

# clearing the way

*for a sensible approach*



It was very rewarding to be outside **City Hall** with **Ken Livingstone** our Mayor of London and other **LPHCA** members and representatives from other trade associations at the end of **April 2007**, as yet another milestone for our industry was confirmed.



The successful conclusion to our negotiations on **Red Routes** marks, for **The LPHCA**, the end of a two-year campaign. A campaign that was started after members first flagged the problem that their drivers were being ticketed at £100 a time, with no grounds for appeal for simply doing their job.

This success was very much a team effort and missing from the photographs with the **Mayor** and **PCO Officials** are **John Griffin** and **Eddie Townson** who could not make the historic photo call.

In addition to the missing **John** and **Eddie** others also deserve a mention in this success – all the **Door to Door workers and campaigners** (listed by **David Beck** later in the magazine) and the newest **Private Hire Board members**, **Diana Kendall** and **Pat Murtagh** from **Birmingham**, who must take their share of the credit. A lot of people made a lot of difference.

I must also mention **Ian Ferguson** and **Keith Keen** and **The Keen Group** who have hosted 'door to door' campaign meetings in their premises and did more than anyone could have expected distributing the flyers that were produced in conjunction with **The GMB**.

*From left to right. George Walker, David Beck, Ed Thompson, Mayor Ken Livingstone, Mary Dowdye, Terry Flanagan, Steve Wright and Bill Edwards.*



## A time line of events



First news of indiscriminate **Red Route** camera ticketing filters in from member company **Jimac** in **Hackney**, this is followed by complaints from members all over **London's Red Route** network.



**LPHCA** assist **Jimac** writing to their **Local Authority**, **Transport for London** and the **Mayor's advisors**. More members alert us to problems.



More reports came from members in all parts of **London** with tales of desperation from drivers regarding red route camera tickets.



**Jimac** drivers by this time have over 116 **Red Route** tickets so **The LPHCA** secures an audience for them at the **Mayor's Advisors meeting**. The **Mayor's** team contact **TfL** streets camera division to inform them of the problems.



The **GMB** and **Private Hire Board** start to attend bus lane and red route groups.

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A time line of events (continued)

2007



**Mayor's advisors meetings** report that the PCO are now co-ordinating action across TfL, The PCO, TPED (The Transport Policing and Enforcement Directorate), with **Bus Priority and Road Network Management** considering the issues surrounding exemptions that would enable Private Hire vehicles to pick up and set down on red routes.

**PCO Notices** are issued setting out advice to Taxi and PHV trades regarding bus lane access and red route restrictions.

**TPED** appoints consultants **JMP** to lead on a red route review that will include the picking up and setting down issues.



**Lambeth Minicab Forum** reports great unrest from drivers receiving **Red Route Camera tickets**



The **Private Hire Board** rejects a **GMB proposal** for a blockade style demonstration.



**Mayor Ken Livingstone** makes the statement "TfL is considering whether private hire vehicles should be able to pick up and set down passengers on red routes, reflecting the role in business for such services in the transport strategy and their importance to Londoners". He adds that "Work is progressing to quantify these effects and ensure that any exemptions would not prevent the effective operation of red routes. I have made clear to TfL that I expect them to find a way to do this if it is at all humanly possible."



The **Lambeth Minicab Forum** calls for more Action and the 'Door to Door' campaign is started



There is confusion and concern that a demonstration is planned but after the **LPHCA** is assured that there will be a rally rather than a demonstration it joins and fully supports the campaign.



'Door to Door' campaigners meet to discuss the rally and the strategy. The campaign theme word is set as 'enough'. **GMB** and **The Keen Group** design and distribute posters and material.



The **Successful Rally** is held with rousing speeches from MPs and speakers from all over the industry.



The Mayor's Advisors meeting sets a target date for **Picking up and Dropping on Red Routes** without being ticketed.



**6th March**

At **City Hall** - Mayor's Advisors meeting ends in confusion as potential pre-conditions and draconian signs on **PHV's** are set out. Trade reps are annoyed that research documentation is not produced. Meeting concludes with no resolution other than to meet again.

**7th March**

Research documentation is sent to trade representatives who study it and feel it supports their views on signage. **LPHCA** organises meetings with the **Department for Transport (DfT)** and the **Mayor's Office**.

**15th March**

**LPHCA team and political advisor meet senior officials** at the **DfT** who conveniently had a scheduled meeting with **The PCO** due that week. **LPHCA** secure meeting with **Mayor's Office**.

**21st March**

The **Private Hire Board** write to the **Mayor**

**27th March**

Another meeting is held and ends without agreement, but in the last few minutes the possibility of using the **TfL London Transport Roundel** is put forward.

**29th March**

**LPHCA members and political advisor meet Mayor's Advisor, Mark Watts.**



**2nd April**

Following this good meeting the **LPHCA** write to **Mark Watts** with proposals.



**12th April**

TfL write back with acceptable position. (see copy of the letter overleaf)



**16th April**

**LPHCA** reports back to Trade Reps who agree on acceptance and confirm in writing. (see copy of the letter overleaf)

Following the final exchange of letters a **consultation paper** sent outlining the new proposals is sent to interested parties.

**April 26th**

A photo call with **Trade Representatives**, **The PCO** and the **Mayor** takes place at **City Hall**.

**April 30th**

The **Trade Representatives** meet at the **PCO** to agree likely format and conditions of addition signage and are given the target date of early July.

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Mr S Wright MBE,  
Chairman,  
Licensed Private Hire Car Association  
12 April 2007

Transport for London



Dear Mr Wright,

#### Private Hire Vehicles

Thank you for your letter dated 2 April 2007 addressed to Mark Watts. As the Managing Director responsible for the Public Carriage Office, Mark has asked me to reply.

As you know, TfL has agreed that Private Hire Vehicles (PHVs) will be able to set down and pick up on London's red routes. In doing so, it recognises the important contribution that the Private Hire trade makes to London's transport system.

This is a significant benefit to PHV drivers. Effective enforcement of the red route controls has delivered major benefits to London in terms of reduced congestion and improved road safety. Crucially, drivers in London understand the importance of complying with these parking and stopping controls and accept the unique role of the red routes in keeping London moving.

It is for this reason that I recommended to the Mayor that we should ensure that any vehicle seeking a concession from the stopping arrangements is clearly recognisable to the general public. Our conclusion is that as an interim arrangement, PHVs should therefore display a distinctive sign at the front and rear of the vehicle in addition to the current PCO licence disc. This will ensure that other drivers can identify the vehicle as something other than an ordinary vehicle contravening the stopping control. I am happy to view this as an interim arrangement and introduce this benefit to PHVs with rearranged picking up and setting down as soon as possible.

You suggested to Mark that a possible way forward is to run a three month experiment using the existing yellow licence disc as the identifier. Unfortunately it is not possible for camera operators to always see the existing identifiers and therefore no enforcement could take place. Furthermore, the current licence disc is not sufficiently visible to other road traffic.

I believe we can have this change in place in four months. I am very happy to put in place a review mechanism so that we can return to the issue in, say, 12- 24 months to assess its impact and effectiveness. In the same timescale, the PCO will undertake the necessary formal consultation to develop a single identifier suitable both for licensing enforcement and public recognition.

I am keen to proceed with the necessary changes to the Traffic Regulation Orders so that PHV drivers can benefit from this concession as soon as possible (of course PHV drivers can choose not to fix the proposed signs; but then they would not be eligible for the concession) I am also keen to achieve support from both you and your colleagues and it would be helpful if you could signify such support for this interim solution before I commence implementation. I will then ask my traffic engineers and the PCO to work with you to deliver this concession to London's private hire trade.

Yours sincerely

David Brown,  
Managing Director Surface Transport



David Brown, Managing Director  
Surface Transport for London  
16th April 2007



Dear Mr Brown,

Thank you for your letter dated 12th April 2007. I respond on behalf of London's Private Hire Trade Associations and the 'Door to Door' campaign.

We are delighted that TfL has agreed that licensed Private Hire Vehicles (PHV's) will be able to set down and pick up on London's red routes, giving us parity with London's licensed taxis.

We note that this concession is given on the basis that stopping PHV's are clearly recognisable to the general public and that as an interim arrangement PHV's will need to display an extra distinctive sign at the front and rear of the vehicle, this to ensure that other drivers can identify the vehicle as something other than an ordinary vehicle.

London's Private Hire Trade Associations unanimously want me to point out that we desire the extra identifier to be the famous 'London Transport' logo in the form of the 'TfL Private Hire roundel'. (Example opposite). This is something, which will identify us as Public Transport in London; furthermore it is simple and already being used by TfL.

It is our considered opinion that with the existing identifier, (which is to be heavily publicised in the summer), a 'TfL Private Hire roundel' will be adequate. As this is an interim measure we do not seek a complicated, over-prescriptive, expensive and un-necessary form of signage that could confuse the travelling public.

As the Industry representatives are unanimous on these interim measures and accept the need for an extra sensible sign in the short term, I kindly request that you immediately proceed with the necessary changes to the Traffic Regulation Orders so that PHV drivers can benefit from this concession as soon as possible. The confirmation of the additional signs can then be agreed between TfL and the Trade bodies in due course.

I wish to thank Mayor Ken Livingstone, his personal advisors and your team for the great assistance you have given us in this matter. The proposals will benefit Private Hire Drivers and many Londoners, in particular the elderly, the disabled, the vulnerable and the disadvantaged.

Yours sincerely

Steve Wright MBE Chairman LPHCA



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clearing  
the way



### In principle and subject to clarification, tests and trials it was agreed that:

The additional signs should be simple, inexpensive and based on the famous London Transport Logo.

They could be administered and issued by approved Licensed Private Hire Operators and any other approved agencies of TfL.

The type of identifier will ideally be tamper proof and non-transferable, and fixed to the outside of the glass.

The identifiers will be fitted on the near side of the front windscreen and the offside of the rear, to enable the highest possible visibility for following vehicles and traffic cameras.



TfL Street Management will produce prototype signs and test for visibility and camera recognition.

Provided there are no unforeseen circumstances, after any objections are reviewed, the provisional implementation date should be early July 2007.

Proposed Roundel Potential Max Size  
125 mm high x 140 mm wide



Proposed Roundel Potential Min Size  
105 mm high x 120 mm wide



NOT TO SCALE - SHOWN AT APPROX QUARTER ACTUAL SIZE



Transport for London

# PRESS RELEASE

MAYOR OF LONDON



## Licensed minicabs to be allowed to stop on red routes for the benefit of their customers

The Mayor of London has announced he intends to give the capital's 42,000 licensed private hire vehicles the same right to pick up and set down on the capital's 'red route' roads as licensed black cabs.

To benefit from this new right, licensed minicabs and other private hire vehicles will have to display additional signage on the front and rear of their vehicles to help identify them more clearly. Passengers will benefit by being able to be dropped off closer to their final destination.

Under these proposals, private hire vehicles will also be allowed to display licensed operator information on the rear of the vehicle which customers can use to pre-book a minicab when out and about in London. Passengers will also be able to ensure they are getting into the correct vehicle once it arrives at a pre-arranged pick up address.

These changes should take place later on this year, after the necessary legal processes have been completed.

Up to now, only London licensed taxis and vehicles carrying Blue Badge holders have had the exemption to allowing passengers to board or get dropped off on red routes. Now that London's private hire services are licensed by Transport for London, they will be granted the exemption subject to them displaying the additional signage. Licensed minicabs will still have to show the mandatory TfL licensing signage, that is the yellow discs in both front and rear windscreens.

Mayor Ken Livingstone said: 'London now has a fully licensed private hire trade which is benefiting passengers by improving standards and increasing choice. As a logical next step, I am pleased to announce proposals for this new exemption to allow licensed minicabs to pick up and set down on red routes for the first time. This will be of benefit to people who live on these roads particularly elderly people.

"Additional signage on licensed minicabs displaying the operator's name and contact details will also make it easier for passengers to make sure they are getting into the vehicle they have pre-booked. This move will also help women travel more safely especially at night."

David Brown, Managing Director Surface Transport at TfL said: "This decision will help the thousands of people who get around London using licensed private hire services every day.

"But we have to keep London moving and in order to make it clear to other road users that the regulations for stopping on red routes will still be rigorously enforced, we are making sure that the PHVs will carry additional signs both front and rear.

"This will mean they are easily identified by both other motorists and our enforcement teams".

Steve Wright MBE, Chairman of the Licensed Private Hire Car Association, said "On behalf of London's private hire operators and drivers, we are delighted that TfL has agreed

that licensed PHVs will be able to set down and pick up on London's red routes.

"The proposals will benefit private hire drivers and many Londoners, in particular the elderly, the disabled, the vulnerable and the disadvantaged.

TfL is working with the private hire trade on the detailed design of the additional vehicle signage.

- There are currently over 20,000 licensed cabs (black cabs) and over 24,000 licensed taxi drivers (black cab drivers). In addition there are over 2,000 licensed private hire operators (minicab firms, chauffer companies and others) operating over 42,000 licensed private hire vehicles.
- The exemption will be for picking up and setting down passengers on Red Routes and will only be permitted for vehicles which display the new signage.
- It is not mandatory that private hire vehicles have the new signage but they must do so to benefit from the exemption. They must also show the mandatory TfL licensing signage, that is the yellow discs in both front and rear windscreens.
- Any licensed PHV dropping off or picking up passengers without this signage will be doing so unlawfully and risks receiving a Penalty Charge Notice in the same way as any other vehicle (other than emergency services, Blue Badge holders and licensed taxis). There is no change in respect of any other vehicles.
- Consultation has started on the changes to Red Route Traffic Orders, inviting stakeholders to comment on the proposals. These processes will take at least 16 weeks, including public consultation and a thorough re-appraisal of the proposals taking account of any objections that are made.
- TfL's Road Network and Traffic Enforcement teams as well as the Public Carriage Office will be working with the private hire trades on detailed specifications for the additional signs over the next few months. Vehicle owners will be informed of how to take advantage of the new exemption when this work is complete.
- Detailed specification of how operators' names may be displayed on the rear of the vehicle will be devised over the same period. It is likely that operators will be allowed to display their company names, telephone number and/or website addresses.
- Licensed minicabs cannot be flagged down in the street in the way that black cabs are allowed.
- The Transport for London Road Network comprises 580km of London's busiest roads, many of them red routes. These roads make up around 5% of the total London road network, but carry around 35% of the capital's traffic.
- This exemption will not be effective until the statutory processes regarding Traffic Orders have been completed, well into Summer 2007