

mailshot

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E14C

COMPLAINTS

On the continuing subject of complaints on E14C, I have twice found myself on point at the rank while being at No 2 in the queue. The last time this happened, I requested clarification as to what was happening. Shortly after, I was approached by a driver who was very verbal towards me as if I had done something wrong, claiming that I had passed him and taken front place. The reality of the situation was that he was sitting at the rear of the rank with his light off waiting for account work and leaving the rest of us to take whatever comes along while he gets the GOOD job. This, to me, is not what the rank at Cabot Square is about and I consider it to be seeking unfair advantage. As it turned out, while I was arguing with him, a fare came along and I was forced to leave the rank as my light was on and my anger had cooled. Had this not have happened I would have felt justified in entering a complaint about him - and done it. I do not know the circumstances of the other complaint, but if it was like mine, then I believe it was probably justified.

On the subject of the rank at E14C, surely the number of spaces on the rank has no relevance. The rank is a queue, and as such we all understand that you rank one after the other just like the other 'physical' rank at EC5 where there are no lines at all. We also understand that you can only book in when you are stationary on that queue, and that when you are on a recognised taxi rank with your light off, you are not plying for hire. So book in correctly or book off, whichever.

F. Estabrook (P95)

COST OF A YANKEE GALLON?

Regarding the cost of fuel in the USA (**Editorial September Call Sign**), you slipped up on a technicality. The USA uses a smaller gallon than we do, they have only 16 fl oz to the pint. After the colonies won their independence, the pint was increased to 20 fl oz.

My sister married an American from

Rochester, New York and while on a visit to him (before they were married - he lives here now) she ended up in the home town of Pyrex and thought it would be a good idea to buy a Pyrex measuring jug as a souvenir. I bet her that when she got back to the UK, she wouldn't be able to get the contents of a pint milk bottle into her new Pyrex pint pot! The wonders of a university edewkayshun, eh? And being a big sister, she didn't pay up either...

John Gallinari,
University College London, Gower Street (and taxi driver).

Amazing, isn't it, there's always someone who knows more than you!...Ed

MARK WHITE LOOKS AT ROGER ASCOUGH'S REPORT

Have I made an error of judgement in assuming your degree of intelligence or do you just not wish to use it? My argument is not, as you allege, anti-Board, but is consistent with the report which criticised four Board members in their management of our Society:

"ODRTS lack management strength and leadership due to a lack of experience, expertise or training in managing a business of the current size."

The conclusion of the report was that they should relinquish the day-to-day management of the operation in favour of a **"... move towards an Integrated Management Board of Non-Executive drivers and Executive Manager"** (something that Brian Rice has gone on record as agreeing with).

Instead of complying with the report, Mssrs Siteman, Cain, Whitbread and Togwell have taken advantage of some of it's recommendations whilst deceiving the membership and concealing it's true message. They reduced the number of Board Members and increased their terms of office in order to create full time 'executive' positions for themselves. And, to add injury to insult, they have since the commission of the report, put forward over 40 proposals aimed at enhancing their 'executive' lifestyles by giving themselves additional perks ranging from holiday pay to private medical health and sickness and life insurance policies (which also covered their families). They have since sought to relinquish the need to own a cab, taking them further away from their supposed roles of taxi driving representatives to Executive Managers for which they have no qualifications other than the sandwiches in their briefcases!

The consultant recommended: releas-

ing Marketing and Sales from the BoM and went on to say:

"The business lacks clear marketing goals and targets based on analysis of the overall market and marketing position combined with analysis of sales performance."

This conclusion was that one of the key factors for the success of Dial-a-Cab was **"...a co-ordinated and sustained marketing programme"** and **"the development of a skilled marketing team."**

We are still waiting!

Your continued stance as a propagandist on their behalf whilst ignorant of the contents of the report, gives strength to Bernard Shaw's view on democracy:

"Democracy substitutes election by the incompetent many for appointment by the corrupt few."

It was also interesting to read Mr Hill's comments (**Oct. Call Sign**) with regard to 'members' best interests'. Reading between the lines is confusing and leads to people drawing the wrong conclusions, so please tell me why I see PLC? Perhaps it is time for a second opinion of what is in the 'members best interests' from someone independent and impartial?

Mark White (B86)

Mark, is it not rather ridiculous for you to keep going on about the implementation of a report that was published around 1992? It's author, Roger Ascough, said in Call Sign in 1997 (some five years on):

"Although I am not a member of Dial-a-Cab, I am well aware of the fundamental culture of and passion for independence held by members, which makes this decision so important."

However the Society has accommodated many changes over the last 2 years and successfully achieved many of the recommended objectives and targets well within the planned time frame of 3 years."

The fact that the Society has been able to look forward, anticipate potential future issues and plan how to meet them, is good business practice that will ensure that Dial-a-Cab survives as an industry leader, as well as meeting the fundamental aims of the membership."

That suggests to me that he was fairly happy that we were heading in the right direction and as we are now streets ahead of other radio companies, we seem to have arrived at our goal. Our Sales Department is now run by a non-Board member (something you seem to have wanted but

