



PLATINUM MEMBER FEATURE ARTICLE



For the second feature on one of our **Platinum Members** following the last issue's article on the '**Green Initiatives**' of **GLH** we now take a look at a very interesting idea, that not only has helped the **Victim Support Charity** but has brought in extra business.

Merton based Platinum Members A & H Cars, which were established 1969 and are one of the many family owned and managed **Private Hire** companies in our industry, came up with a very novel way of supporting a charity at insignificant cost with much gain for all concerned.

A & H have been very supportive members as they have **LPHCA Platinum and Private Hire Board Membership** as well as being a fully fledged **LPHCA Insurance Agents** and are users of the Association's **Topographical Assessment Software**.

A & H's Dave Morris, who is always full of great ideas, decided to utilise the space on the back of the company's drop cards, to advertise for volunteers to help a neighbour who was chairman of a tiny charity.

Initially, this brought limited but very welcome success, so the idea was transferred to other local charities, however not without some reluctance from a few, due to the wrongly stereotyped reputation of the **Private Hire Industry**.

One of the charities '**Victim Support Merton**' was asked by **Dave** if **A & H** could put an advert for the **Victim Support Unit** on the back of their cards free of charge. **Victim Support** were delighted to have an opportunity to get caseworkers to provide practical and emotional help and support to victims of crime on the back of **A & H Car's** cards.

Dave duly got them printed and the **Victim Support Unit** at **Merton** was astonished by the response and success, even **Dave** was shocked by the way the cards were received by passengers and what that in turn led to.

Dave says he could not believe the number of other charities who called **A & H** to ask if they could be on the back of their cards, which had produced great interest and increased business for **A & H**. **Importantly** cards were clearly being retained by passengers much more so than usual.

In addition to the unexpected extra business and interest **Dave** was delighted that the cards were completely changing both the charities and their own local communities tainted of view of the **Private Hire Sector**.

Dave has no doubt that if all or a great many **Private Hire** companies took up this concept throughout **London**, especially for charities like **Victim Support**, (which was by far the most successful), the same results could be achieved.

Victim Support Merton Requires Volunteer Caseworkers

To provide practical and emotional help and support to victims of crime. Full training is provided and expenses incurred are refunded.

If you have a couple of hours each week to spare please telephone:

020 8685 1637 for further information





Why not 'have a go' says **Dave!** It costs little or nothing, especially if your printer already charges you to print on the rear of your cards. **Chris** at the **Arboreal Print Group** will not charge for this extra service, just mention **A & H** or the **LPHCA**. You will be doing your local community a great service, and your company will reap the benefits.

Dave insists that whilst you cannot quantify precisely the return from carding with or without a free charitable ad on its reverse he can quantify what people have told **A & H** and he assure everyone that it has a very noticeable and positive affect on business.

'I urge you most sincerely to contact your local Victim Support office and put their 'most urgently needed volunteers' advert on your cards, you have literally nothing to lose and everything to gain'. I would be quite happy to answer any questions that you may have (by e-mail please), alternatively this can be done via The LPHCA.

I would like to mention that as well as requesting LPHCA's London members to take up the cause, attempts should be made to encourage members outside London to support this as I believe it would be a bonus to go nationwide as I understand volunteers are required across the UK.

Victim Support in London
Morton and Sutton



David Morris
A & H Car Services
282 Haydons Road
Wimbledon
SW15 8TT

21 May 2007

Dear Mr Morris

I would like, as Chair of Victim Support Merton and also as Chair of the London Council of all the Victim Support charities, to extend my sincere thanks to you for the interest you have shown in Victim Support and for the success we have achieved in Merton in volunteer recruitment as a direct result of your valuable contribution.

Volunteers are the lifeblood of Victim Support and recruiting volunteers, who reflect the diversity of the community they serve, is one of Victim Support's biggest challenges.

At Victim Support Merton we have achieved a volunteer base that is now truly representative of the community and we believe this is very largely due to the generosity of A & H Car Services who, for the last two years have allowed us to advertise without charge on the back of their business cards.

This free service has enabled us to reach 5,000 households per week in and around the London Borough of Merton and has resulted in us being able to maintain a full complement of volunteers.

I fully support your plans to encourage other car hire companies in London to adopt the same strategy, as it will be hugely beneficial to all Victim Support Schemes and those we support throughout London. So, in the hope that you may be able encourage others to do so, I am attaching a profile of ourselves and what we are able to do with your support.

We wish you every success in your endeavours.

Yours sincerely

Jim Fetherston
Chair Victim Support Merton

Victim Support London



David Morris
A and H Car Services
282 Haydons Road
Wimbledon
SW19 BTT

31st May 2007

Dear Mr Morris,

I was delighted to hear from Margaret Jones, the Borough Director of Victim Support Merton, about the support you have given them in recent years in recruiting volunteers.

We are an organisation that relies on volunteers to deliver our services to people affected by crime (we supported over 400,000 victims and witnesses in London last year).

Through your support I know Merton Victim Support have been able to maintain the full complement of volunteers so critical for their work.

In inner city boroughs, the turnover of volunteers is sometimes high and the cost of recruiting via advertising in local papers etc; can be prohibitive. If there is any way in which you were able to encourage other car hire companies to be as generous as you have been, we would be extremely grateful.

I would be very happy to talk to you about how I could help in encouraging other Car Hire companies to provide a similar service.

Many thanks for your continued support.

Yours faithfully

Anne Coughlan
Chief Executive

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