

TAXI
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Malcolm Paice and John Williams

COMPUTER CAB PARTNER WITH BRITISH AIRWAYS TO PROVIDE A FIRST CLASS AIRPORT TRANSFER

London's largest radio taxi circuit, Computer Cab plc, has secured a contract to provide an airport taxi transfer service for some of British Airways' most valued customers. For an initial 3 month trial period, British Airways is providing complimentary taxi transfers to and from Heathrow Terminal 5 for all their First Class, Club World (Business Class) and Executive Club passengers who are flying long haul. Computer Cab drivers will be providing the taxi transfers and the drivers are delighted to servicing such a prestigious customer.

Malcolm Paice, Head of Operations at Computer Cab plc commented: "British Airways is looking to add value for their customers and what better way to achieve that than to provide one of London's world famous black taxis to provide a complimentary transfer to and from the airport? As London's largest and most esteemed radio circuit, Computer Cab is proud to partner with the national airline carrier to provide their customers with this service and of course we are delighted to offer this work to our fleet of 3,500 drivers."

INITIAL TRIAL STARTED

The initial trial runs from 18th May to 15th August and eligible customers can book a taxi to and from Terminal 5 at no extra cost to themselves. Malcolm added: "It is great to see licensed taxis take centre stage at Heathrow once more. For too long private hire cars have dominated the airport and this work recognises that taxis are well suited to the executive transfer market. We pride ourselves on having quality, purpose built and accessible vehicles, with drivers who know where they are going and have the use of bus lanes to make a transfer faster and more comfortable. Taxis are London's finest, and Computer Cab drivers are the best of the best."

Computer Cab has worked closely with British Airways to ensure the meet and greet process at Terminal 5 is seamless and makes for a comfortable experience for the passenger after a long international flight. Computer Cab has ensured the shortest possible transit from the arrivals area to the vehicle is achieved with impressive results. John Williams, a Computer Cab driver who is helping to ensure a smooth running at T5 commented: "The process of meeting the customer and getting them to their taxi is as slick as it gets. I really think this gives British Airways customers a smooth and trouble-free service. The layout at Terminal 5 really lends itself well to this work and I know our drivers will be doing their very best to deliver the world class service these customers deserve."

GOOD NEWS FOR COMCAB

It is the second piece of good news for Computer Cab in as many weeks, coming on the back of their being named in the Sunday Times Top Green Companies

for the second year running, securing their position as one of the greenest transport providers in the Capital. With a flight using a Boeing 747 having 85 seats in the business and first class cabins, BA are hoping to attract more passengers into the premium seats. The past few months have proved difficult trading times for BA and this is the latest initiative to improve profits for the airline, following on the two for one deals on Club Class seats over the May Bank Holiday.

NO BETTER WAY TO TRAVEL

Although some other airlines already offer a car service to some of their passengers, BA has chosen the iconic black cab to add value to their passengers' journey. Virgin Atlantic's chauffeured car service for Upper Class passengers operates within 75 miles of Heathrow or Gatwick. BMI lays on a chauffeured car up to 50 miles from Heathrow, while Emirates offers a 50-mile range for business class passengers and unlimited radius for First Class. BA's First and Club World customers living within 100 miles of the airport will be able to take advantage of the service. "There is no better way to travel to and from Heathrow than in a black cab," said Richard Tams, British Airways' head of UK and Ireland sales. "You can use the M4 bus lane to beat the traffic queues, and you have the most knowledgeable drivers in London at your service. This is a fantastic additional service for premium customers whether they live in Belgravia, Bath or Birmingham."

PCO Notice 16/09

Transport for London
Public Carriage Office



Consultation on the Licensing of Motorcycles as Private Hire Vehicles

The Public Carriage Office (PCO) is consulting on the licensing of motorcycles as Private Hire Vehicles (PHVs) in London. In order to form a considered and up-to-date judgement, the consultation seeks views on whether paragraph 1 of Schedule 1 to the London PHV Licences Regulations should be amended to extend the range of vehicle types that can be licensed as London PHVs. In particular, TfL seeks views on:

- whether motorcycles should be allowed to be licensed as PHVs;
- the issues and evidence to be taken into account in reaching this decision, and
- if they are to be licensed, the conditions that should govern their operation.

The focus of this consultation is on two-wheeled motorcycles as there are currently no three-wheeled motorcycles or quadricycles (i.e. four-wheeled vehicles that do not meet the category M1 criteria) operating as PHVs in London. However, respondents are also invited to comment on the possibility of licensing these types of vehicles.

Licensing as PHVs would mean that these vehicles could only accept bookings through licensed PHV Operators. They would not be permitted to ply for hire in the way that London licensed taxis can do.

The consultation document can be found on the Transport for London website at www.tfl.gov.uk/pco or copies can be collected from the ground floor reception at the PCO. We would welcome responses from anyone who may be affected by the proposals and the deadline for submitting responses is 24 July 2009.

Responses can be submitted in the following ways:

- email PCO.Consultation@tfl.gov.uk
- fax: 020 7126 1897
- writing: PHV Motorcycle Consultation, Public Carriage Office, 15 Penton Street, London N1 9PU

TfL will take all responses to this consultation into account in taking decisions with regard to the licensing of motorcycles as PHVs.

Enquiries about the contents of this consultation document may be made by email to colin.wren@tfl.gov.uk, telephone 020 7126 1406

Mary Dowdye
Head of Standards & Regulations

12 May 2009
For previous PCO Notices visit tfl.gov.uk/pco

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