



Licensed Private Hire Car Association

Inc London Private Hire Car Association
& The Graded Private Hire Companies



Ken Livingstone
Mayor of London
City Hall
The Queen's Walk
London SE1 2AA

9th August 2005

Dear Ken,

RE: Signage on Private Hire Vehicles

Now that all Private Hire Vehicles (PHVs) are licensed in London and we have established that the fleet is young, in very good condition and meeting very good emission standards, the opportunity to promote this success story is now available.

The LPHCA always accepted that it would be difficult to 'identify by signage', PHVs to the travelling public before all vehicles were tested. Now that the initial vehicle testing program is completed and the process is ongoing, there is in our opinion no reason to pursue the signage restrictions that were requirements of the initial regulations.

A simple change to the vehicle regulations, which TfL are in control of, could empower the PCO to set regulations for signage that are far more appropriate to needs of the travelling public and the industry.

At our AGM, an unopposed mandate was gained from members to write to you to formally request signage regulations that enable rather than restrict appropriate signage on PHVs in London. Sensible signage, increases the safety of drivers and passengers, it would also remove one of the main obstacles to enable PHVs to use the bus lanes.

As well as being endorsed by our members, The Suzy Lamplugh Trust also attended our meeting at The National Union of Teachers and they once again fully supported the call for better signage on PHVs in the capital.

In our opinion as long as the street pick up part of the Licensed Private Hire Industry is poorly identified, crimes will continue to be committed easily by those purporting to be Private Hire Drivers – 'the illegal touts'.

There were few dissenting voices on signage during the TfL PHV regulation consultation process and an overwhelming call for appropriate signage from the industry, the public and safety groups. We now look to you as Mayor for support on this sensible and very necessary proposal. A copy of our Private Hire News magazine outlining our proposals on signage is enclosed.

Yours sincerely,

Steve Wright

Steve Wright MBE
Chairman LPHCA

