

# PRIVATE HIRE NEWS

SPRING 2008  
ISSUE 41



The news magazine of the Graded Private Hire Companies  
Incorporating the London and Southern Private Hire Car Associations

Welcome to **Edition 41** of **Private Hire News**. At last we are now seeing the 'hard fought for' **Private Hire Red Route Stickers** on **PHV's** in **London** and thankfully there is some relief for the many **Drivers** and **Operators** being indiscriminately ticketed for going about their work.

The jury 'remains out' on whether these signs are 'fit for purpose' and the **Chauffeur** and **Executive** side of **Private Hire** are still fuming about the 'alleged' necessity of the big stickers.

On the positive side this is yet another piece of recognition for **Private Hire** as we move forward in delivering what was expected from **Licensing in London**.

This journey, as stated before, **does not stop** in **London** and there is much to do on the **National** scene. The great news is that more companies are now joining the **LPHCA** from both inside and outside of **London**.

Following our **Annual General Meeting** in November there have been three very important meetings in quick succession. The first was held on **6th February** on the **RS Hispaniola** moored on the **Thames**.

Whilst this meeting was principally for **Platinum Members**, we also invited others who were either considering joining the **LPHCA** or upgrading their **Membership** to **Platinum**.

This meeting set out where we have come from and where we are going to, one of the key points being how we need to increase our membership and have proper funding to become as powerful as possible where it matters.

Following this meeting some important old friends have joined us such as **Mick Sullivan** of **CDS**, **Wyndhams & Crawfords** and **Phil Alexander** of **Chequers Transport**

and we are very pleased to welcome both companies to the **LPHCA**.

A few days later another very well known person in our sector, **Jeffrey Ritterband** of **Lewis Day**, called to say that they too would like to join us and become far more involved in what's going on.

These three companies alone have brought over **1,000** extra **Drivers** into the scope of our membership. Most importantly the support of these companies, as well as being very flattering, is a gratefully received endorsement of where they see their future interests as **Operators** being represented.

We are also progressing membership with **Fleet of Edgware**, **South London & Bromley** and **Roehampton Cars** and the good news on membership in **London** is also reflected outside the **Capital** as we are pleased to welcome **Titan Aviation** from **Redhill** and **A2B** of **Basildon** as well.

The first meeting on the ship pointed out that as an industry we have '**20 plus key issues**' in our midst and from everyone's point of view it was probably more than overdue to set these issues out for all to see to get an understanding of what now needs to be done.

It was also the right time for a brutally frank assessment and to get on with, prioritising and sorting these problems out.

Dealing with these challenges would clearly have not been possible without changes and to make the industry's voice heard loudly, a completely new structure for **Your Association** was needed.

Some critics have said we give out far too much information while ironically others say they don't know what's going on.

We have already reviewed membership fees to encourage new members at last year's **AGM** and the **Platinum Meeting** has endorsed a completely new structure to secure financial sustainability.

In a strange twist of irony, the **LPHCA** had almost single-handedly been managed by its **Chairman** and just a handful of others, since it was re-structured in the early nineties.

**Eddie Townson**, **Bill Edwards** and **Robin Hulf**, have for a very long time helped to manage the heavy workload of meetings with regulators, politicians, etc., but everyone's fine efforts and dedication can no longer be realistically sustained, given the huge number of issues that we now face.

It is a tribute to **Eddie**, **Bill**, **Robin** and more recently **Peter Waterhouse**, **Diana Kendal** and **Pat Murtagh** that we can now revert back to a hierarchical committee driven **Association** for what is now a regulated and far more mature industry. Full details of what was discussed and agreed on the ship, at one of the most important meetings for **Operators** that we have ever had, is published in full in this edition of the magazine.

Following that meeting a second meeting at the end of February was convened, which has put in place the '**committee based infrastructure**' that should deliver solutions to many of the industry's problems.

Once again all the details of these committees, their responsibilities and mandates are set out in '**The Future is Platinum**' article.

The final **Member's Meeting** inside a month was also very important as we covered the **loophole closure** (inside and outside **London**), a **PCO** review of **Operator Licensing Fees** and news of the new **branding** and **signage** proposals for **London**.

Following a slide show presentation of these topics, the proposal to re-structure the **Association** was unanimously adopted and we can now get on with the work in hand.

*As Chairman I wish to thank everyone concerned with all three meetings and for the wonderful attendance and support you have all demonstrated for the plan of action.*

I look forward to seeing as many of you as possible at the '**drive 08**' exhibition in April, featured on page 29 of this issue.

Steve Wright MBE, Chairman

## PUBLISHER:

Private Hire News Ltd.  
Talbot House, 204 - 226 Imperial Drive, Harrow,  
Middlesex, HA2 7HH  
Mob: 07956 329288 Fax: 01442 380607  
PHNEWS@btinternet.com

EDITOR: Steve Wright

## ADVERTISING:

Mob: 07956 329288 Fax: 01442 380607

## DESIGN/ARTWORK

Bowberry House Design Ltd  
design@bowberryhouse.co.uk

## PRINTER

The Colourhouse Ltd  
Alan Anderson: 020 8305 8355

## CONTRIBUTORS:

Steve Wright, Geoff Wright,  
Eddie Townson & David Albert

NOTE: The editorial content of 'Private Hire News' is copyright. Other Publications are not entitled to reproduce material contained in it without prior authorisation in writing. Please contact the publishers to obtain written permission to reproduce any material contained in this or any other issue. © All rights reserved

## In this issue...

Talking of Grading .....	4
The Future is Platinum .....	6
General Meeting.....	18
Graded Listing .....	21
Three Strikes and You're Out .....	38
Private Hire Board .....	42
Private Hire Grand Ball .....	43
Fists of Steel .....	44