

# AGM *and* Road Show 2009

Once again it was our pleasure to host members and guests in the splendid facilities at the **London Heathrow Marriott** for our **2009 AGM and Road Show**. Whilst there were delays due to a serious accident on the **M4** and other problems on the railway network, this did not stop the event surpassing last year's excellent one.

As always the **LPHCA** publishes transcripts from its public meetings and below we set out the content from the **2009 AGM and Road Show**. For those **Members** and others unable to attend please read on. In addition this year we videoed the event and the speakers, which can be viewed at [www.lphca.co.uk](http://www.lphca.co.uk).

## Introduction – Steve Wright



A very special welcome to everybody on this event today, which has been slightly delayed because of the problems on the **M4**, there was a serious accident on the **M4** today.

As there are a few people that will be missing the presentation, we have delayed it a little bit but we are videoing the events and we have also got the power points so

that people will be able to catch up.

As always, because we are working 24/7 in our industry, there are many apologies from people that would have liked to have been here but can't be because they are moving people around. However we do have a few special guests today from the **Public Carriage Office, London Councils, other Local Authorities, Go Skills, the Met Police, Transport for London, SGS, the Olympic Delivery Authorities** and many more people, which we are very grateful for.

Yet to arrive will be **Eddie Townson** of the **Private Hire Board, Robin Hulf** our Political Advisor is here fresh from all the party conferences which I am sure was a wonderful joy for him.

We are currently running 15 minutes behind but are going to try and catch up throughout the day to ensure that everybody gets out on time. There is food, sandwiches, teas and coffees provided free of charge for everybody.

There is also an opportunity to network and have a look at the industry suppliers that support our industry and indeed support our trade association.

I am delighted to also welcome today **John Mason** this afternoon who is the newly appointed **Director of Taxi and Private Hire** at

the **Public Carriage Office**. He will be doing a presentation setting out 'his vision for the **PCO**' and it is my judgement (having met him and having had an early meeting with him on his first day) that in **London** certainly we are going to get some very *dynamic changes to the way the industry is regulated*.

We will also be covering topics on the **Government Best Practice Document, the Touting Update**, which covers a lot of things including **Contract Exemption** and various problems that the industry gets with all forms of touting including people at events and shows that are very high prestige events.

There is also a **Consultation** out on the **Drivers Hours** at the moment where **people are trying to make you take a 2 hour break**, which isn't very good if you are on your way to **Gatwick** and you have to pull onto the hard shoulder.

The **Mayor** actually called me over the weekend to say that he was going to announce on **Monday** at the **Conservative Party Conference** that he is looking at **Emissions** very closely within the **Taxi and Private Hire Sector** and in particular **potential age limits on vehicles**.

We have then got a presentation by **SGS** regarding the main testing station in the **Capital Woolwich closing** due to **Cross Rail**. It is going to be moved so **SGS** will tell you what the effect will be, what the benefits are and discuss what the new booking systems process will be.

After another break at 3 we will come back and the **Private Hire Board** will have a video that has been produced on the **Campaign for Bus Lanes** followed by questions and answers, a **Member's Update** and **Any Other Business** then the insane amongst us are having a private little meeting at the end of this with the **Platinum Members**. So it's a full day!

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**Hugh Sumner** will once again give his wonderful **PowerPoint® Presentation**, which has been updated from last year, giving the latest information concerning what's going on in the **Olympics** – it is a fantastic story.

The **Olympics** isn't something we should moan and groan or whinge about the cost. There is going to be fantastic legacy and its going to make a great deal of difference to **London**.

The **Olympics** will also make a difference to our **Transport Infrastructure** and our businesses and it will leave a legacy for our children.

**Hugh** will now take you through and I'm very glad he has taken time out of his very busy schedule as he should have really been somewhere else today (with buses and coaches) but he has especially come here today a day early (on the last day of their event) to give us this presentation so I am very grateful to **Hugh** for doing that. So I would like you all to give a very warm welcome to **Hugh Sumner** please. **\*Warm Applause\***

## Olympics – Hugh Sumner



Thank you very much indeed and good afternoon everybody. Some of you I had the pleasure of meeting last year, some of you I have never met before. So what I thought would be useful today is to do a brief re-cap on the games.

What's the form and nature?; What are the issues coming from that?; What are the

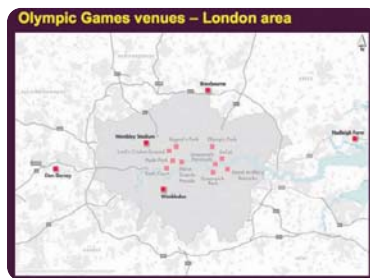
opportunities?; What are the fundamental planks of our **Transport Strategy?**; and the progress?

Progress, not just in terms of the physical build of 'the Games' but also what it means to the **Transport Industry** as a totality. Whether you are a **Train Operating Company**, a **Bus Operating Company** or like yourselves in **Private Hire**.

So I thought that would be very useful and at the end I am very happy to take as many questions that you can throw at me with the time available.

I guess the first thing to recognise on 'The Games' is they are enormous. They are **20 times bigger** than the biggest sporting event and with the **Olympic Games** come the **Paralympic Games** – huge in its own right (with **4,000 Paralympians**).

**12 million tickets** probably in total I reckon for the **Olympic Games**, probably another **3 Million** for the **Paralympic Games** and double that for the **Cultural Events** that will be going across the **whole of the Nation** during that summer of **2012**.



Most people think that 'the Games' are just solely in **Stratford** and it's true that we have the **8 competition venues** next to the village in **Stratford** including main **Track and Field**, **Aquatics**, **Basketball** and such like but they expand further than that so we have the **4 venues** in the **River Zone** there

including **Greenwich** for the **Equestrian**.

A bit closer to the centre of the town we are using many of the **iconic venues** there such as **Horse Guards Parade** for the **Beach Volleyball**, as well as **Lords**, **Hyde Park** and **Earls Court**.

As you might reasonably expect we are using **Wimbledon** for the **Lawn Tennis**, **Wembley** for the **Semis and Finals** for the **Football** and then at the **East of London** towards **Hadley Farm** for **Mountain Biking's** 2 days of competition.

To the **North (Broxbourne)** **White Water Canoeing** 4 days of competition, **Eton Dorney** to the **West** with the **world class rowing centre** there (**2km course**, **10 days of competition**) for the **Olympics** and another **6 days of competition** for the **Paralympics**.

Its not just **London**, if you look further afield to **Weymouth** and **Portland** then they will be home for the **sailors**, for both the

**Olympic and Paralympic Games**. Indeed *the first test event* for the **2012 Olympic Games** will be at **Weymouth** and **Portland** next *summer*. They will run 2 test events, one in **2010** and one in **2011**.

We also have the classical football venues across the UK as well, which will be very busy so it's very much a **Games for the Nation**.

It's not just a Saturday afternoon of sport, its not just a weekend of sport, it's the **Entire summer of Sport and Cultural Events** and the whole thing will start to fire up towards the back end of **June** and driving hard into **July** as the village opens, **16 days of Olympic Games** brief transition and then your off again for the **12 days of Paralympic Games** and that creates a **huge opportunity** in terms of **moving numbers of people**.



Now our challenge is fourfold:

- 1) *Get everyone where they need to be on time because when that gun goes, if those athletes aren't there, they don't get to compete and it has happened in previous Games.*
- 2) *We have got to keep London and the UK moving. We recognise that we can't bring the whole Nation to a halt and say go away while we hold The Games. This is very much an 'Us' Games where people are participating and enduring it.*
- 3) *We will leave a Legacy behind and for us the legacy is twofold, not just the hard Legacy of Sports Facilities or Improved Transport Infrastructure on which we are spending roughly half a billion pounds but it's the way people are thinking about travelling to Sports and Cultural Events, changing peoples mindsets towards using Public Transport away from Private Car and lastly being the issues of Value for Money.*
- 4) *We make no bones about it. We will focus like maniacs mainly on the needs of the athletes. We are not going to be embarrassed like previous games, we are not going to make Tessa Sanderson warm up by running up and down on a coach on her way to throwing the Javelin for Team GB.*

*We are not going to have it here and because of the sheer amount of people involved we can make it a Games built around Public Transport and by Public Transport we need a broader definition of Public Transport: Rail, Bus, Private Hire, Taxi, Walking, Cycling and River. They will all play a part in delivering the Transportation.*



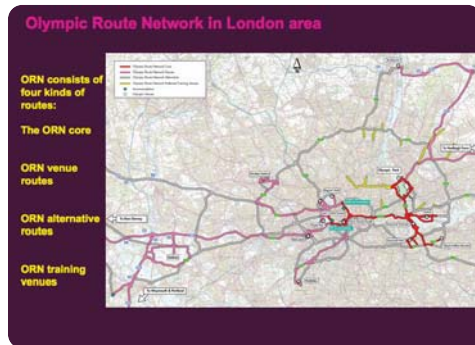
A key part in this is that we will make it an **'inclusive games'**. **Inclusive** in the sense that we will get everyone where they need to be on time whether they have got a physical or mental impairment, whether you are a member of the workforce, a spectator, a competitor, it doesn't matter. We will create a network of accessible transport for you.

Lastly it will be a **'sustainable games'**. **Sustainable** in the sense of getting the best out of the existing transport systems wherever we possibly can, investing where there is a legacy and where there isn't just using a temporary transport solution.

Key to success for the athletes as a group will be the **Olympic Route Network**. I touched on this last year and subsequent to that it went out to **Consultation**. That **Consultation** then created off the back of it a **Statutory Instrument**, the **Statutory Instrument**, which designates *these roads came into force* with effect from **July 22nd** this year (2009).

*What that means is we now have the powers to ensure that people don't dig up the roads during the summer of 2012.*

It also means that we can then apply for **Traffic Regulation Orders** to adjust the way the traffic lights work, left turns, right turns and all the other stuff that goes with it. Now the route itself is primarily in downtown **London** moving athletes from the **East of the village** to the **competition venues** in the **West** and in the reverse direction and from that you then have the **Pink Strings** which feed out to the competition venues. The grey and yellow are train and alternative routes in case bad things happen.



Now the most contentious issue on this whole thing are the **Olympic Lanes** so let me be clear about this. These lanes are very limited in extent and will only be used in those areas where they are vitally necessary and there is the road space to put them in. We want **London** to continue to operate, we want you to continue to operate and all they are is some **'Glorified Bus Lanes'** for a few weeks in that summer of 2012 necessary to move the athletes to where they need to be on time.

**Olympic Route Network**

- Essential component, London's bid - journey time commitments
- Wide range of temporary traffic management interventions
- Named road network between venues and accommodation
- Process of heavy engagement and consultation

They are there to make the **Games** happen, they are for the **Athletes**, they are for the **drug testers**, the **Court of Arbitration for Sport** and they are there for the **media**. That's the way that we move them at speed, which is necessary during the **Games Operation**.

Where we are today is we are doing the detailed design work and by this time next year we will be applying for the **Traffic Regulation Orders** which will then come into force for that **summer of 2012**.

Now for spectators, the numbers vary significantly from day to day depending on where you are and which sports events. On total on a good day we are looking at about a **million people** at sports events and similar numbers probably for the **cultural events**.

Obviously the key focus will be the **Olympic Park** of where there will be about **250 thousand spectators** and then probably about another **100 thousand** as a work force and this is dependant

upon the **Games** schedules which are now being finalised and agreed with the **Sports Federations** and will be *updated over the next 6 months*.

In terms of where people are going obviously about a third of them will be going to the **Olympic Park** for the main events there but dotting around

London can be anything up to a **million people** at either **Wembley Stadium**, **ExCel** or **Earls Court**. To the **West Eton Dorney** very popular **30,000 people** watching our rowers hopefully **'win gold'** in 2012 and in a **National** context actually **40% of the tickets are outside London** itself so a huge opportunity for the industry as a totality to support all venues.

Actual trips on the day to **London Venues** will be very much within **London** itself. About **20% of people will be day trippers** but the rest will be staying with friends and relatives or in accommodation or will be **Londoners** and that again will provide huge opportunity for the trade.

Now a key destination for most people will be the **Olympic Park** itself the best connected in history with **3 Stations and 10 Rail Lines**, with a **train every 13 seconds** carrying spectators to it.

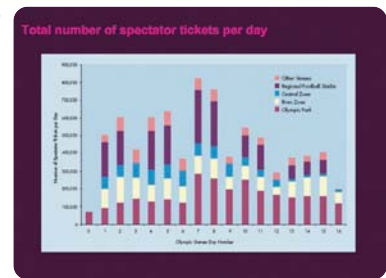
Whilst **rail will carry 80% of spectators**, the remainder of people will be coming from transport mouths to the **South and North**. **Park and Ride** systems, **direct coach** systems, **walking** and **cycling** and into that mix will be bringing in drop zones for **Taxis** and **Private Hire** so they can drop their spectators off at points, so you can get into the secure gate lines.

One of the tricks we are going to do is to borrow the **class 3 javelin trains** (140mph bullet trains), which will launch every **6 minutes East from St Pancras**, **7 minute run time one way** and **10 minutes back** from the reverse direction, in essence, creating a temporary **Metro Line** for **Games Operation** time.

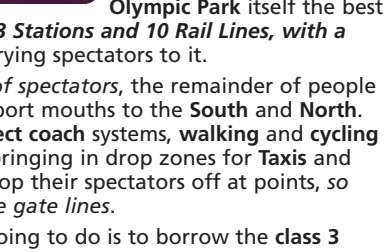
To the **South of the river**, use **Main Line** very heavily for the venues for the **South** there and to the **North** using the **Docklands Light Railway** (which is undergoing huge upgrades). Then the river will play a huge part to these 3 venues here where we reckon we will get about **5% 'mode share'** to both the **equestrian events** and the **modern pentathlon**, at the **Dome** and then the **Royal Artillery Barracks**.



right now something around **40 of those upgrades have already been completed and delivered** or are in operation. For example the **Woolwich Arsenal extension** on the **Docklands Light Railway** is in operation.



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Centre of town just walking from mainline termini bus routes and tube stations so very heavily concentration there.

In terms of progress, where are we today? We committed, at the time of the bid, that we would deliver something like **45 transport upgrades** prior to the **Games**. Right here,



The remainder will be completed over the next 12 months such that by **Christmas** next year something like **£6 billion** worth of **transport upgrades** will be in place and operational prior to the **Games** (very important to us). That includes things like trebling the capacity of **Stratford Station** here and most of the rail lines serving the park itself.

We are alive to the fact that life works outside rail and therefore we are doing a lot of work with **Transport For London** and other organisations to create a network of buses and special dedicated bus shuttles for the competition venues, classically **Southfields** up to the tennis there and also for example **Woolwich Arsenal** up to the shooting at the Royal Barracks.

**Park and ride sites**... Not everyone will be able to use **Rail** to get to the **Games** because there are some quarters and quadrants of the **UK** that are not well served by **Rail** or there is not enough capacity and to that extent we are going to be creating **3 big strategic park and ride facilities** around the periphery of the **M25** from which we will shuttle people in buses to the **Olympic Park**.

Over and above that we will also be putting in place **venue park and rides** for specific venues: **Hadleigh Farm** for the **mountain biking** for example, **Broxbourne**, **Eton Dorney** and **Weymouth** will all require **park and ride** facilities to carry the numbers of people required.

**Taxi and Private Hire** in your own industry will play a key part in this, in particular not just in terms of serving the ordinary person in the street but also for **supporting accessibility**.

We have now got a person working for us **Roger Silvers**, who is actually here at the show today, who is managing that relationship within the industry over the remaining 140 weeks of this project itself.

We have also got an industry workshop planned, the working groups are already up and running and we are already starting to design out the policies and the associated fixed physical infrastructure that will be necessary to support transportation during the games.

For us at a venue level, because that's the way we think about it, what that means is that we have to plan to get the right people, in the right place at the right time. It means melding and ensuring that the athletes don't mix with the media, who don't mix with the public and that there is enough space to get the people coming by rail, direct coach, walking and cycling.

It also means in terms of where we put the blue back parking and in particular the **load and drop zones** that are necessary to support **road based traffic** such as yourselves there.

**Venue Transport Strategies**

- Identify how each mode integrates with venue operations
- Loading and parking areas to be identified
- Initial planning work completed
- Refining of plans forming part of industry engagement




We have already got our outline venue transport strategies completed for all the competition venues. What we have to do over the next 6 months is the **regional football stadia** now that we have the competition schedule agreed for that.

The other thing that we have to do is we have to start working out the non competition venues all the hotels and other facilities where you're actually going to be taking people to and from during that summer of **2012**.

We have got to feed all this work into the planning applications that the organising committee have put in through the process now. The first planning application for a temporary venue is for example **Greenwich** and the **Equestrian** events there.

That planning application goes into planning authorities this November and then will come out with the determination in the **spring of next year** and that's where we will need to provide the appropriate input into it.

I touch then on the issues of **'accessibility'** and **'inclusiveness'**. We recognise that we can't make every station in the **UK** **'fully accessible'** prior to **Games** time but what we can do is **use a combination of road and rail systems to create a network of accessibility to get people from their bed to their seat or their place of work by using a combination of road and rail**.

Good example like the **Stanmore** car park on the **Jubilee Line** where if we can create enough space there we will be able to use it as a place to drop off people with mobility impairment or park up their cars with blue badges and then use the **Jubilee Line** to get to **Stratford**.

We are going to be creating these **'access hubs'** across **London** and **you will be playing a key part in the delivery of that network of accessibility**. I'm not going to pretend that the world will be the same as normal in **2012**, it won't. It will be incredibly busy.

This is the biggest thing a nation can ever do, it is **26 World Championships occurring at the same time at the same place**. As the **Vancouverites** say right now in the lead up for **4 months time** for their **winter Olympics** it will be **'life as unusual'** and what that means for us is we are going to have to indulge in what we call **'travel demand management'**.

*What that basically boils down to is providing information to people whether they are spectator or background user about the best routes, adjusting their times of travel, adjusting the modes of travel so everyone gets to where they need to be on time but maybe doing different things than normal trying to persuade people to spend I don't know one day a week working from home if possible because that will decrease peak loads by some 20%.*

So we have got a plan program of working with businesses, the general public through marketing communications and also through spectator guides and information systems that will lead people in the right routes so we don't get over crowding and everyone gets to where they need to be on time.

**Delivering the venues and infrastructure**

- Six Phases of the Project:
  - Planning (up to Spring 2007)
  - Demolish, Dig Design (up to Beijing Games)
  - Big Build (up to summer 2011)
  - Test Events (to Games 2012)
  - 2012 Olympic and Paralympic Games
  - Games Legacy (post 2012)



*The big build: Structures*

Where are we today? This is the **Olympic Park** about 12 months ago as we started the build out on the program.

Our program is built on various phases, in the drive to **Beijing** it was all around acquiring land and mediating that land doing the design. From now on,

and in fact from **Beijing** onwards, we have a hard slog in the middle of **2011** to complete the venues and our objective is to **complete the venues 12 months before the Games** to allow the organising committee enough time to do the overlay, for the broadcasters to fix their cameras and all their wiring and all the other lighting and the temporary stuff that's necessary to be put in place by the organising committee.

It's also an opportunity to run the test events that will have to happen in all the competition venues across the **whole of the U.K.**

The site itself was characterised as low grade industrial rubbish dumps, fridge mountains, car breakers yards, etc.

It was also an area that was contaminated, not heavily contaminated but one of the things that we have had to do is move some **1.5 million cubic metres of muck** and remediate it on site with soil washing machines like this and then re-use it to create a new platform on which we can build the venues.





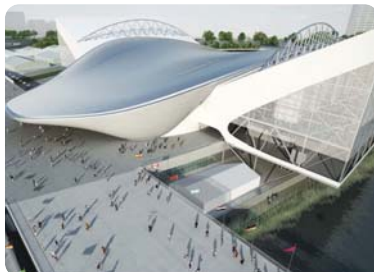
In addition, the site had **2.6km overhead lines** over it high power cables we have drilled tunnels and something like **6,000km** of cabling has been strung in the tunnels and the power lines have been dropped and the power is now underground so we have created the platform in which we can build.

That was the old warehouses if the main stadium itself as we started digging the bowl out into which we sink the **20,000 lower tier seats**. We have now completed all the main structural steel work, the roof structure is up, the only bit of structural steel work we have got to string at the minute are the lighting towers and the flying machines that will allow the scenery to move around the place and the cameras and the rest of it.



Fit outs under way on the job at the minute and that's going fairly well and that's what it will look like in games time when we have wrapped it and the pods are around it and the pods around it are all temporary facilities for games operation.

The aquatic centre, that roof structure is now complete some 3 and a half thousand tonnes of **Welsh steel** going up there from road cord, the swimming pools are being dug out now. In fact **Tom Daly** our diver started digging his own diving pool on July 27th which I thought was fairly neat. This is what it will look like during games time **17,000 seats** with the **2 wings on each side** and those temporary wings on each side that dropped after the games to leave a **2 and a half thousand seat legacy swimming facility, 2 x 50 metre pools and a diving pool**.



The Village is well under construction and going nicely now, **9 big mansion blocks, 3 thousand flats** of half of which have been pre-sold to a consortium who are using for social housing, cheaper rents and mixed housing. The rest will be going into the market in the lead up to **2012** and immediately afterwards and that's the sort of environment in which the athletes will be able to train during the games and then compete and then we will leave it behind as a legacy very much a new community for London.



At the **Velodrome**, we banged in lots of pre-cast piles there 30 metres deep, the super structure starting to take shape there with the reinforced concrete. We started slinging steel there this week and the roof structure starts in about a month's time as we start putting in the cable net roof in what is colloquially called '**The Pringle**' this will be left behind as a cycling centre of excellence, to the mountain biking circuit, road circuits and the rest of them so this will be very much a base for our cyclists in the South of the country rather than having to use **Manchester**. Allegedly **Sir Hoy** is determined to make this a very fast track.



The North end of the park will be the broadcast and media centre. You will be very, very busy serving these people, **22,000 accredited media, 20,000 unaccredited media** all with **reasonable expense accounts**. **20,000** will be coming into this area for the broadcast. That broadcast is only just a tiny little bit of it, to give you a sense of scale for it is about **300 metres long**, you could stick **5 jumbo jets in it or house 22,000 broadcasters** so you will be very, very busy serving for their needs during the **Games** operation.

**To Summarise**

- Transport doesn't get tougher than this
- Huge opportunities and challenges
- Licensed Private Hire cars and taxis – key role
- Significant progress to date

So where does that leave us? I think we have seen some *good progress over the last 12 months*. We have got **140 weeks** to run on this job and you will all be playing your own part in it, wherever you are from the whole of the nation, you will be busy during that summer of 2012.

We recognise that we have not got everything worked out yet, we have not done all the detailed design for the competition venues and the non competition venues. We have got some good working groups now working with the **PCO** and the rest of the organisations and I think we are going in a good state to deliver '**a great games**' to the nation in **2012** and a *legacy for our children*.

Thank you for your attention sorry that that was a bit rushed and I am available now to take lots of questions.





## Questions and Answers

### QUESTION 1

**With regard to the lanes that are going to be designated for transport, will you have to apply for a pass or would we just have to display a PCO badge in the car or something else?**

**Hugh Sumner** – The lanes themselves are for the ‘Games use only’ so they are there for accredited vehicles for moving athletes, technical officials around the place, media and that’s what there use is for. The only other use that we have agreed is for blue light services on emergency, they will be able to use those lanes for in 2012.

**Steve Wright** – Okay, just to clarify, the **Olympic Route Network** is for **Olympic Vehicles**. We did put a submission in as a **Trade Association** to say that we understand the need to get the athletes into the **Games** but possibly we could use those on the outward part of the leg and that has not been responded to. We have said that if the area is going to have a lot of activity we could potentially utilise them on the biggest night, there’s going to be quite a few spectators and passengers there?

**Hugh Sumner** - *Very large numbers of vehicles*. I mean to give you a sense of scale, we will be moving around **2,000 vehicles a day eastbound** on the **Embankment** and **westbound** moving and operating in and around the place, so we need that capacity on the **Olympic Route Network**.

*I think the one thing that I will stress is that just because a road is designated does not mean that there will be a lane.*

In fact most of the **Olympic Route Network** will be by and large invisible to people in the street apart from maybe some waiting signs in the absence of road works.

We are taking a *very different approach* to **Beijing** for example we are not going to put in huge traffic measures to serve **Hadley Farm mountain biking** because it is only there for 2 days and there is a good road the **A13** so you don’t need to do anything. I would stress to the trade this is only the areas for large volumes of vehicles where time is absolutely critical and where there is the feasibility of doing it without too much dislocation for **London**.

**Steve Wright** – The other thing that I think would be useful to know is on the peak night **Hugh** what’s the number of people attending on that very peak night hot spot?

**Hugh Sumner** – Right to give you a sense of scale, when we load out the park fully, you are talking around **200,000 people** in the park plus workforce on that which will be another **50,000** and you will have roughly **80,000** in **Wembley**, another **50,000** at **Earls Court**, you will have **15,000** operating the beach volleyball and you probably have similar sorts of numbers elsewhere.

You have got roughly **50,000** in **ExCel** so you are looking at a **very large number of people** all of whom will roughly want to leave venues somewhere between **9.30 and 11pm at night**.

*In fact the close down time of all the venues is staggered deliberately so that transport systems can handle the sorts of volumes of people.*

The last event at night is closing in the current sport schedule at midnight, which is the **basketball** and the real issue for us is **managing the waves of people** that are going in for the morning events, the afternoon events and the evening events.

Then the bump when all the venues start dropping out at roughly the same time and *that’s the real challenge for us* because we have to lay in the **transport** ready for these people when they come out of the sports events.

**Steve Wright** – Yes, another thing that we have discussed in some of the **Olympic Planning Meetings** that I am involved in, is that **the role that Private Hire will play**, not only at **Stratford** on site but actually dealing with **Central London**.

With the amount of delegations, all the hotels are going to be full, all the athletes and the press are going to need moving around, there is an absolute mass of work, that’s *outside of Hugh’s control*, it’s the movements of journeys that happen as a consequence of the **Games** being here rather than just the **Games** being managed that’s quite substantial.

**Hugh Sumner** – Just to re-enforce that, I talked earlier about a total of **44,000 media** during games operation at **any one time** there are probably another **15,000 sponsors** and **marketing partners**, whose people are being bought over by **Coca Cola, McDonalds, Samsung**, etc.

They will need transportation for their personal use and then you have just got general background users. The further tickets will go to people from abroad and they will need transport and they will be looking at maybe a once in a life time experience of flying in here.

*They will look to you and your colleagues to help them move around the place and it’s not just the sports events the cultural events will be big as well, lots of live sites, lots of concerts, a lot of activity across the whole of the U.K.*

Indeed when I go around the **U.K.** talking to people, a lot of city councils are very clear in their own mind that they want to run a big program during that **summer of 2012**.

So regardless of where they are, regardless of whether you are a sports event immediately in their area, they want to be doing things differently during that **summer of 2012**, in many ways making it a specific process *across the whole of the UK*.

### QUESTION 2

**Will there be any measures put in for people coming into airports or around the airports?**

**Hugh Sumner** – There is a whole piece of work we are starting to develop now with the **BAA (British Airport Authorities)** primarily but **London City Airport** is an airport, which we will use during games time.

To date, the organising committee have yet to finalise on what we call the **designated airports for games operation**. These are the airports and points of arrival, which are officially, accredited to the **IOC (International Olympic Committee) Members**. Currently it is looking like it is likely to be **Stansted** and **Heathrow** being the prime airports, for **London City Airport** for the short haul ones.

Having said that there is a study around at the moment ‘**load verses capacity**’ not just for those airports but airports in general and in particular how the general aviation market can be served because the **games** will have a lot of **private jet flights** coming in from major enterprises and they will also need to be serviced as well so there is a whole piece of work needing doing for that.

The final points of arrival will be agreed with the **IOC** in the **spring of next year** and from that point we will be finalising the works with **BAA** for example for their terminals and **London City**, also for **Biggin Hill** and other places, which we will take private jets.





## Questions and Answers *continued*

### QUESTION 3

**Apart from the obviously corporate contracts that have been put in place, are there going to be any possible opportunities for Olympic Accredited Vehicles for Private Hire and Coach Operators and will there be any tenders or any opportunities?**

**Hugh Sumner** – Generally the answer to that question is no. By and large the **organising committee**, who have to provide the **vehicles** for the athletes, generally **try** and **borrow** the vehicles and then use **volunteer drivers** so they are out on the market at the minute trying to get an automotive sponsor to come in and provide the vehicles free of charge.

Classically it is done by an automotive one, so **Athens** was **Hyundai**, **Volkswagen** did **Beijing**. I don't know who is going to get the **London** piece of work there and basically what they do is they deliver about **5000 vehicles**, decal them, prep them and then the **volunteer drivers** do the rest of it in terms of moving the games family around.

Having said that a number of **National Olympic Committees**, rather than the **Organising Committee** will look for services and indeed one of the things that you will find is that dotted across the **UK** will be **training** and **preparation camps**. For example the **Japanese** (are not going to **Loughborough** so do not quote me on it) but imagine the **Japanese** team shipping to **Loughborough** 2 months from the **Games**, getting acclimatised and using all the sports facilities. So knowing who is likely to be the **National Olympic Committee** close to you, may be an opportunity for you to create a relationship with them in terms of providing **vehicles** and **mobility**.

This is because it is down to their **National Olympic Committee** to procure the **transport services** that they need at the **training** and **prep camps**.

When they move into the **Village**, that's when the **organising committee** have to **provide the transportation** either in **cars**, or **minibuses** or **coaches**. So in the lead up to the **Games** there is an opportunity for you as there are a number of the big universities pitching in for it. So **Bath**, **Loughborough**, (you know all your big classical ones) are going for and trying to get opportunities from **National Olympic Committees**.

### QUESTION 4

**What real time communication network will be available to all the Public Transport including Private Hire during the Games?**

**Hugh Sumner** – There are 2 aspects to that question if I may, I would like to extend the question. What we would like to do is we would like to try and develop a relationship with the respective transport, ticket holders, for the 15 months out from the **Games**.

That means providing good information round transport around the time that they are actually buying their sports tickets themselves and then maintain that relationship with them over that 15 months.

We are working with **Transport Direct**, **TFL** and other information providers, to provide a portal in which you can find information about your travel packets and then migrate it through in real time at the other end of it.

I think there are 2 aspects to your question specifically about real time information, the first issue is how do we provide real time information to the trades so that they know what to do day by day because if say the sports schedule changes and lets say an extra day of rowing happens, it's important that you know what's going on as a trade.

The second thing is actually to customers letting them know, the spectators know what is happening to transport systems so for example if the district line were to go down, re-routing those users onto different means to get to the park for example.

We have got a whole customer information work stream going under way now that is fully funded and secure and we are doing the technical design right now.

I don't know yet what platforms we will be using or exactly how we will disseminate it but it is likely to involve mobile phones for individuals together with various internet based sites for the trade during games operation.

**Steve Wright** – Thank you any more questions please? No more questions for **Hugh**?

I know a lot of you were here last year and heard what was going to happen. Obviously as a **trade association** the **LPHCA** will be working very closely with **Hugh's team** and **Roger Silvers** (who has been appointed to be in charge of our brief) is well known to me and the **association**.

In fact **Roger** has spoken at some of our events before and he is now being taken into the **ODA family** so we will have the opportunity to interface completely with the **Olympic Delivery Authority** and its integral.

People who keep saying 'oh its over in the **East End** it won't affect me' are wrong. It is going to affect every single transport provider and as **Hugh** has alluded to us, there are some serious business opportunities for them and for you, within the **Olympic Group**.

What it will be our job to do is to prepare you for that, to work very closely with **Hugh** and his team and **Roger Silvers** to make sure that we can provide **London** with an absolute 'showcase' **Olympic Games**.

The legacy is going to be quite phenomenal, please don't underestimate it! I have had the privilege of going around the **Olympic Park**, it will make the hairs on the back of your neck stand up, when you see what they are going to deliver. It is fantastic, a great opportunity and I would like you to give **Hugh** a tremendous round of applause for his wonderful presentation.

Warm Applause was followed by the Lunch Break.

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MEMBER FIRM ICAEW

# AGM and Road Show 2009

## Sponsors

The Road Show would not be possible without a great deal of support and backing by our advertisers and sponsors, including industry information stands hosted by the PCO, SGS, the Olympic Delivery Authority and Go Skills.

In addition to the above this montage shows shots of Adelante Credit Card Systems, Auriga Data Despatch Solutions, Bluetooth Interactive Messaging, Cab Direct, CabOperator, Exel Management Systems, J&M Insurance, Licensed Carriage Hire, Mogo Signage, Patons Taxiworld, Professional Driver Magazine, Proximo Accident Replacement Vehicles, Robust Training, Softsol Booking Systems, Transport Innovation UGO Freephones.



We were delighted to have at our AGM the new director of Taxi and Private Hire at the Public Carriage Office, John Mason.

This was his first LPHCA meeting and he was warmly received for setting out his vision and taking Questions and Answers from the floor at the end.

Rather than publish the full transcript of the speech we have set out below the key points raised from the session.

A full transcript of the session and a video of the speech can also be viewed on the LPHCA website as it was videoed.

### LPHCA AGM Taxi & Private Hire Directorate The Public Carriage Office



John Mason, Director  
8 October 2009



#### Taxi and Private Hire at the PCO – John Mason



*"John Mason - Thank you very much indeed for inviting me along in my (I think it is my 10th day in the job). It has been an interesting rollercoaster ride so far and I did tell Steve last Monday that I didn't take this job because I thought it would be easy.*

*I took this job because I thought it was going to be a real challenge and I think it is really turning out to be that way.*

*I am here today to talk you through some of the things that I am going to be focusing on.*

*First I will tell you here about my past history, to show you where I have been."*

#### JOHN'S BACKGROUND

From leaving school John joined **Natwest Bank** and was involved in contract management for 8 years before moving to **Westminster Council**, where he stayed for about 7 years.

*"I was responsible for lots of low key things like clamp and removal contracts, penalty notice issue, parking meter refurbishment and replacement". (He said smiling).*

*"In 2001 when Congestion Charging arrived I thought I would ease myself into something a bit less contentious and join congestion charging." (He said smiling even more).*

He was involved in the project team that delivered the **Congestion Charging** scheme starting in 2001. Once he started working for TFL and he said that he was in *"A whole different ball game."*

He worked himself up to the position of **Deputy Director** in **Congestion Charging** and started doing a lot of work with the **Public Carriage Office (PCO)** when **Private Hire Licensing** came in.

When he heard that **Ed Thompson** was moving on and the job became available at the **PCO** John thought: *"Excellent there's another low key job where I will be able to ease myself in and I will have an easy life". (He said smiling once again).*

*"I am here to really commit to providing the best possible service that I can"*

#### LEARNING AND UNDERSTANDING THE BUSINESS

*"I made a point of meeting Steve (Wright) and other key members from the trade in my first week, learning and understanding the kind of issues that matter to you is vitally important for me to understand how I really take things forward going ahead."* John then set out the issues he has already gathered as priority.

#### INTERNAL ISSUES

With **185 staff** working for **John** at the moment at **Penton Street** there are known issues in terms of the lack of technology used to provide the services to **Operators and Drivers**. **John** quickly recognised: *"There's some real big challenges for TFL and the Taxi and Private Hire Industry that I and my team face and its working out the best way that we approach those challenges."*

Amongst those challenges **John** recognised is that **E-Business** will bring a lot of automation to things and that he needs to look now at removing *"A lot of clunky paperwork" and "a lot of manual processing"*. Clearly back office systems will be automated to provide a much better service.

#### PCO NAME CHANGE

John has already *"thrown the cat amongst the pigeons"* by questioning in his first internal newsletter if the name (**Public Carriage Office**) is still relevant.

*"I am the Director of Taxi & Private Hire, not the Director of the Public Carriage Office and I want as a Director to feel much more a part of Transport for London (TFL)."*

#### LICENSE DECISION MAKING PROCESS

**John** has identified the **License Decision Making Process** as a big issue with **Data Protection Issues** and the accessibility of personal information needing to be addressed following a recent controversial licensing issue and its passage into the public domain. Clearly there will be revised guidelines.

#### PCO MOVING

A huge chunk of resource that works within the **Directorate** is moving to **Palestra** where **TfL Surface Transport** is over in **Southwark** where **John** was previously based.

*"It should all be going on behind the scenes and shouldn't actually affect any of the services."* John expects that will be a seamless transfer of the services.

*"We need to focus a little bit more on the service that we are providing towards Operators and Drivers, high quality leadership and consistent high quality management, that's going to be a key part of my responsibility, to police and make sure that we are leading our people and driving them through to success and also providing them with a very consistent level of management."*

**TFL** have used consultants and temporary staff but **John** wants to establish a stable workforce, *"with good levels of technical knowledge and expertise rather than calling in consultants when we feel they are needed. If there is a job that needs to be done, we should be employing permanent staff without having to resort to expensive consultants."*

CONTINUED ON PAGE 36 ➔



## COMMUNICATION

John has quickly recognised the importance of communication and it was good to get his frank thoughts at the Road Show. By the end of the year he hopes to launch a newsletter to **Drivers and Operators** directly.

He also wants to do some road shows *"To re-engage a little bit more with **Drivers and Operators**, so they don't perceive the PCO as being the place that you go when you are being ticked off for doing something wrong"*.

He also wants to look at the way that they deal with complaints and will focus efforts on the issues that matter the most to **Licensees**.

*"I want to see how we might be able to do a little bit more of making sure you can actually come to see us and approach us and that we will provide good guidance with sound advice. We will be there to help as opposed to enforcing the regulations."*

John was very aware that all of the services that they deliver *"are funded from the license fees and therefore we absolutely must ensure that we are providing value for money"*. Going as far as *"reducing the fees that we charge rather than keep increasing them"*.

## TESTING THE SYSTEM

Ease of operation is a particular pet of John's and when he was applying for the job he did a bit of innovative research to try and find out what **Drivers and Operators**, (which he correctly recognised as *"our key customers"*), encountered by going onto the **TFL Website** to see how easy it was to become a **Private Hire Vehicle Driver**.

He felt that the website *"was a bit clunky"* and said *"I managed to get a request for an application to become a driver, when the postman actually delivered the application form I thought that he was going to complain because of the sheer size and weight of the thing"*.

*"That's something that maybe I would like to look at and I think that its probably easier to get a passport than it is to fill in one of them **Private Hire Vehicle Application Forms**."*

Clearly he sees *"a lot of opportunities for improving the information that we provide on the internet, improving the interaction that we get between **Drivers and Operators** using technology"*.

John brought with him **Helen Chapman** who he has asked her to do a bit of a review on the **Licensing** process and how they go about their business in **Licensing**.

She will have a look from outside of the **Directorate** coming into and sitting in the **Licensing** area and at the counters, to see what processing goes on, see what tweaks can be done 'here and there' to improve the services. **Helen** is going to be doing this for 4-6 weeks at least!

## CURRENT STATUS OF PRIVATE HIRE LICENSING,

**PCO** have currently got **57,000 Licensed Private Hire Drivers** and process **9500 applications per year**, with a **processing time** of about **13 weeks (9 of which are for CRB)**.

**Helen** has been asked to look at that in terms of the **CRB** processes to see if there is something that they can do there, like better use of technology.

Renewal applications run about 2 or 3 months prior to the expiry and there are **200-300 per month** that opt not to renew.

## CONSULTATION AND STRATEGY

A stand alone consultation coming out for the trade soon to be issued towards the end of this year. *"TfL are asking for the industry's view on the proposals that have been suggested for improving vehicle signage perhaps an identification plate for the rear of the vehicle or actually getting rid of the red route sticker that we currently use at the moment asking is there actually a need for a change?"*

John wants to know the views, and emphasised that *"nothing has been set in stone, so when these documents come out and you review them I want to ensure you that if you have got real issues I want to sit down and talk to you about them face to face."*

*I am happy to do that, happy to understand and listen to any concerns that people might have and if we feel that the general view is that things don't need to change then we perhaps won't change them, these are going to be genuine consultations."*

## THE MAYOR'S AIR QUALITY STRATEGY

John mentioned that the **Mayor's Air Quality Strategy** (discussed elsewhere in the edition of **Private Hire News**).

*"The Mayor has been very clear to TfL about really wanting to work with the **Taxi and Private Hire Trade** in terms of working up what this might look like now and there is a proposal for rolling age limits."*

*So the key thing that is in that document is a 15 year age limit on **Taxis and Private Hire Vehicles**, in 2012 moving to a 10 year age limit, then from 2015. That is a suggestion, just an idea, and this is not definitely going to happen."*

*The Mayor has been very clear to us and has hopefully been clear in the communication, he really wants us to sit down and what I am going to be doing is arranging this."*

*The other thing possibly required in all new licensed **Private Hire Vehicles** to meet a minimum of **Euro 4 by 2012**."*

John is going to be setting up with my team some focus work shops between now and probably February 2010 as the **Mayor** has put the **Air Quality Strategy** out for consultation with the **Trade** and the **industry** has got the opportunity to feed back to that directly.

John however wants to sit down in a room with the trade to acknowledge the problems and discuss out how we might work together to introduce initiatives that are really going to make a difference to see if we can agree on the age limit and other initiatives.

*"What things could we do collectively to ease that process? What other ideas that I, and certainly the Mayor and TfL are very keen, if people actually think there are better solutions then we want to hear them!"*

*That's obviously not just working with **Drivers, Operators** but also with the people that are manufacturing the vehicles themselves and getting people into a room and working out what we may be able to do together."*

*"That was a very quick run through of where I am so far, there is still a lot for me to learn, I do appreciate that there is probably topics of interest and discussion that I have not even mentioned and so now is perhaps a good time to raise any questions or comments that you may have."*

The above 'contextually accurate' extracts and observations were taken from **John Mason's inaugural speech to the LPHCA** at our **AGM & Road Show 2009**. The complete transcript of the speech is on the LPHCA website at [WWW.LPHCA.CO.UK](http://WWW.LPHCA.CO.UK), it also includes a viewable video, which word for word is 'as said'. John also fielded questions and answers, which due to shortage of space could not be included here. A full transcript of these, and the associated video, is also available on the LPHCA website.

In London the **Mayor's DRAFT Transport Strategy** is out for public consultation. The **LPHCA** will be writing for the inclusion of the issue of topic **Private Hire usage of Bus Lanes**. The formal **Mayor's Transport Strategy** will be published in the spring.

Jan Saunders from SGS, PCO's London incumbent PHV & Taxi Vehicle Inspectors, kindly came to the AGM & Road Show to let members and delegates know a bit more about SGS and the closure of the Woolwich testing facility to make way for Crossrail in 2010.

Jan gave a full presentation, which included details about SGS, the move from Woolwich to Belvedere (to much bigger and better facilities) and finished off by taking Questions and Answers from the floor. SGS also had a stand for the show.

Below is a contextualised extract of her presentation with a full transcript and video of it is on the website [WWW.LPHCA.CO.UK](http://WWW.LPHCA.CO.UK).



## SGS Moving from Woolwich — Jan Saunders

Good afternoon everybody, I am Jan Saunders and I have been with SGS since 1986.

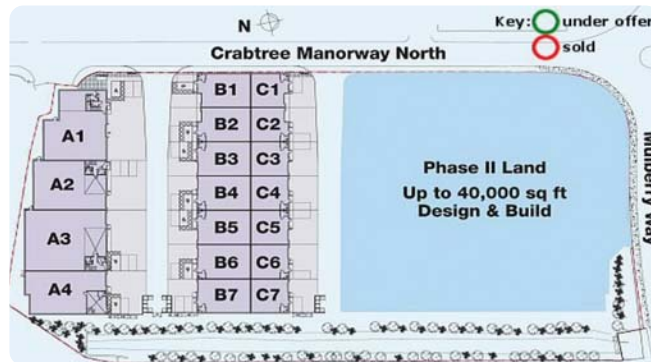
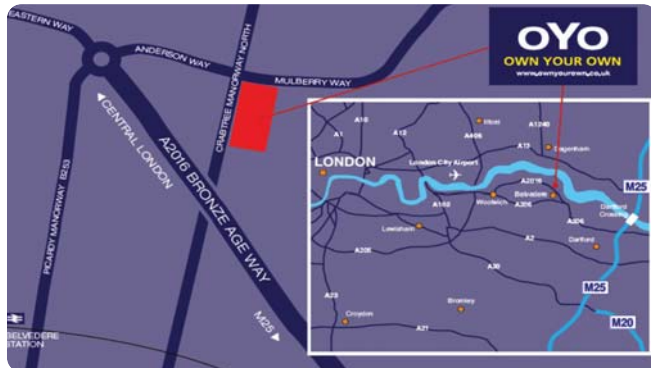


So why are we getting out of Woolwich and what is going on there? Well we had a compulsory purchase order placed on us because of the Crossrail project in March 2009 with just 12 months to move out.

So we looked around the area to see what sort of facilities were available that had good accessibility for people to get to with ease of location particularly from the M25.

We presented 12 options to PCO senior management and they selected a site in the Belvedere area.

The decision then was taken by PCO to continue to offer a PHV specific service initially with an option to add a full mechanical (MAHA) inspection lane at a later date so that we can offer an MOT facility to the PHV Trade. We could also have a site that enabled those that had an unfit inspection (with a mechanical element) to go to a PHV Centre rather than as at the moment they have to go to a Taxi Centre.



The new site is about 5 miles from the existing centre at Crabtree Manorway in Belvedere and it will be located about 15 minutes from the M25.

We have full planning permission to run a VOSA Compliant Centre to enable it to also run as an MOT Station.

We have had discussions with our preferred contractor and we are in the final stages of negotiating with the people doing the internal fit out and the lease agreement, nevertheless, we have placed an order for the I.T. equipment and the infrastructure and currently if everything goes to plan we are looking to open in February.

This is what the site looks like and we are taking Units C5, 6 & 7 with Units B6 & 7, which will be a fully gated secure unit.

It's basically a shell at the moment and obviously it's got to be completely fitted out.

The contractors will be fitting it out so it has 4 points at which a PHV's can be seen so there is no 'back log' of vehicles queuing up behind each other. There is a reception area with an office for the PCO with customers dropping off the vehicles at the front of the building and collecting their vehicles at the back.

The mechanical inspection lane obviously has capacity, as well as being a mechanical lane, so there are 3 extra points where additional PHV's can go through.



## AVOIDING FAILURES

There are a lot of PHV failures because of documentation problems and in 2008 just over 10% of vehicles failed due to document related issues. With a pass rate of over 74%, that was quite a fairly significant amount to fail on document related issues.

In 2009, the pass rate improved to 80% but 8.5 % still failing on documentation.



*So, if I could say to you that this is totally within your control, could you please bring complete, valid and original documents to the inspection and I am sure it will help to improve the first time pass rate.*

Jan then kindly took a series of questions and answers from the floor, which are contextually transcribed and available on the website [WWW.LPHCA.CO.UK](http://WWW.LPHCA.CO.UK), which also has a video of her presentation.

# Laurence Levan ... ☆☆☆☆☆ Star Man

Many of us will be sad to learn of the passing of **Laurence Levan** late in October. Like so many I have known **Laurence** since the seventies when we first met up in **London** at an event that **Gideon Fiegal** and others had put together to form the very first **Trade Association** in the capital.

At those meetings **Laurence**, as always, had plenty to say and he was a **founding member** who stayed the course supporting the **LPHCA**, the **Private Hire Board** and more recently **Platinum Membership** of the **LPHCA**.

**Laurence** started out at **Concorde** in **Belsize Park**, where he was working with some of the early characters like him in the industry.

He later ran and sold several companies, moved to **Majorca**, retired too early and soon returned, starting up **Master Cars** in **Delancy Street**.

He then sold his corporate interest to **GLH**, which worked well for all parties and kept **Central London Private Hire** as a cash operation.

Always into technology **Laurence's** companies were often first to use automated booking systems and **Peter Roback** of **Mercury** said he always had the utmost respect for **Laurence** both as a friend, businessman and father figure of the **London Industry**.

When **Laurence** was first 'Graded' at **Master Cars** I still vividly remember the phone melting in my ear as they had only made **3 Star**, which in fairness was a high level pre-licensing.

After talking him down from his office ceiling, **Laurence** listened and within months introduced the **Quality Management** and **Training Systems** to climb quickly up to **5 Star**.

It was subsequently a great pleasure to be invited by **Laurence** and all his family to their **ISO 9000** accreditation presentation at **Delancy Street** and the **5 Star Man** clearly had a **5 Star Company**.



**Laurence** has been suffering illness with great dignity for quite a while in recent years but he usually called whenever an **LPHCA** meeting was on, either before or after, to find out what he was missing or thought he had missed. I really think it kept him going in times of despair and suffering, which to his great credit he never once revealed.

**Laurence** leaves his family **Jackie, Ruth** and his wife **Janice** to keep the business going alongside a great team of colleagues in the business and perhaps his beloved grandchildren, **Alex** and **Ben**, may one day figure in the **Private Hire** legacy that has been a very family run business.

We wish them all the best for the future and hope the family will call as often as **Laurence** did, as his calls will be sorely missed. *Steve Wright*

CONTINUED FROM PAGE 38

## AGM and Road Show 2009

### Private Hire in Bus Lanes

**David Beck** of the **Private Hire Board** during the **AGM** Section kindly presented the **Private Hire in Bus Lanes** video, which was followed by an opportunity to comment or ask questions. This part was not videoed by us as it can be viewed on the website [www.phvinbuslanes.co.uk](http://www.phvinbuslanes.co.uk). Thanks to David and all involved for their hard work and efforts in the making of this video.



### Current topics

Rather than cover everything in this edition of the magazine from the **AGM** part of our **AGM & Road Show** we have outlined briefly the primary topics covered due to shortage of space in this copy of **Private Hire News**.

The good news is that transcripts will be made available to Members and Special Guests on request and will be downloadable from the Members Only Area of the Website. There are also full videos of the discussions Question & Answer sessions and PowerPoint Presentations available.

#### Government Best Practice

We published a formal response to the **Government's Industry Best Practice Guidance** in issue 47 of **Private Hire News** and we took an opportunity at this **AGM** to re-enforce issues, like lack of enforcement, bus lane usage and other key points.

#### Mayors Air Quality Strategy

Discussion also took place on the **Mayor's Air Quality Strategy** and the publication of the **Mayor's Draft Transport Strategy** both of which the **Association** will be responding too.

### Transport Plans

The importance of **Transport Plans** and **Planning** was again raised and the failure to often include **Private Hire** debated.

**Confusion** surrounding **CRB Checks**, **Medical Fitness Requirements**, **National Regulations** and the need for 'Joined up' **Licensing** were also primary topics of discussion.

All these were covered in **AGM Video Part 1** on the website [WWW.LPHCA.CO.UK](http://WWW.LPHCA.CO.UK).

In **AGM Video Part 2** we covered in detail **Touting** and **Illegal Activity**, the **DfT's Driving Hours Consultation**, likely **Vehicle Age Limits** and the **Olympic Games** as **London** topics.

In **AGM Video Part 3** we continued on **Vehicle Age Limits** and potential new emissions requirements in **London** before moving onto **Association** business like **Platinum Membership**, the successful fundraising **Golf Day**, before the **Chairman's re-election** and **ongoing mandate**.

The **AGM** business concluded with **Any Other Business** and thanks were given to everyone who had attended, spoken at, sponsored, supported or helped with putting on such a wonderful event. **Platinum Members** then dispersed for yet another meeting in the hotel, which was followed by an excellent meal and social drink in the bar.

The **AGM & Road Shows** to date have been very rewarding events and it is great to welcome so many people in or connected to our industry to attend, have a say, network and develop friendships as well as commercial relationship. Long may this continue!