

Travel Style Group Limited

Licensing Department

Fylde Borough Council

St Annes Road West

Lytham St Annes

FY8 1LW

09/03/20

Re: Licence Application

Dear Andy / Joanne

As you know we have recently made an application for a private hire operator licence, as well as individual driver licences.

I refer to our recent conversation regarding a dispensation for the requirement to display plates and door signs on our cars.

I would be grateful if you would consider granting the above mentioned dispensation, as we intend to operate as an executive pre booked private hire / chauffeur service. Working mainly for corporate customers as well as, providing our services for special occasion transport.

All of our cars will be modern executive vehicles from marques such as Mercedes and BMW. And all of our drivers will be uniformed in suits with company ties.

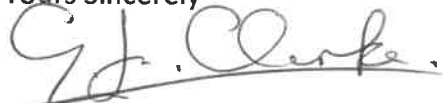
The initial two cars we would like to operate are as follows:

Mercedes E Class YF19 LXN and BMW 740d SE V10 GMC.

It is intended that the BMW will be a temp / back up car and as the fleet expands, we will standardise on Mercedes vehicles, E Class, S Class and V Class. (Please see attached fleet profile).

If you require any further information, please do not hesitate to contact me.

Yours Sincerely



Gary Clarke

Registered Office, Jubilee House, East Beach, Lytham St Annes, FY8 5FT.

Travel Style Group

Business Plan

Travel Style Group is a new business, the vision of a successful multi business owner, based in the Fylde, with a track record of delivering high levels of customer service, who values and delivers high service standards.

Travel Style Group will offer travel services to both businesses and individuals, who require a company that will take care of all of their travel requirements, for both business and pleasure.

It is intended that to provide the enhanced level of service our customers expect, we will provide an executive private hire / chauffeur service to ensure that any journey starts and finishes in style.

As the business is in the early stages of development, it makes sense to tap into the transport requirements of the group companies, consisting of BIU St Annes, BPG Lytham, Corebenyah Lytham, and a number of other companies within the group. We intend to offer transport services for business travel and visitors to our sites, as well as offering our services to members of staff for any special occasions / holiday airport transfers etc.

Once the business is up and running, we will be offering our executive private hire and chauffeur services to other corporate organisations in the Fylde coast area. We will be offering our services to private individuals for special occasion transport, such as airport transfers, date nights etc and sporting events etc. Our services will be provided on a pre booked basis.

We are currently in the process of developing our website, to provide customers with a window to our services and to allow them to make bookings and receive confirmations etc.

Also we are working on building in back office systems to manage accounts and admin functions etc.

We are working on including a fleet management facility to manage the compliance of both cars and drivers, to include car test dates, service reminders, insurance renewal dates. And such things as driver details, record driver licence checks etc. Reminders for drivers to undertake daily checks of their vehicle, with an acknowledgement tick box.

Initially we will be employing directly employed drivers driving our own company cars, however as the business grows we will consider owner drivers, providing they meet the standards we set ourselves, such as executive type cars and uniformed drivers to include, suit shirt and tie.

Travel Style Group

Business Plan Cont...

Company Structure:

Director: Russ Priestley, a successful multi business owner with a track record for developing and growing various businesses into successful organisations.

Director: Thomas Ellis, Financial director for many of the businesses in the group. Works closely with Russ, with responsibility for the financial compliance and financial guidance of the group companies.

Donna Frankland: An experienced business person, with responsibility for the office management of many of the group companies. Ensuring efficient office and admin management across the group. Donna has a wealth of experience in all areas of IT and running successful office functions.

Gary Clarke: With 30 years experience of running UK and European transport operations from multiple locations in the UK. Also worked in the executive hire / chauffeur sector in the Fylde coast area. Having held operators licences in road transport operations, operating from multiple sites in the UK. Fully aware of the responsibilities of running transport operations in todays fast paced economy. With full awareness of the need for safe and compliant operations.

Initial Fleet Profile

Mercedes E 220d saloons. (Good executive image, reliable and economical). Can source good late models, low mileage examples for approximately £35k.

Mercedes E 220d estate. (Good image, reliable, and economical. Also spacious and ideal for holiday airport and cruise terminal transport with luggage). Can source good late model, low mileage examples for approximately £35k.

Mercedes V250d / V300d 7 / 8 seater luxury people carrier. (Good executive image, reliable and fairly economical, for large vehicle). Good for transporting large groups to functions and airports etc. Always seem to be in demand. Higher charge rates than cars. Although less available on the second hand market than the E Class, can still source good, late model, low mileage examples for around £50k.

Possibly look at Mercedes S Class, as a flagship model. More as a special occasion offering and senior company executive travel. In my experience, limited market in this area for everyday hires, and charge rates not that much higher than E Class. Can source good, late model, low mileage examples for approximately £50k.

Future consideration should be given to the use of electric vehicles. However not really suitable for this type of work at the moment, until charging facilities become more available and charging times reduce. Also, the current batch that do offer reasonably good distance range are quite expensive and not as suitable as above for this type of work.

I think we should consider purchasing company number plates for the cars. I suggest plates ending with TSG, as an abbreviation of Travel Style Group. I've looked online and can get these from DVLA for between £250.00 and £1,000.00.

I suggest a replacement cycle every 3 to 4 years. I think this will be dictated by the mileages covered and the performance of the business.

The second hand market seems pretty good for these types of vehicles, so they should retain a reasonably good value when it comes to disposal.



Business Power and Gas Ltd
Jubilee House
East Beach
Lytham St Annes
Lancashire
FY8 5FT

FAO Donna Frankland
Travel Style Group Ltd
Jubilee House
East Beach
Lytham St Annes
FY8 5FT

25th February 2020

Re: Executive Private Hire Transport Services

Dear Donna,

Please be advised we intend to use the services of the Travel Style Group, as soon as you are eligible carry out business as an executive private hire company.

It is intended you will be involved in transporting both staff, customers and industry counterparties of the company, on a pre booked basis, as and when the need arises.

Please keep us informed as to when you will be available to provide services on our behalf.

Yours Sincerely

A handwritten signature in blue ink, appearing to read 'James Hall', is written over a light blue horizontal line.

James Hall
Director of Operations

BUSINESS POWER AND GAS LIMITED, SMART BUSINESS ENERGY

Tel: 0843 504 7799

Email: info@bpenergy.com

Web: www.bpenergy.com

Business Power and Gas Limited, registered number 09523024



Travel Style Group
Jubilee House
East Beach
Lytham St Annes
FY8 5FT

9th March 2020

Re: Executive Private Hire Transport Services

Dear

Please be advised we intend to use the services of the Travel Style Group, as soon as you are eligible carry out business as an executive private hire company.

It is intended you will be involved in transporting both staff and customers of the company, on a pre booked basis, as and when the need arises.

Please keep us informed as to when you will be available to provide services on our behalf.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Simon Carter', written over a horizontal line.

Simon Carter
Operations Manager

NOW
BOARDING

Travel Style Group
Jubilee House
East Beach
Lytham St Annes FY8 5FT

25th February 2020

RE: Executive Private Hire Transport Services

Dear Gary,

Please be advised we intend to use the services of the Travel Style Group, as soon as you are eligible to carry out business as an executive private hire company.

It is intended you will be involved in transporting both staff and customers of the company, on a pre-booked basis, as and when the need arises.

Please keep us informed as to when you will be available to provide services on our behalf.

Yours Sincerely,

A handwritten signature in black ink, appearing to be 'D. Pollard', enclosed within a large, hand-drawn oval scribble.

Daniel Pollard
Director
Now Boarding