address

Dear Sir/Madam

HillingdonFirst Card

As you are probably aware the boundary between the London Borough of Hillingdon and Three Rivers District Council runs through Northwood. The area under the jurisdiction of Three Rivers Council is generally known as the 'Eastbury' area of Northwood. The Eastbury Residents Association is, as its name implies, an organisation which represents the interests of residents living in Eastbury. As an indication of the size of the organisation we currently distribute our newsletter to over 1100 homes within Eastbury. As you will appreciate the residents of Eastbury not only support shops and businesses in Northwood but also use doctors, dentists, places of worship, the library and other amenities.

However the forthcoming introduction of the HillingdonFirst card has thrown into sharp focus the boundary division running through Northwood.

According to the Hillingdon website the card "offers residents discounts at participating shops and businesses". In fact it advises residents to present the card at the till in order to obtain the appropriate benefit. The clear implication is that benefits are available to HillingdonFirst cardholders which are not available to non-cardholders. The Hillingdon website indicates that your business is one of those participating in the scheme.

Eastbury residents, who are already facing increased charges for parking in Northwood, are dismayed to learn that incentives are to be offered to people who are their neighbours but who are within Hillingdon Borough or even to people who do not live in Northwood.

The Association believes that a successful and thriving Northwood requires the support of all the residents. We would be grateful therefore if you could confirm whether the incentives on offer to holders of the HillingdonFirst card will also be available to the Eastbury residents of Northwood.

Yours faithfully

E A Willetts (Mrs)
Chairman