

Jacob Gemma

From: Mason John (TPH)
Sent: 16 July 2013 11:33
To: 'Russell Hall'; 'Ron Zeghibe'
Cc: Chapman Helen (TPH)
Subject: RE: Are you free on Friday?

Russ / Ron

Would be useful to get a list of issues you want to table with us in case we need to pull some info together.

In terms of items from us I would suggest:

- General business update for London – drivers, key facts and stats you can share, fixed fares to airports update etc.
- Update on the suspected drug dealing issue
- Minimum fares concerns
- TfL consultations
- Sharing useful data

Helen – have I missed anything?

John

Jacob Gemma

From: Simon Veingard <[REDACTED]@hailocab.com>
Sent: 10 December 2013 12:33
To: Moody Thomas
Subject: Re: Hailo Minimum Fare T&Cs

Thanks Tom.

Best.
Simon

On 9 December 2013 18:58, Moody Thomas <[REDACTED]@tfl.gov.uk> wrote:
Simon

Thank you for providing the information as requested. We will explore with our legal team and get back to you as soon as able.

Regards

Tom

From: Simon Veingard [mailto:[REDACTED]@hailocab.com]
Sent: Monday, December 09, 2013 05:55 PM
To: Emmerson Garrett; Moody Thomas; Buggy Simon (TPH); [REDACTED] (ST)
Cc: Chapman Helen (TPH); Kennedy-Todd Silka; Ron Zeghibe <[REDACTED]@hailocab.com>; Russell Hall <[REDACTED]@hailocab.com>
Subject: Hailo Minimum Fare T&Cs

Garrett, [REDACTED] Thomas and Simon

Ron, Russell, and myself enjoyed our meeting last week. As promised please find attached the proposed revisions to our T&Cs to explain Hailo's minimum fare. As soon as you confirm this works for you we will update the wording on our site. I will separately send confirmation of our PCI compliance.

Look forward to hearing from you shortly.

All the best.
Simon

--
Simon Veingard
MD UK and EVP EMEA
HAILO | Somerset House, The Strand, London, WC2R 1LA
mob [REDACTED]

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--
Simon Veingard
MD UK and EVP EMEA
HAILO | Somerset House, The Strand, London, WC2R 1LA
mob [REDACTED]

Jacob Gemma

From: Moody Thomas
Sent: 17 December 2013 10:10
To: 'Simon Veingard'
Cc: Emmerson Garrett; Buggy Simon (TPH); [REDACTED] (ST); Chapman Helen (TPH); Kennedy-Todd Silka; [REDACTED]@hailocab.com'; [REDACTED]@hailocab.com'
Subject: RE: Hailo Minimum Fare T&Cs

Hi Simon

I haven't as yet, I will see where there are with this so hopefully we can get back to you before Christmas.

Thanks

Tom

From: Simon Veingard [mailto:[REDACTED]@hailocab.com]
Sent: 17 December 2013 08:16
To: Moody Thomas
Cc: Emmerson Garrett; Buggy Simon (TPH); [REDACTED] (ST); Chapman Helen (TPH); Kennedy-Todd Silka; [REDACTED]@hailocab.com; [REDACTED]@hailocab.com
Subject: Re: Hailo Minimum Fare T&Cs

Tom, hi

Hope this email finds you well. Just wondered if you'd heard back from your legal team - we'd love to put this to bed before Christmas if we can.

Look forward to hearing from you.

All the best.
Simon

On 9 December 2013 18:58, Moody Thomas <[REDACTED]@tfl.gov.uk> wrote:
Simon

Thank you for providing the information as requested. We will explore with our legal team and get back to you as soon as able.

Regards

Tom

From: Simon Veingard [mailto:[REDACTED]@hailocab.com]
Sent: Monday, December 09, 2013 05:55 PM
To: Emmerson Garrett; Moody Thomas; Buggy Simon (TPH); [REDACTED] (ST)
Cc: Chapman Helen (TPH); Kennedy-Todd Silka; Ron Zeghibe <[REDACTED]@hailocab.com>; Russell Hall <[REDACTED]@hailocab.com>
Subject: Hailo Minimum Fare T&Cs

Garrett, [REDACTED] Thomas and Simon

Ron, Russell, and myself enjoyed our meeting last week. As promised please find attached the proposed revisions to our T&Cs to explain Hailo's minimum fare. As soon as you confirm this works for you we will update the wording on our site. I will separately send confirmation of our PCI compliance.

Look forward to hearing from you shortly.

All the best.
Simon

--
Simon Veingard
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HAILO | Somerset House, The Strand, London, WC2R 1LA
mob [REDACTED]

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--
Simon Veingard
MD UK and EVP EMEA
HAILO | Somerset House, The Strand, London, WC2R 1LA
mob [REDACTED]

Costs: linked from clause 2.1 of <https://www.hailocab.com/terms>

How much does it cost?

Last Updated: Oct 31, 2013 11:28AM GMT

Comment [AS1]: To be updated

The app is free to download, there are no hidden fees and Hailo doesn't charge to come and pick you up. Plus, uniquely to Hailo, our drivers will wait five minutes for free when they arrive at the pick up location.

Our drivers do not charge a 'Run In Fee' (in other words, they don't start the meter en route to picking you up) and once they reach the pick up location, and have let you know they are there, they will wait for five minutes before starting the meter - and you won't find that from a cab you hail from the street.

The minimum fare for using the Hailo service is £10 between 6am and 10pm and increases to £15 overnight between 10pm and 6am. The minimum fare is designed to increase the chances of you getting a cab when you need one most. This means that if the meter fare plus tip for your journey is less than the minimum fare, you will need to pay the difference so that the total amount you pay to the driver is equal to the minimum fare.

We also [offer fixed prices to London's airports](#) - always cheaper than the equivalent journey using the standard meter fare and very competitive with private hire.

Of course, good service still deserves recognition, which is why we have made leaving your driver a tip easy and optional. And for more information on cancelling a cab read our [Cancellation Policy](#).

All meter [tariffs](#) are regulated by Transport for London (TfL).

Current copy for this question:

<http://gb-lon-passenger.support.hailocab.com/customer/portal/articles/720152-how-much-does-it-cost->

Jacob Gemma

From: [REDACTED] (ST)
Sent: 29 July 2013 16:38
To: Chapman Helen (TPH); 'Russell Hall'
Cc: Mason John (TPH)
Subject: RE: Keep in touch

Sure. I will speak with Russell and sort.

[REDACTED]
[REDACTED] | PA to John Mason, Director, TfL London Taxi & Private Hire & Congestion Charging and Traffic Enforcement
| PA to Helen Chapman General Manager, TfL London Taxi & Private Hire
4th [REDACTED] Yellow, Palestra, 197 Blackfriars Road, London SE1 8NJ
T: [REDACTED] / Auto: [REDACTED] / Email: [REDACTED] TfL.gov.uk



For up to date news and information regarding London Taxi and Private Hire matters

follow us on Twitter **@TfLTPH**

From: Chapman Helen (TPH)
Sent: 29 July 2013 16:35
To: 'Russell Hall'
Cc: Mason John (TPH); [REDACTED] (ST)
Subject: RE: Keep in touch

Russ,

Definitely a good idea to touch base regularly. [REDACTED] could you set something up for Russ and I perhaps on a monthly basis?

Thanks
Helen

From: Russell Hall [[mailto:\[REDACTED\]@hailocab.com](mailto:[REDACTED]@hailocab.com)]
Sent: 29 July 2013 14:28
To: Chapman Helen (TPH)
Cc: Mason John (TPH)
Subject: Keep in touch

Hi Helen

I would very much like to keep in touch with you on a regular basis. Is this possible?

I have lots of ideas that will help the taxi industry to become a more professional service as Hailo goes global

To recap on our meeting here is some facts you requested:-

Total registered drivers - 12,607. This equates to 55% (11,953) of all Green badges and 18% (654) of yellow badges

Unique accept rate for June - July is 81%

On average we are seeing nearly 6,000 different drivers going on shift in a single week.

On average through June and July we are seeing 3,770 drivers on shift in a single day. This number fluctuates through out the week.

Full Wraps - 210

Door Logo's 620

Cumulative registered passengers - 350,000

Nearly 600 new registrations every day

Fixed Fares to the Airports has resulted in an accept rate of 94%

Minimum fares have given us no issues of complaints from passengers and drivers

Please let me know your thoughts on any of the above and lets put a regular 30 minutes in our diaries if possible

Regards

Russell Hall

Founder

HAILO,
Somerset House, The Strand, London, WC2R 1LA

email: [REDACTED] [hailocab.com](mailto:[REDACTED]@hailocab.com)

mob: [REDACTED]

skype: [REDACTED]

Jacob Gemma

From: Russell Hall <[REDACTED]@hailocab.com>
Sent: 27 November 2013 16:03
To: Kennedy-Todd Silka
Cc: Chapman Helen (TPH); Buggy Simon (TPH); [REDACTED] (ST)
Subject: Re: Meeting with TfL - Hailo

Hi Silka

I will make arrangements for Ron, Simon Veingard [Managing Director of Hailo UK] and myself to meet with Garrett and Helen as early as possible so we can resolve this issue.

I will liase directly with [REDACTED] and Ron's PA to firm up date/time.

As you know, Ron and I have a great relationship with TfL and we we love to take this opportunity to further our friendship.

I look forward to meeting everyone

Regards

Russell Hall

Founder

HAILO,
Somerset House, The Strand, London, WC2R 1LA

email: [REDACTED]@[hailocab.com](mailto:[REDACTED]@hailocab.com)
mob: [REDACTED]
skype: [REDACTED]

On 26 Nov 2013, at 17:14, Kennedy-Todd Silka wrote:

Hi Russell

Thanks for your time just now, and for saying you and Ron would be happy to come in for a meeting.

As I said on the phone, I work for Garrett Emmerson, who is the Chief Operating Officer at TfL (and Leon Daniel's second in command). Garrett is keen to meet you and to resolve the issue we've run into around your use of the expression 'minimum fare' when describing the service you offer. As I said on the phone, it looks as if it's a quick to fix comms issue, but it would be great if we could take this opportunity to talk through the issue and for you to meet with Garrett and Helen.

I'm copying in Garrett's Personal Assistant, who will be setting up the meeting.

I look forward to meeting you.

Best wishes
Silka

Silka Kennedy-Todd | Service Integration Manager | Surface Managing Director's Office
Transport for London | 11th [REDACTED] - Zone R3, Palestra, 197 Blackfriars Road, London SE1 8NJ
Phone: [REDACTED] | Internal extension: [REDACTED] | Mobile: [REDACTED] | E-mail: [REDACTED] [tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

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Jacob Gemma

From: Shorouk Bader <[REDACTED]@hailocab.com>
Sent: 29 November 2013 11:55
To: [REDACTED] (ST); 'Russell Hall'
Subject: Re: Meeting with TfL - Hailo

Thank you [REDACTED] – you too have a lovely weekend.

Kind regards,

--

Shorouk Bader

HAILO | Somerset House, The Strand, London. WC2R 1LA

M. [REDACTED]
@: [REDACTED]@hailocab.com
Skype: [REDACTED]

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From: "[REDACTED] (ST)" <[REDACTED]@tfl.gov.uk>
Date: Friday, 29 November 2013 11:43
To: Shorouk Bader <[REDACTED]@hailocab.com>, 'Russell Hall' <[REDACTED]@hailocab.com>
Subject: RE: Meeting with TfL - Hailo

My apologies for the delay Shorouk – you will see I have just sent the invite.

Please ask for me at reception on Wednesday.

Have a great weekend.

Kindest regards

[REDACTED]

From: Shorouk Bader [[mailto:\[REDACTED\]@hailocab.com](mailto:[REDACTED]@hailocab.com)]
Sent: 28 November 2013 12:40
To: [REDACTED] (ST); 'Russell Hall'
Subject: Re: Meeting with TfL - Hailo
Importance: High

Hi [REDACTED]

This works perfectly. Would you be so kind as to send an invitation out to the following email addresses with the full details?: [REDACTED]@hailocab.com, [REDACTED]@hailocab.com, [REDACTED]@hailocab.com and myself in copy?

Thank you in advance.

Kind regards,

--

Shorouk Bader

HAILO | Somerset House, The Strand, London. WC2R 1LA

M. [REDACTED]
@: [REDACTED]@hailocab.com
Skype: [REDACTED]

From: "[REDACTED] (ST)" <[REDACTED]@tfl.gov.uk>
Date: Thursday, 28 November 2013 09:15
To: Shorouk Bader <[REDACTED]@hailocab.com>, 'Russell Hall' <[REDACTED]@hailocab.com>
Subject: RE: Meeting with TfL - Hailo

Hi Shorouk,

The time I suggested was 12pm for one hour.

Is this still inconvenient?

Kindest regards

[REDACTED]

From: Shorouk Bader [mailto:[REDACTED]@hailocab.com]
Sent: 27 November 2013 18:52
To: [REDACTED] (ST); 'Russell Hall'
Subject: Re: Meeting with TfL - Hailo

Hi [REDACTED]

Wednesday 4th December would work but Ron is only available before 2pm as he has an early evening flight to catch. Would the morning/early afternoon work at all?

If so, please recommend the best time.

Kind regards,
Shorouk

From: "[REDACTED] (ST)" <[REDACTED]@TfL.gov.uk>
Date: Wednesday, 27 November 2013 16:40
To: Shorouk Bader <[REDACTED]@hailocab.com>, 'Russell Hall' <[REDACTED]@hailocab.com>
Subject: RE: Meeting with TfL - Hailo

Good afternoon Shorouk,

[REDACTED]

What are the chances of Russell, Ron and Simon being free on Wednesday 4th (assuming Helen is back) at 12pm for an hour, here in Palestra?

I look forward to hearing from you.

Kindest regards

[REDACTED]

From: Shorouk Bader [mailto:[REDACTED]@hailocab.com]
Sent: 27 November 2013 16:24
To: Russell Hall; [REDACTED] (ST)
Subject: Re: Meeting with TfL - Hailo
Importance: High

Hi [REDACTED]

I hope you are well. Further to the below email from Russell, please note that both Russell, Ron and Simon will be available on Monday 2nd December between 11am and 4pm.

Please let me know if a slot works within this time frame and what the preference would be in terms of location, as we would be happy to host at our office.

Kind regards,

--

Shorouk Bader

HAILO | Somerset House, The Strand, London. WC2R 1LA

M. [REDACTED]
@: [REDACTED] [hailocab.com](mailto:[REDACTED]@hailocab.com)
Skype: [REDACTED]

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From: Russell Hall <[REDACTED]@hailocab.com>
Date: Wednesday, 27 November 2013 16:07
To: "[REDACTED] (ST)" <[REDACTED]@tfl.gov.uk>
Cc: Shorouk Bader <[REDACTED]@hailocab.com>
Subject: Re: Meeting with TfL - Hailo

Hi [REDACTED]

Thanks for setting this meeting up

To assist Ron in scheduling a meeting with Garrett and Helen I've copied Shorouk who will access Ron's diary.

Please add Simon Veingard to the invitation as well as myself.

Regards

Russell Hall

Founder

HAILO,
Somerset House, The Strand, London, WC2R 1LA

email: [REDACTED]@hailocab.com
mob: [REDACTED]
skype: [REDACTED]

On 27 Nov 2013, at 15:08, [REDACTED] (ST) wrote:





Good afternoon Russell,

I hope you are well?

Can you please send me details of who to contact with regards to access to your diary, so I am able to arrange a suitable date/time for all?

Many thanks

[REDACTED]
[REDACTED]
PA to COO - Surface Transport
Transport for London
Palestra
11th [REDACTED] (11 R4)
197 Blackfriars Road
LONDON SE1 8NJ

 **Telephone:** [REDACTED] **Internal:** [REDACTED]
 **Mobile:** [REDACTED]
 **Facsimile :** [REDACTED] **Internal:** [REDACTED]
 **E-Mail :** [REDACTED] [tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

 Please consider the environment before printing this

<image001.png>For real-time traffic news, follow [@TfLTrafficNews](#) or go to tfl.gov.uk/trafficnews

From: Kennedy-Todd Silka
Sent: 26 November 2013 17:14
To: [REDACTED] hailocab.com
Cc: Chapman Helen (TPH); Bugey Simon (TPH); [REDACTED] (ST)
Subject: Meeting with TfL - Hailo

Hi Russell

Thanks for your time just now, and for saying you and Ron would be happy to come in for a meeting.

As I said on the phone, I work for Garrett Emmerson, who is the Chief Operating Officer at TfL (and Leon Daniel's second in command). Garrett is keen to meet you and to resolve the issue we've run into around your use of the expression 'minimum fare' when describing the service you offer. As I said on the phone, it looks as if it's a quick to fix comms issue, but it would be great if we could take this opportunity to talk through the issue and for you to meet with Garrett and Helen.

I'm copying in Garrett's Personal Assistant, who will be setting up the meeting.

I look forward to meeting you.

Best wishes
Silka

Silka Kennedy-Todd | Service Integration Manager | Surface Managing Director's Office
Transport for London | 11th [REDACTED] - Zone R3, Palestra, 197 Blackfriars Road, London SE1 8NJ
Phone: [REDACTED] | Internal extension: [REDACTED] | Mobile: [REDACTED] | E-mail: [REDACTED]@tfl.gov.uk

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Jacob Gemma

Subject: TfL / Hailo
Location: Wapping Meeting Room, 11th Fl, Palestra, 197 Blackfriars Road, SOUTHWARK

Start: Wed 04/12/2013 12:00
End: Wed 04/12/2013 13:00

Recurrence: (none)

Meeting Status: Accepted

Organizer: Emmerson Garrett
Required Attendees: [redacted]@hailocab.com; [redacted]@hailocab.com; [redacted]@hailocab.com; Kennedy-Todd Silka; Chapman Helen (TPH); Bugey Simon (TPH)
Optional Attendees: Moody Thomas; [redacted]@hailocab.com

When: 04 December 2013 12:00-13:00 (GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London.
Where: Wapping Meeting Room, 11th Fl, Palestra, 197 Blackfriars Road, SOUTHWARK

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Hello all,

Further to email attached, please confirm your availability to attend a meeting here in Palestra, Southwark.

Many thanks

Kindest regards

[redacted]

Map attached for ease.



Palestra map... Meeting with
TFL - Hailo

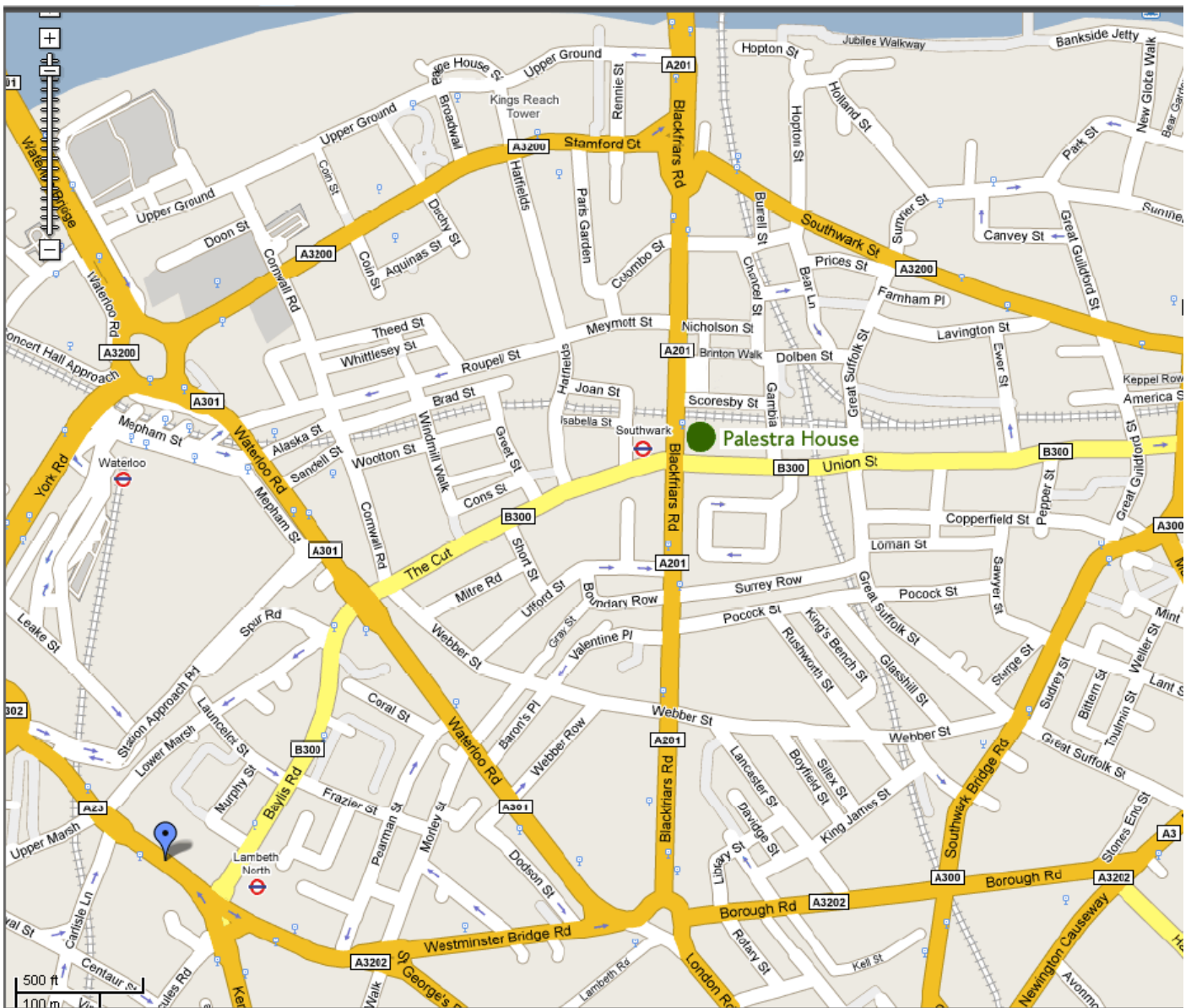
Palestra

Palestra
197 Blackfriars Road
Southwark London
SE1 8NJ



Palestra is situated opposite Southwark underground station.

It is a 5-7 minute walk from Waterloo (from Waterloo Road cross over and walk towards The Cut. Once on The Cut, continue to the junction with Blackfriars Road where Palestra is situated)



From: Hailo <support@hailocab.com>
Sent: 29 October 2013 20:12
To: Chapman Helen (TPH)
Subject: Minimum fare changes for more chance of a cab



Minimum fare changes for more chance of a cab

LONDON

Hello there,

To increase the chances of getting a taxi when you need one, we're making some changes to minimum fares.

How Hailo works

First, a bit of context. Hailo's job is to make taxis work better for everyone - passengers and drivers alike. London taxi drivers really are the envy of the world, and of the 22,000 in the capital, over 13,000 are registered with Hailo. Thanks to passengers and drivers, Hailo has changed the way Londoners get taxis.

Our aim is to give you the best service and value we can. That means taxis come to you, when and where you want. The meter doesn't start until your cab has arrived and you get in. There's even five minutes free waiting time.

That sounds great. But, even having the biggest taxi network by far, there are times when it's hard to get you a cab.

Let's look at this from a driver's perspective. Understandably, he wants to spend as much time as possible with a passenger on board. When he's offered a Hailo job, he's happy to drive to the pickup location and wait a couple of minutes, but all that time is non-earning time. He may pass people with their hand out on the way to picking you up. So it can be quite disappointing if the resulting job is 200 yards down the road to the shop.

In order to give you the most chance of getting a cab when you want one, we need every driver to know that the job is worth accepting - and that means guaranteeing them a reasonable minimum fare.

Changes to the Hailo minimum fare

As we enter the winter season, beginning this Wednesday 30th October at 6am, we're changing the minimum fare for Hailo taxi rides:

Monday to Sunday

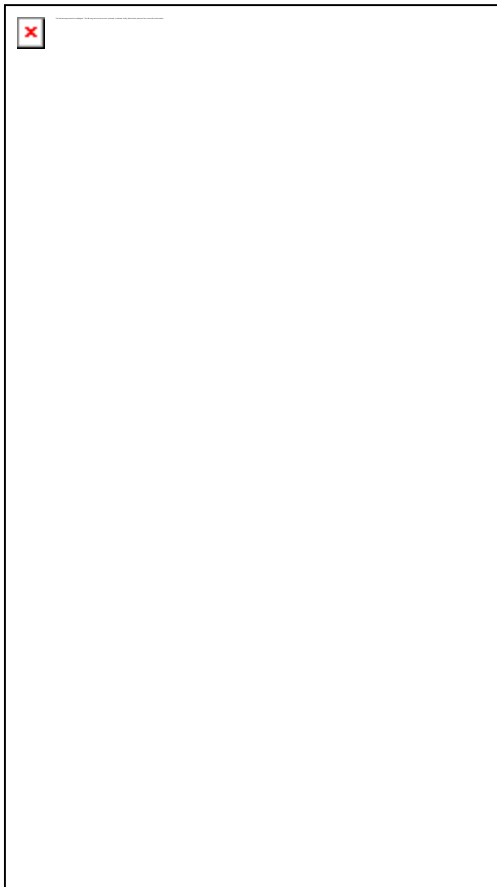
- £10 - 6am to 10pm

- £15 - 10pm to 6am

Cash or card now accepted at all times.

For the vast majority of passengers and journeys, this means no change to what you already pay. The average London cab journey is already over £15 - it'll only affect people who want to pop round the corner (though you can still do that of course if you want to).

Here's the message you'll see alerting you to the min fare in the app prior to taking the journey.



Thanks for reading this lengthy note. We wanted to share the context of the change and how it is aimed at giving you more chance of getting a Hailo without actually paying more.

If you have any questions, please let us know at support@hailocab.com

Thank you,
Terry, Russ and Gary
Hailo Founders and London cabbies





Email sent by Hailo, Somerset House, Strand, WC2R 1LA

[Unsubscribe](#)