

TAXI
GLOBE



WARNERS
GROUP PUBLICATIONS P.C.
West Street, Bourne,
Lincolnshire PE10 9PH

EDITORIAL

Editor: S. Goodwin
Tel: 01707 885439
Fax: 01707 696034

E-mail: taxiglobeeditor@warnersgroup.co.uk

DISPLAY & CLASSIFIED ADVERTISING

Sarah Hubbard
Sales Executive
Tel: 01778 392048
Fax: 01778 392079

E-mail: sarahh@warnersgroup.co.uk

PUBLISHER

Jackie Green

DISTRIBUTION

DND Transport Services Ltd.
Tel 01707 272305

PRINTERS

Cumbrian Newsprint, Cumbria

PRODUCTION

Zone 1 Media LLP
Tel: 01462 491134
Fax: 01462 491137

E-mail: pauline@zone1media.co.uk

ACCOUNTS & CREDIT CONTROL

Caroline Harris
Tel: 01778 391023

SUBSCRIPTIONS

To ensure you get a copy of Taxi Globe for 12 months, please send a cheque or postal order, made payable to Warners Group Publication, for £20 inclusive of VAT and post and packing in the UK to:
Taxi Globe Subscriptions,
West Street, Bourne,
Lincolnshire PE10 9PH

Taxi Globe has been carefully prepared, but articles are published without the responsibility on the part of the publishers or authors for loss occasioned to any person acting or refraining from action as a result of any view, information or advice included therein. The publishers accept no responsibility for the views or opinions expressed by contributors. Articles published in Taxi Globe do not necessarily reflect the opinions of the publishers, nor can the publishers or authors accept any responsibility for any claims made by the advertisers.

OVERCOMING HURDLES STUDYING THE KOL

David Mercer may have taken longer than the average time to become a London taxi driver but he has now had his badge for a year and is certain he made the right decision to become a taxi driver. David is but was determined this would not hinder him from living his dream of becoming a taxi driver.

He is now the proud owner of a midnight blue TX4, which he likes to keep clean and shiny. David said: "At the end of the day, the public look up to us as the best taxi drivers in the world so we have to uphold that reputation and deliver a top class service. There are days when it is wet, cold and rainy but you just go and do what you can because taxi driving is such a rewarding career."

Having difficulties to read and understand some parts of the Blue Book David had the routes recorded for him which he then listened to as revision. He admits being dyslexic was a bit embarrassing because of some things he couldn't do but he still persevered. He is a single parent with four children aged 25, 21, 14 and 13, and says that he is proud that he has now managed to redecorate his house after 12 years because of his earnings from taxi driving. He also says he is able to work his schedule to accommodate quality family time.

Transport for London's Director of Taxi and Private Hire, Ed Thompson said: "We are delighted to know that after putting in a spirited effort to complete his Knowledge of London, David Mercer is deriving real satisfaction from making a living as a London taxi driver. After persevering to reach his goal, I wish him a long and happy career providing a great service for Londoners and visitors to the Capital."

David recalls that so far one of his best moments came a few weeks

after he was licensed when a lady forgot her purse in his taxi and having remembered where he dropped her, he drove back and reunited the purse with the owner.

David is proof that studying the KoL can be studied by anyone who wishes to do so. Projects are currently being funded by TfL including the ones to encourage women and ethnic minorities to study, but the taxi trade has always been adamant in saying that all anyone needs is the motivation to study.



LIVERPOOL COUNCIL RETAINS BLACK CABS

This year's City of Culture, Liverpool, is the latest place where the Council have been deciding the future of their taxi fleet. At the end of March, the final meeting following a lengthy consultation period has seen Liverpool City Council vote to retain its distinctive fleet of accessible taxis.

Their decision was based on the facts that the current taxi fleet in Liverpool is instantly recognisable and gives passengers the confidence that they are using a properly licensed taxi. This is considered to be especially important for women travelling at night, as it ensures they know that the taxi they are getting into is safe.

All of Liverpool's 1,400 taxis are fully accessible to both disabled and able bodied passengers.

They are equipped with a range of features to provide security, access and comfort. Rob Laidler, Sales Director at LTI Vehicles, said: "We are pleased with this decision. We recognise that disabled groups have concerns that wheelchairs passengers are not always secured on taxi journeys and we will therefore be helping the TGWU union to deliver a driver training programme in Liverpool to put this right.

"We are also keen to work with Liverpool's disabled groups to look at how we can improve our current taxi. We are very proud of our professional taxi service in Liverpool and feel sure that that the public will be pleased with this decision to keep such an iconic vehicle and the benefits that it provides."

BAME FUNDING

Funding given to Kennedy Scott in October of last year from the London Development Agency to deliver a 3 year Knowledge of London Black Taxi Programme for BAME and women drivers saw the project get underway in January. So far, more than 70 students are undertaking the KoL as the project offers support to those people from Black, Asian and Minority Ethnic communities

participating and completing the Knowledge.

The £2million funding is for three years and it is hoped that during that time a total 620 students will be studying the KoL. Some will question why the funding went to Kennedy Scott to provide the training rather than one of the established KoL schools and so it is too early in the project to know how successful it will be.