

Conference Confirmation

The proposed **LPHCA / Landor** joint seminar / conference on
LONDON LICENSING AWARENESS
has received enough initial interest declarations to have been
pre-allocated a conference slot
week commencing Monday 15th November 2004.

Full details of the speakers and subject matter will be published in the autumn edition of Private Hire News, in early October.
As mentioned in the last edition of Private Hire News this Conference will be of particular interest to
Transport Officials, Licensed Operators, Local Authorities and Licensing Officers who want to assess the new
Licensing System in London, its progress and its impact inside and outside London.

The conference will also cover the progress of The Mayor's Safer Travel at night campaign in London, which The LPHCA and The
Private Hire Board have assisted in piloting.

In addition to the focus on London Licensing there will be discussion on Private Hire and Taxi Licensing throughout
England and Wales. This will cover the anomalies that are caused by over 350 different Local Authorities
all being empowered to create their own rules.

If you have already sent an early expression of interest you will be contacted in September
when the dates are finalised. Further expressions of interest can be emailed by sending your
contact details to PHNEWS@btinternet.com -
Alternatively your contact details and expression of interest can be faxed to 01442 380607.



PRIVATE HIRE NEWS

Having re-launched **Private Hire News** (The news magazine of the Licensed Private Hire Car Association) successfully in October 2003 as a quarterly publication, we are pleased that we are back having been very well received by everyone.

We will now be publishing to regular deadlines, winter, spring, summer and autumn in: -
January / February - April / May - July / August - October / November.

These dates deliver the magazine to the industry just before the two main Trade Exhibitions and in the quieter periods when key purchasing decisions are thought about and made.

Our policy to limit the number of competing advertisers to 3 has proven very popular, as has our loyalty to long-standing advertisers and products. We also have a policy to keep advertising to an average of 45% or less copy per issue, this is also popular as some trade magazines and newspapers have 80% plus advertising.

The magazine retains popular regular features like 'Talking of Grading', The Private Hire Board and of course the full listing of our Graded Companies who we independently visit and assess annually.

A new feature The LPHCA message board will bring the hot topics from the internet into print for those not yet online and encourage those with something to say to commit to the LPHCA world wide web link at www.lphca.co.uk

Rate cards and distribution details for advertisers are available on request: -

By email PHNEWS@btinternet.com - Fax 01442 380607 or Mobile 07956 329288