

Lobbying – instrumental in shaping our successful political strategies

A wise friend once told me that if **Private Hire** was to develop as a trade and wanted to be taken seriously it would have to lobby, furthermore the **LPHCA** would need to use the services of **a top lobbyist**.



The **LPHCA** is very fortunate to have secured the services of one of the very best, a close friend and confidant – **Robin Hulf** of **Hulf McRae Limited**.

It was in fact another great friend, **Diana Lamplugh OBE**, who introduced me to **Robin**, bringing him along to a meeting that we were running together in the early nineties, when **London Licensing** was a hope and a fantasy rather than a likely reality.

Robin is our **Political Advisor** who has tirelessly lobbied in our corner, with valuable information and advice that has shaped our 'politically successful strategies' both accurately and wisely, time and time again.

Many **LPHCA Members** who attend our meetings will have met **Robin** or at least heard him speak as he guided us through the minefield that is **Political Strategy**. We have endeavoured to put some of our great successes in this our **50th edition** of **Private Hire News** and I can say that **Robin's** mark is on all those achievements.

I decided to write this tribute to **Robin** when he emailed me a short while ago whilst lobbyists were getting a terrible press; and when he was clearly quite dismayed at the perception and misrepresentation of his trade and colleagues.

The lobbying industry is a big one and there are lobbying groups that are over-zealous in their pursuit of their client's objectives but in **Robin Hulf** we have a special person, whose highly ethical and calm approach to the task in hand has been instrumental in getting us into the excellent position we are in today.

I hope this small piece goes some way to redressing the bad and inaccurate press hysteria that surrounded **Robin** and his colleagues, quite wrongly in my view, a short time ago.

Steve Wright



Are your clients blue?

Over recent years **Private Hire** companies report a **75% move** from bookings taken using landlines to bookings made on a mobile phone. Traditionally a booking made from a land line or a phone box could be influenced with printed business cards, however with customers calling from their mobile phones, printed cards have become a less effective way of promoting your service.

Bluetooth Broadcasting Technology is the **21st Century** replacement for business card advertising; it sends your contact details out for free from a specialist transmitter unit directly to mobile phones. This technology not only promotes your service but also enables those people receiving the **Bluetooth Message** to save your firms contact details permanently in their phones contact list, making it easier for them to access your details for all their future journeys.

Using high powered transmitters portable **Bluetooth "pods"** can create a temporary **"cell"** in which every **Bluetooth enabled phone** within the distance of two football pitches can be notified of your service. A **Specialist** in this sector is **Bluetooth Interactive** who have developed a unit specifically for **Car and Cab Companies**, which has three high powered aerials as well as a simple to use interface that enables companies in the **Taxi, Minicab and Chauffeur** sector to change their contact messages in just a few clicks. For a simple one off cost firms can have a permanent way of distributing thousands of contact details per day directly onto the mobile phones of passersby.

Bluetooth Broadcasting is legal and incurs *no costs in sending messages*, users can accept or decline the details and no personal information is exchanged, this makes the technology very adaptable for private hire firms.

In summary – think of **Bluetooth Broadcasting** as **transmitting your business card** directly onto the screens of mobile phones and you will have grasped the key concept of this new phenomenon.

For more information visit
www.bluetoothinteractive.co.uk
and or see our advert on page 39.



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