

PRIVATE HIRE NEWS

WINTER 2008/9 ISSUE 44



**The news magazine of the Licensed Private Hire Car Association
incorporating the London Private Hire Car Association**

Welcome to edition 44 of **Private Hire News**, it has been quite a while since our last edition and a great deal has happened.

The **Association's Platinum Members** hosted their first **Parliamentary Luncheon** late in November, kindly sponsored by **Tom Brake MP**, to mark the **Tenth Anniversary Year of the 1998 Private Hire Vehicles (London) Act**.

The time has gone in a flash but it was in fact **July 1998** when **Sir George Young** finally ended the 25 year long campaign to enable the **London Private Hire Industry** to be licensed *like the rest of the country*.

That licensing process has taken 10 years to complete and it was most appropriate that **Sir George, Anne Elledge** of the **Suzy Lamplugh Trust** with **Roy Ellis** and **Alan Matthews** from the **Public Carriage Office**, were all able to attend this landmark event, alongside so many others who helped the whole process to happen and be delivered.

As well as a celebration of the anniversary the passing of the legislation, the luncheon was utilised as an opportunity to set out today's challenges for **Private Hire**, *not only in London* but throughout *the rest of the UK*.

Four Primary Topics were spoken about by **Eight Platinum Committee Members**.

Joe Polley of **Parker Cars** and **Roger Lynch** of **Ruskin Private Hire** delivered speeches on **Private Hire's** aspirations for the forthcoming **'2012 Olympic Games'**.

John Scott of **GLH** and **Patricia Murtagh** of **Select Private Hire** delivered speeches on **'Future Bus Lane Usage'**.

Greg Mendoza of **Carey Worldwide Chauffeurs** and **Glen Coward** of

Chauffeurforce delivered speeches on **'every aspect of illegal touting'**.

Am Pall of **West One Cars** and **Pamela Coskun** of **Sam's Cars** delivered speeches on **'Parking, Picking Up & Setting Down Problems and PCN's'**.

A full transcript of this great event, with the speeches and our future objectives, are fully set out in this edition of **Private Hire News**.

As well as an incredible event in **Parliament**, back in October we had our biggest and best **AGM** ever at the **London Marriott International Hotel at Heathrow**. The event in the form of a **'Road Show'** was probably the biggest ever meeting of **Private Hire Operators**, with over 300 attendees at the event packing the morning presentation by the **Olympic Delivery Authority** as well as the late afternoon session for the **AGM**.

Alongside the massive turnout of **Operators**, their **Staff** and **Drivers** we were able to host many of our **Private Hire News Advertisers** and **Sponsors** plus **Training Organisations**, the **Public Carriage Office** and the **Olympic Delivery Authority**, who also hosted and provided stands.

The event was very timely as we debated the consultation on changing the **'Vehicle Testing Arrangements'** in **London**. We came up with a very realistic proposal that was adopted on an **'Industry-Wide Basis'** but as you will see elsewhere, it was not recommended to the **Transport for London (TFL) Board** for consideration.

This consultation and its outcome plus a full record of the day's events, including details and a transcript from the **Olympic Delivery Authority** presentation are in this edition of **Private Hire News**.

In addition to a heavy workload, I am proud to announce that **Mayor Boris Johnson** has appointed me to the **Transport for London Board** as part of a pre-election manifesto commitment to have both a **Taxi** and **Private Hire Representative** on his team.

The **Taxi** representative is **Bob Oddy**, the long serving **General Secretary** of the **Licensed Taxi Driver's Association** (the

LTDA). **Bob** is also a **Director** of **LTDA Enterprises** and a non-executive **Director** of **Computer Cab Company Ltd**.

Whilst we come from differing strands of the **Licensed Small Vehicle People Moving Sector**, **Bob** and I have always worked very closely when possible, especially where common areas exist between the two trades.

These appointments are very positive news for the **Trade**, **Londoners** and the **Travelling Public** giving **Private Hire** a voice at the very top. I am looking forward to the challenges ahead and to working with the **Mayor** and a *fantastic team of people* at **TfL** who are totally committed to giving **London** the **'Best Transport System in the World'**, in which **Private Hire** will play a *major part*.

The new role for me has dovetailed extremely well into my existing workload and I am delighted to say that I am very confident that **Private Hire** is now on everybody's radar and the **LPHCA's** campaigns will gain further momentum.

As always this edition of **Private Hire News** is filled with useful, readable information for **Private Hire Operators**, **Drivers**, **Politicians**, **Local Authorities** and many others.

We take a second journey with **Bernard Hall** on the steps to **ISO 14000 accreditation**. We also look at the new **London Signage and Branding** that is appearing more and more. We will be explaining how **Member Operators** are beating the recession with this low cost, effective, marketing method, while looking beyond at other aspects and potential benefits of **MOGO plates**.

An extended **'Talking of Grading'** looks at the recent **'Office of Fair Trading'** reminders and announcements on **'Price and Fare Fixing'** in **Private Hire** and its serious implications if you partake in this **illegal activity**.

We also cover invites and visits to **Scotland**, the **NALEO South East Regional AGM and Conference** and look at helpful guidance from the **PCO** on **Touting**.

Steve Wright, MBE

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