

MIKE BOWRON THANKS CAB TRADE

At their Spring Court Dinner, The Worshipful Company of Hackney Carriage Drivers welcomed guest of honour, the Commissioner for the City of London Police, Mike Bowron. Held in the splendour of the Cutlers Hall in Warwick Lane, the dinner also counted Mr Brian Paddick, mayoral candidate and staunch supporter of the licensed taxi trade, among its guests.

Mike Bowron gave a speech which recognised the great synergies and good working relationship between the City of London police and the London taxi trade. He opened by pointing out that the taxi trade and City police shared similar objectives in keeping members of the public safe whilst also providing excellent service. Citing his close working relationship with Tony Ellis, known taxi trade ambassador, Mr Bowron spoke of the excellent results from London's marshalled taxi ranks at Liverpool Street and Queen Victoria Street and the high number of people who had benefited from this initiative.

Mr Bowron also referenced the CabWatch scheme, started by Tony Ellis almost five years ago, which enables the police to alert taxi drivers to security alerts and crucial information around the City. Mr Bowron also spoke of the number of City police night operations, such as Operation Blur, which had seen them seize a number of illegally operating minicabs and thanked the taxi trade for their support in this aim.



Mike Bowron also took time to congratulate the Worshipful Company of Hackney Carriage Drivers for its annual Magical Taxi Tour taking terminally sick children to Disneyland Paris. Mr Bowron had attended his first Magical Taxi Tour Breakfast last year and expressed his wish to join the Company again at the send off this year. Master of The Worshipful Company of Hackney Carriage Drivers Alan Parker thanked Mike Bowron for his support of the licensed taxi trade and spoke of the important link between the trade and other City bodies such as the City of London Police.

TRADITIONAL GIN CHOOSES BLACK CABS FOR ADVERTISING CAMPAIGN

Beefeater Gin ads are now featuring on 15 London cabs. The brand of gin is known for its London roots; Nick Blacknell, brand director for Beefeater said: "Black cabs are such a recognised London icon that it is logical for Beefeater to showcase its advertising in this creative manner, offering a visual representation of Beefeater's traditional heritage and its place in contemporary London."



The ads from the Forever London campaign will be on the cabs until November, along with branded tip seats which will carry information on Beefeater's production process. Drivers have branded receipt pads with cocktail recipes printed on them, as well as the names of bars where Beefeater Gin is served.

CHARITIES BOOSTED BY LTI STAFF

A number of local charities around Coventry are set to benefit thanks to generous staff at LTI Vehicles. Over £5,000 was raised by the 450-strong firm, through an extensive range of fundraising activities that included a golf tournament and raffle.

The money, which was raised throughout 2007, was presented to five chosen charities that included NSPCC, Myton Hospice, Acorns Children's Hospice, Alzheimer's and Warwickshire and Northamptonshire Air Ambulance.

Peter Shillcock, Managing Director at LTI Vehicles said: "We're delighted to be helping so many local charities. These charities do some excellent work within our community and we are only too pleased to offer our support. A big thank you must go out to all of the staff for their huge efforts in raising such an impressive figure."



Back row from left to right, LTI staff involved in fundraising: Margaret Hitchins, Jean Day, Sue McCusker and Lisa King. Front row from left to right: Richard Shawcross (NSPCC), Sanjay Jagatia (Acorns), Claire McDowell (Myton Hospice), Debbie McIlhone (Alzheimer's) and Jo Payne (Warwickshire and Northamptonshire Air Ambulance).

TAXI MEDIA GETS THAT FRIDAY FEELING

Consumers across the country are being encouraged to "Get that Friday feeling every day" by Cadbury's has booked a campaign through Taxi Media, including liveries, a text-to-win competition and free taxi rides on Fridays. The tip-seat ads carry Crunchie's text-to-win competition which offers passengers the chance to win a week's worth of surprises, including top comedy club tickets, magazine subscriptions and album downloads. As a special treat, between 4:00pm and 8:00pm on Fridays, taxis in London, as well as Birmingham, will be offering free taxi rides from Crunchie.

According to Julie Mercer, Senior brand Manager for Crunchie at Cadbury: "Taxi advertising is a fantastic way of bringing a campaign to life through the striking creative and interactivity that enables consumers to engage with our Crunchie brand. We were able to tap into the feel-good factor of the brand and campaign by providing free rides and sampling opportunities which made taxis the perfect companions to our TV and press campaign."

