

YOUR LOCAL CAR:



Why operate in one county when you can cover three - all within a half-mile drive of your office! Your Local Car is a reliable, friendly family run private hire business based in Camberley. Officially in Surrey Heath district, the Hampshire and Berkshire borders meet at the entrance to the modern industrial estate in which the the company is based.

Your Local Car is the largest private hire company in Surrey Heath, covering all local areas including Camberley, Farnborough, Aldershot and surrounding villages. It wasn't always that way.

EARLY DAYS

The company was founded in 1996 with just one car, by Janet and Alan White. They had noticed a gap in the market when they tried to book a taxi to the local Frimley Park Hospital and found it difficult to find a company to take them at short notice. Mytchett Cars was created to provide a reliable service for the local community and surrounding areas.

When the couple decided to retire, their son Peter White took over the business, with an aim to grow the business and support the local community too. In 2011, he re-branded the company to Your Local Car.

EVERY POUND GOES AROUND



Peter is a passionate believer in keeping every pound spent within the local community, as he explains:

"We support the local community with a friendly, reliable service when they need us, so they support us in turn. This local-focus approach ensures that a pound spent with Your Local Car stays within the local economy."

We want every pound to 'go around', to circulate for the

benefit of the people who live here - and that includes us. We spend with local independent companies where possible to ensure that customers' money stays local for as long as possible. This approach supports local families, traders, businesses and workers."

PHONE AND ONLINE BOOKINGS

The company receives the vast majority of their bookings via phone, and rely on the rapid response and reliability of Yestech, the providers of their phone system. The system enables just a small team to take multiple calls quickly and easily, with allocation, dispatch and tracking taken care of by the Cordic system. Peter is impressed with Yestech's technology that helps him allocate the right staffing levels for various call periods:

"Yestech has been fundamental to the growth of our business. The technology they provide enables us to monitor the data of the calls so we can ensure we have enough staff to manage the incoming calls at different times of the day. Staff are enthused to ensure we do not miss a call."

There's another reason why the phone system is so crucial - and it's a surprising one...

SHARING OFFICES WITH YOUR COMPETITOR!

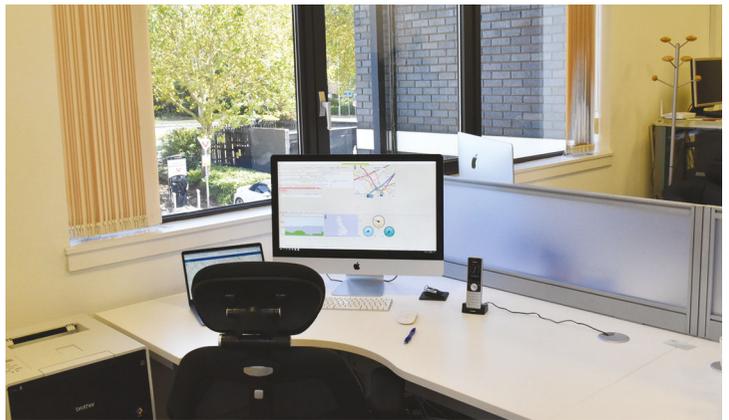
How many private hire car companies share their office with a 'rival' taxi company? Your Local Car does, and it has changed the way they do business for the better. Both companies operate independently of each other, but work together .



This mutually beneficial arrangement between the companies reduces dead mileage for drivers, and lowers their mutual carbon footprint on the local environment, all thanks to Cordic's Soft Merger Gateway. Rather than working against each other, they are stronger together.

CUTTING EDGE SOFTWARE

Your Local Car uses robust, industry-led technology to make life easier for their customers. The company uses Cordic technology to monitor cars at every stage of the journey, keeping the customer informed of arrival times via SMS, email or the app. The system automatically issues receipts, so it's easy for businesses and individuals alike to track their expenses - and keep that pound local.



KEEPING CUSTOMERS 'APPY

Your Local Car has invested in a brand new booking app that represents everything Your Local Car is about. It's simple to use, offers transparent pricing, keeps customers informed, and offers a channel for communicating with and rewarding regular customers, including special offers and discounts.

It's a natural progression for the easy-to-use online, website based booking system Your Local Car has employed for the past eight years. The app puts fast, convenient private hire booking at customers' fingertips, with real time features from an instant quote for their journey to seeing where their taxi is on a map, all on their mobile phone.

It's proved very popular too: since its launch late last year and after the initial surge the company averages six new downloads daily from new users. App bookings have risen above Peter's original target of 15 per cent to an impressive 20 per cent - and still rising.

WHEN LOCAL MEANS LOCAL!

OUT OF TOWN? NO PROBLEM

The app also links with a vast network of other private hire companies in neighbouring districts and London, through Cordic's Soft Merger Gateway. This enables Your Local Car customers to order a taxi out of the company's own normal operating area. In turn, it allows the company's drivers to get a return fare more easily, reducing dead mileage. The people who really benefit are the local customers, who can rely on Your Local Car to get them home – which was particularly important during the recent rail strikes on the commuter run to London!

BUSINESS IS TAKING OFF

With a blend of corporate and private accounts, the Your Local Car fleet of MPVs and cars is kept busy, carrying passengers across the area in comfort. Corporate clients particularly appreciate the privacy and anonymity of the smart marquee cars and MPVs, discreetly branded and driven with pride by smart, helpful drivers.

Their clients range from top brass travelling to and from the many military bases and the Royal Military School at Sandhurst, to CEOs flying into the local TAG Farnborough Airport from around the globe, so confidentiality is key.

Under Peter's management, the company had 40,000 passenger movements last year, created 35 jobs, and enjoyed a 22 per cent year on year growth.



FRIENDLY DRIVERS, COMPANY CARS

Your Local Car owns (not leases) a discreetly branded fleet of cars which all their drivers can access, so there is no need for them to use their own vehicles. Peter has invested over £500k in the fleet over the past five years, including quality marque cars, people movers and minivans.

Peter and his business manager Mark are equally keen to invest in drivers from all backgrounds, whether a young parent supplementing their income or a working person looking for a new career direction. As Mark says:

"Quality starts with our drivers, who are hand-picked from the many hopefuls who apply. Our drivers are the face of Your Local Car, representing both the firm and the family who owns it. We help with acquiring their PHV licence, and offer flexible hours and shifts to help them achieve the work/life balance they desire."

A HANDS-ON APPROACH

In keeping with the company's strapline, "Run by local people for local people" Your Local Car's owner Peter White, is very much hands-on. From his desk in the company's open plan office, he takes calls, sorts web and app bookings, and is constantly monitoring the cars via their cutting edge software system.

This ensures an appreciation by this company's management of exactly how the business operates. It also helps the company serve its clients better, as Peter can spot any issues before they become a problem. This ensures that Your Local Car offers a consistent and reliable service on which customers can rely.

FOR ALL THE FAMILY

Your Local Car is proud to have a growing number of family accounts, set up by grown up children for their aging parents. It's a great relief to families to know that their parents can give up driving but still access everything they enjoy. These family accounts ensure that seniors can access all their local amenities as they always have done - and still keep their pound local with Your Local Car.

IT'S A WRAP

Peter White clearly loves what he does, and he's not afraid to show a sense of humour in a highly competitive marketplace. The company recently 'unveiled' a brand new addition to their fleet. Followers on their various social media channels were fascinated by an 'advent calendar' style set of images of rusty arches, battered yellow paintwork and a geometric design that finally came together to reveal - a battered looking New York taxi cab!

In fact, the vehicle is actually one of the company's retired people movers sporting a cleverly designed wrap and the company's details on the rear window. The 'rusty cab' has been causing quite a stir in the area, and whilst not available for private hire journeys, it's a great way for Peter to advertise the company when he's out and about.

Locally, of course.



YOUR LOCAL CAR

Address:	Building Three, Riverside Way Camberley GU15 3YL
Website:	www.yourlocalcar.co.uk
Telephone:	01252 674646
Year firm started	1996
No. of vehicles:	30
Types of vehicle:	Saloons, MPVs, Minibus Exec, VIP
Licensing Authority:	Surrey Heath BC
Cost of:-	
Operator licence	£215 (1 year)
Driver's licence:	£250 (3 years)
Vehicle licence:	£265 (1 year)
Standard fares	Minimum fare £2.50
Booking system:	Cordic Ltd
Phone system:	Yestech Ltd 0800 524 4293