



ODA Designation Consultation
Olympic Delivery Consultation
Mailpoint: 23-3A
23rd floor, One Churchill Place
London, E14 5LN

28 October, 2010

Direct Dial: 01494 545701
Email: amanda@bvrla.co.uk

Dear Sirs,

Olympic Route Network

Thank you for inviting the BVRLA to comment on the consultations relating to the Olympic Route Network and the penalty charge level for certain offences contravening the Traffic Regulation Orders made for the Games.

Penalty charge level consultation

We note that the consultation is proposing a flat £200 penalty for any offence relating to the Olympic Route Network with a 50% discount for prompt payment. This seems a sensible approach and one that we would support. However, given the severity of the penalty it is vital that a plan is in place to ensure all road users are aware of the network where it applies and what the penalties are for breaching the traffic regulation order.

If the network is to be enforced by cameras then it is vital that the legislation allows the fine to be transferred to the person who had responsibility for the vehicle at the time. This is particularly relevant for vehicles which are rented or leased, it is important to recognise that rental and leasing companies are the registered keepers of their vehicles but not necessarily the day to day users of them.

Where penalties are to be issued we would wish to have assurances that our members, who are the registered keepers of their vehicles, will have the ability to legally transfer liability of the fine on to the person or organisation that has rented the vehicle. In addition, we would recommend that there is also a legal defence for circumstances where the vehicle was being used or had been hired to a person or organisation that was involved with the games.

Communication plan

We think particular attention should be paid to ensure that visitors to the capital are aware of the network and who is able to use it. We are aware that when the London congestion charging scheme was launched there was no national publicity campaign and consequently many visitors to the capital were unaware of the congestion charging scheme. It is important that lessons are learnt from this experience and that a nationwide publicity is planned so people visiting the capital are aware of any restrictions.

British Vehicle Rental and Leasing Association

River Lodge, Badminton Court, Amersham, Bucks HP7 0DD
tel: 01494 434747 fax: 01494 434499 e-mail: info@bvrla.co.uk web: www.bvrla.co.uk

Olympic Delivery Authority

October 2010

The publicity campaign should also be targeted at those arriving for the Olympics from outside the UK, this could include making information available at ports and airports. Rental companies would also be happy to provide customers renting from their airport locations with leaflets explaining the route network and what it means. The leaflets should be available in several languages to help those who do not necessarily understand English.

There should be particular attention paid to signs especially around airport locations such as Heathrow where the route could have a major impact on how people access the airport. Signage should be very clear and possible in several languages to help avoid confusion for visitors.

We are more than happy to discuss any aspect of enforcement in more detail, in particular relating to rented and leased vehicles.

Designation Amendment Order consultation

We have noted the proposed changes to the roads for the Olympic Route Network and Paralympic Route Network and have no further comment on these changes.

Yours sincerely

Amanda Brandon
Legal Services Executive

Bona-fides BVRLA, the industry and its members

- The BVRLA is the trade body for companies engaged in the leasing and rental of cars and commercial vehicles. Its members provide rental, leasing and fleet management services to corporate users and consumers. They operate a combined fleet of 2.5 million cars, vans and trucks, buying nearly half of all new vehicles sold in the UK.
- Through its members and their customers, the BVRLA represents the interests of more than two million business car drivers and the millions of people who use a rental vehicle each year. As well as lobbying the Government on key issues affecting the sector, the BVRLA regulates the industry through a mandatory code of conduct. www.bvrla.co.uk