

## RADIO TAXIS GROUP RECEIVES INAUGURAL ITM GROUND TRANSPORTATION AWARD

RTG has been awarded the Institute of Travel Management (ITM) RICARUS Award, in the 'Ground Transportation' category. The ceremony took place, not at a glitzy dinner, but in an office just off London's Oxford Street in front of the ITMTV cameras, thus minimising the carbon footprint.

Paul Tilstone, ITM Executive Director commented: "The judges, all eminent environmental experts in their fields, marked the entries based on set criteria covering how scaleable, sustainable, innovative, and demonstrable of leadership the solutions were. The average mark created across the seven categories became the "plimsol line" for this year's judging and entries below this line were not considered further. This resulted in some categories not presenting a winner where no leadership was demonstrated.

"In others, however, where a sole winner was announced without any commended runners-up, the marking methodology demonstrates this winner as being head and shoulders above all other entrants."

On hearing of the award, Michelle Nunan, Head of Marketing at RTG said: "We are delighted to have been recognised at these important awards. This is further acknowledgment of the hard work we have put into improving our environmental credentials and setting ourselves apart from the competition. We are committed to taking responsibility for the effect our business has on the environment. This initiative was the next step – but we are constantly looking for ways to further improve."

Chair of the Judging Panel, Dr Keith Mason of Cranfield University said: "The judges were particularly impressed by the winner's involvement in the development and supply of a bio-diesel fuel which is currently available for its taxis. The company demonstrated leadership in a field not renowned for



technical innovation and is commended for its ongoing commitment to environmental sustainability. The bio-fuel developed demonstrated a 7% reduction in CO2 emissions but also significant reductions in noxious gasses, and increases in mpg performance of vehicles that use the bio-fuel.

"The company is also commended for educating its drivers about the social and environmental benefits of cleaner, less carbon intensive fuels."

### BEHIND THE MAGIC

The magic of this year's Magical Taxi Tour convoy to Disneyland, Paris was as great as ever. However, to consistently achieve this level of fundraising and smooth logistical movement takes a great deal of effort behind the scenes as well as that given by participating drivers and committee.

One such group were three knowledge trainees who volunteered to help out sticking the sponsors' advertisements on the cabs the day before departure. It was re-assuring to know that there are people coming into the trade who care enough to be already contributing to its image without yet having the benefit of earning a living from the trade.

The three trainees, all from Knowledge Point School, are Peter Allen, Sinan Batu and Shaun Powell.



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