

NEW TEST EQUIPMENT INSTALLED AT RICHMOND ROAD CAB CENTRE

Richmond Road Cab Centre in Hackney has always tried to offer a service to both fleet and owner drivers. Following the completion of Emission Conversions, Eddie Crossley has now turned his attention to reducing the cost of Overhauls and Mid Year Inspections, by installing a VOSA Calibrated Inspection Lane complete with Shaker Plates, Side Slip, Brake, Shock, Smoke and Head Lamp Beam tester. This system provides printed readouts of technical data which can achieve higher first time pass rates. Now customers can be more confident in presenting a vehicle at SGS.

Eddie made the decision to install the test equipment for the benefit of his fleet, and in doing so saw the benefits which he is happy to offer to Owner Drivers and Over Haulers to take advantage of. Already he is booking other garages in for pre-tests and estimates. His is currently the only premises in the East End that has installed this advanced test equipment. He offers menu pricing for parts and labour and reduced service costs if done with inspection.



Eddie Crossley, Managing Director of Richmond Road Cab Centre Ltd

The P.C.O has said that the Taxi Trade needs to advance with the times and more garages should be investing in this type of technology. Asked about the new equipment Eddie Crossley said: "We are already making savings on Labour and Parts and look forward to new customers using our facility."

There is ample free parking and a comfortable waiting room for drivers having a pre-test inspection or a free loan cab (subject to availability) should drivers require an overhaul or mid year complete with presentation to S.G.S.

TAXI PROMOTIONS LAUNCHES NEW CAMPAIGNS

In new travel industry campaigns by Taxi Promotions, The Greek National Tourism Organisation has launched a three month push to promote "Greece – The True Experience" and its www.visitgreece.gr website. Repeating last year's campaign but with new creative, and using receipts and tip-up seats there are now 280 cabs on the road in London, 20 in Manchester, 20 in Edinburgh, 20 in Glasgow, 20 in Birmingham and 20 in Liverpool. In another campaign, DialAFlight, one of the UK's top travel companies offering cheap flights, hotels, car hire, city breaks holidays, travel insurance and Business Travel, is promoting destinations Singapore, Brazil and Ethiad with a one year campaign featuring 40 fully liveried cabs on the roads in London and Manchester.



Hotels4U.com, is an Independent website that takes away the headache of booking hotels, apartments, villas and transfers for independently minded customers. It has signed up five of Taxi Promotions UK's Word of Mouth Ambassador Driver cabs. The drivers of these cabs get to visit the destinations so they can spread the word knowledgeably to passengers. The Nevada and Missouri Tourism authorities have also signed up an Ambassador Driver cab each for one year.

Asher Moses, Managing Director, Taxi Promotions UK, said: "Advertising on taxis, especially with Ambassador Drivers, is a great way of conveying the spirit and colour of a holiday destination."

NEW CAB GUIDE COURSE BEGINS by Graham Woodhouse

A new Cab Guide Course will start on the 8th September. Organised by the Worshipful Company of Hackney Carriage Drivers, in conjunction with City University, the course is a fully accredited and successful completion gives a professional guiding qualification. For those interested in increasing their earnings, this course will give them the essential extra 'Knowledge' to entertain every-day passengers (boosting tips) and the ability to conduct professional tours to visitors to this great City of ours. Many successful students go on to the City of London, or City of Westminster Guiding Courses. This course is the ideal starting point.

The course is structured over 8 weeks, 6 till 8 on a Monday night, and nearly all classes come with back-up notes. There are also 6 Sunday morning walks, starting at 10:30, lasting about 2 hours. These cover all areas that any good tour should cover, and get drivers out of their cabs & looking up!

Aspects covered by this course are the City of London; the City of Westminster; Southwark; Ceremonies & Pageantry; Lost rivers & Villages; the Thames; Mayfair, Belgravia, Kensington & the Great Exhibition; Hospitals, Asylums & Prisons; Architecture; and History of the

Taxi Trade.

The final exam is in 2 parts. Firstly, there is a written paper, comprising of 60 questions & an essay on a top (World Heritage site) London attraction. This part of the exam is to show that they have retained the required knowledge of various facts of specific aspects of London history & ceremonial pageantry.

The second part of the exam is a practical guiding exam, where students conduct a guided tour around a pre-determined route through the City of London. This will give them a chance to show off their guiding skills, understanding of the subject matter, and if they can put it over in an interesting & entertaining manner.

Tutors & Guides include both City of London Guides, Blue Badge Guides & Cab Drivers.

For further details please give Graham Woodhouse a ring on 07968-791117, or e-mail him at info@cabguide.com

Due to the popularity of this course, there is a closing date for applications; this will be 8/8/08.