



LAST MILE HOME
FREEPHONE 0800 882288

Minicab
0800 882288
Link



LAST MILE HOME
TELEPHONE 0870 600 8866

The **Private Hire Board** has been working with **TFL (Transport for London)** and **DLR (Docklands Light Railway)** to produce a radical, new car booking service for Londoners and passengers using the **Docklands Light Railway**. A fully computerised answering system connects the customer with a participating company and within a few selections passengers can pre-book their car for any part of London. With nearly fifty Companies now signed up, the system will revolutionise licensed 'door to door' transport for the capital.

As part of the overall campaign of customer awareness **Docklands Light Railway** have produced an advertising sign (see picture) to sit on top of all their payphones showing customers that they can call a licensed minicab operator free of charge.

This is a great development for London's minicab firms recognising finally, what many Londoners have always known, that Private Hire Companies play a major part in London's integrated transport system.

Further benefits are that all **BT** payphones are linked to the system, allowing passengers to call for a minicab from shops, stores, pubs, hospitals and clubs etc, wherever a **BT** payphone is fitted customers can make a free call to pre-book a car. The computer automatically directs the call to the local Private Hire Company that is on the system who answer as normal. Further benefits will come from the Mobile phone number **0870 600 8866** which will mean that Londoners and visitors can store one number for the whole capital.

Westminster PCE (Police Club Enforcement) are now considering the benefits of making all their licensed clubs have such a phone system fitted to comply with the new licensing policy.

We asked **Eddie Townson (Chairman of the Private Hire Board)** why should companies come onboard the new system. "The **Minicab Link system** will not only be a great way of producing far more business for all the companies involved, it is probably the first time something so important has been developed in conjunction with the industry for the benefit of all the industry.

The system has been going through vigorous testing and is passing with flying colours. The final elements on the mobile number are being put in place and the start date is likely to be late October, early November.

The **Docklands Light Railway** has been extremely supportive of the venture alongside the **Mayor's 'Safer Travel at Night'** team. **Ken Livingstone's** office have given the project full backing and **The Mayor** has committed to doing an official launch with the associated media coverage as the system goes online to **Licensed Operators**.



For further information on becoming part of the **Minicab Link** scheme please contact **Simon Clarke (Special Projects Co-ordinator)** on **01206 825 677**.