

# Private Hire *in* BUS LANES...

Are you in for a £1



authorised vehicles

## SIGNAGE

One of the biggest issues on the 'road to success' for this Campaign will be the identifier that will be needed for use for 'Bus Lane Access'. A certainty is the fact that usage will not be considered without a significant identifier.

DfT and Local Authorities have long argued that to prevent other motorists following PHV's with 'Bus Lane Access' into the 'Bus Lanes' a 'Distinctive identifier' will be needed on all vehicles. Local Authorities like Edinburgh have opted for MOGO Number Plate Attachment Signage and even the Chauffeur and Executive Operators and Drivers have now adopted these plates as their passport for 'Bus Lane Access'.

As the whole of the 'Signage & Branding' subject is due for review in London soon it is very timely that we are considering our position on signage. It remains our view that 'MOGO Number Plate Attachment Signage' is the best option and we are delighted to see thousands of these signs on our member's vehicles.

The recently re-constituted Private Hire Board met in January to discuss what direction it should take. That meeting endorsed the fact that the PHB should be the lead body to mount another 'justice campaign' for entry into the 'Bus Lanes' in London.

A 'Bus Lane' committee was formed and duly met in April to discuss and agree the strategy to address the discrimination in some Private Hire Licensed Areas with regard to 'Bus Lane Access' for Private Hire Vehicles (PHV's). One of the difficulties of any campaign is fund raising and consistently the primary funding had come in the main from LPHCA Members, a few Generous Sponsors including Addison Lee and industry suppliers and but very little from elsewhere.

We understand more than most that Trade Associations rightly have to protect their precious incomes to sustain the vital 'day to day' work required by their Membership.

The LPHCA with this in mind proposed and got unanimously accepted the fact that 'Every Operator', not just those in Trade Associations, should help to fund the 'Bus Lane' campaign. Furthermore Drivers who would gain the most could also reasonably be expected to contribute.

*A sustained campaign will need advertising, public awareness, political lobbying, legal funding and media attention, which all comes at a cost.*

Rather than ask a few to contribute the most, we proposed that a simple nominal donation of a £1 per driver is paid by all Operators and or Drivers as a *minimum* contribution.

The committee will produce a professional video, as was done very successfully with the 'Door to Door Justice Campaign', which was ultimately brought into the Private Hire Board's auspices.

The 'Door to Door Justice Campaign' delivered the valuable concessions now enjoyed on London's Red Routes by PCO Licensed Drivers.

In addition posters, press releases, direct mailing and lobbying will be produced and or undertaken. This will be backed by the legal work necessary to establish our rights to end the 'unfair discrimination' against our drivers and our trade.

**Private Hire in Bus Lanes – Are You in for a Pound? Will be the theme for Operators and Drivers alike.**

*To kick start the campaign and enable the Video to be produced the Private Hire Board has contributed £5,000 to set the wheels in motion.*

Members of the 'Bus Lane Campaign Committee' have already met with lawyers to confirm our legal strategy and some potential

logos have been designed by Private Hire News 'graphics wizard' George at Bowberry House Design, the cost of which, we are donating to the campaign. (See page 26 and please Email us at PHNEWS@btinternet.com to let us know your preferred choice).

Other committee members have been proactive setting up a website and sending out letters.

The letter (below) has been sent to All Operators in London asking to donate £1 per driver as a 'Minimum Contribution' to the fighting fund for the 'Private Hire in Bus Lanes' campaign.

The question on every driver's lips is 'When are we going to get in the bus lanes?'

We all know that we are not on a level playing field with 'Black Taxis' in London although there are more than twice as many of us. This act of unlawful discrimination must now be challenged.

The industry is represented by a number of organisations and they all come together under the Private Hire Board on issues where we are in full agreement.

Entry into the bus lanes is an issue that has been under discussion for some time and in fact a TfL survey carried out four years ago concluded that there would be no noticeable increase in traffic flow.

**Should Private Hire Vehicles be allowed to travel in Bus Lanes?**

We are contacting you as a proprietor to lend your support to our campaign. You do not have to belong to any association but we would ask you to support us with a donation of a £1 per driver.

None of this money will go to the committee but will help us to seek the legal support we are going to need.

We will only be successful if everyone pulls together as we did on red routes.

If we are successful this will have a major impact on your business and bring us a step closer to offering real competition to the Black Taxi trade. This is your chance to make a difference.

Please make cheques payable to The Private Hire Board and send them to our treasurer.

Mr. J Polly c/o Parker Car Service, Unit 3, Victory Business Centre, Fleming Way Isleworth, Middlesex TW7 6DB

Details of how to contribute in other ways will be published on the website and in Private Hire & Courier Magazine.