

## ST LUCIA HOLIDAY PRIZE FOR PASSENGERS AND TAXI DRIVERS

In May 2008, The St Lucia Tourist Board branded 11 Ubiquitous taxis, split between London and Manchester. The campaign ran for three months and received an un-heard of response rate of 32% to the taxi passenger prize draw to win a holiday of a lifetime to the beautiful Caribbean island of St Lucia. Passengers travelling in the special 'St Lucia' taxis entered a postcard prize draw to win one of two return Virgin Atlantic flights to St Lucia with accommodation at Bay Gardens Beach Resort and Windjammer Landing Villa Beach Resort.

An extra incentive was given to the taxi drivers too – the two taxi drivers able to distribute the most entry forms - over 4,000 were distributed in total - got the same once-in-a-lifetime trip for them. The two cab drivers who won are Bill Bland from Sidcup, Kent and John Keys from Tiptree Heath, Colchester. Jackie Bookal, Marketing Executive at St. Lucia Tourist Board said: "Our branded taxis are a great way of generating awareness of our beautiful island and this promotion, with the help of Ubiquitous, will raise the profile of St. Lucia as the ideal holiday destination. With an increase in direct flights from London and Manchester, there really is no better time to visit."

Andrew Barnett, Managing Director of Ubiquitous said: "We have a history of promoting holiday destinations and airlines using our cabs. Obviously we are really pleased that the St. Lucia Tourist Board chose us for this promotion and also that it has been so well received."



## PCO & SGS CHRISTMAS AND NEW YEAR OPENING ARRANGEMENTS 2008/9

The Public Carriage Office and the SGS taxi and private hire vehicle licensing inspection services will be open during the festive season as follows:

### PUBLIC CARRIAGE OFFICE

Monday 22 December 2008 Normal Opening Hours  
 Tuesday 23 December 2008 Normal Opening Hours  
 Wednesday 24 December 2008 Open 8:00 to 12:00  
 Thursday 25 December 2008 CLOSED (Christmas Day)  
 Friday 26 December 2008 CLOSED (Boxing Day)  
 Monday 29 December 2008 Normal Opening Hours  
 Tuesday 30 December 2008 Normal Opening Hours  
 Wednesday 31 December 2008 Normal Opening Hours  
 Thursday 1 January 2009 CLOSED (New Years Day)  
 Friday 2 January 2009 CLOSED

### SGS INSPECTION SITES (TAXI)

Monday 22 December 2008 Normal Opening Hours  
 Tuesday 23 December 2008 Normal Opening Hours  
 Wednesday 24 December 2008 Open 7:30 to 12:00  
 Thursday 25 December 2008 CLOSED (Christmas Day)  
 Friday 26 December 2008 CLOSED (Boxing Day)  
 Monday 29 December 2008 Open 8:00 to 15:00  
 Tuesday 30 December 2008 Open 8:00 to 15:00  
 Wednesday 31 December 2008 Open 8:00 to 15:00  
 Thursday 1 January 2009 CLOSED (New Years Day)  
 Friday 2 January 2009 Open 08:00 to 15:00 (Hanworth)

Re-tests and Unfits only












Other Inspection Centres CLOSED

Any enquiries in respect of the above should be made to Graham Sarson, Business and Customer Services Manager at the PCO on 020 7126 1871.

# Martin Cordell & Co.

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