

RADIO STATION PROMOTED ON CABS

TalkSPORT is rolling out a major advertising campaign on 650 black taxis. The talkSPORT supersides, which promote the station's presentation line-up including Alan Brazil, Ian Wright, Stan Collymore, Andy Townsend and Ronnie Irani. The station recently announced that



following an 18-month hiatus, it was to run a £300,000 TV advertising campaign promoting talkSPORT's official live coverage of the Barclays Premier League across the ITV North and Central TV regions.

INCREASE IN FORGED CURRENCIES

£8m in forged notes were detected in 2007, with cash traders such as taxi drivers being particularly vulnerable. David Critchley of the Forgery Detection Association and CEO of cash handling and forgery detection equipment company, Anglo-Tech Ltd, told Taxi Globe that the recession fuels the trade in forged British and Scottish Banknotes of all denominations. "The scale of forgery is frightening. A total of nearly £8 million was detected and stopped by the Banks in the UK with a further 400,000 forged notes scooped in bulk raids in 2007 alone and over £40m in the last 4 years in the UK," said David. "There is little doubt that taxi drivers are at the forefront of risk when it comes to being passed a forged note as payment, some by innocent and unsuspecting passengers, but many others deliberately. And London black cab drivers are top of the risk list given the sheer number of fares taken per day in the capital."

Check-a-Note is a small device and inside Check-a-Note a special chemical is at work, which does not react with the chemistry of a genuine note, but does so on a forgery. All the driver needs to do is slip the note into the slot to hold it, sort out the change, and then check the note before parting with the change. Genuine notes will have a faint yellowish line but counterfeits will have a clearly visible dark, almost black line across the face of the note. The refills can be easily replaced, with each one checking approx 4000 notes.

Check-A-Note is already being used in many retail environments, such as Cine World, KFC, Thornton's and Farm Foods. "I am convinced it would give cab drivers peace of mind and avoid the financial losses that are likely to increase as we enter a deeper recession. I predict also that there will be a serious risk of forgeries escalating in the run-up to the 2012 Olympic Games in London and around the UK," said David.



Taxi drivers can buy
Check-a-Note
for the special offer price
of just £10.

Offer closes on
31st January 09

Telephone 01823 663 583

NEW MEMORIAL FOR HYDE PARK

A new memorial to the people who died in the July 7 bombings is being created in Hyde Park. Westminster City Council gave the sculpture's plans the go ahead, which is to be located on the east side of the park between Lovers Walk and Park Lane. Its design by architects Carmody Groarke has also received artistic advice from the renowned sculptor Antony Gormley. The 52 pillars will be grouped together in four inter-linking clusters reflecting the four bomb attacks at Aldgate, Edgware Road, Kings Cross and Tavistock Square on 7 July 2005.

Each of the columns will have its own inscription about the specific location of the bomb and as each column is cast in stainless steel the casting process will ensure that no two columns are exactly the same. Councillor Michael Brahams, chairman of the planning applications sub committee which gave the plans the go-ahead, said: "This memorial is a fitting tribute in keeping with its setting to those who lost their lives, and the loss suffered by their loved ones. "This is a bold and emotive sculpture which will ensure July 7 is never forgotten, and the cruel and needless loss of life, as demonstrated by each of the columns, is etched in the consciousness of future generations."

The memorial has been created by a team who worked in close consultation with representatives from the Department for Culture, Media and Sport, the bereaved families and advisors from The Royal Parks.

GIANT TAXI GOES ON ROOF by Ray Levy

On 8th November 2008 the London Taxidriers' Fund for Underprivileged Children wound up their 80th anniversary year by taking part in the very prestigious 793rd Lord Mayor's Show. The day started with the Committee meeting at Shoreditch Fire Station at 6.30 am, on a very dark, damp and dismal morning. Then it was on to Smithfield Meat Market where we immediately set about the task of decorating our taxis. Once completed, we eagerly awaited the arrival of our special passengers, very deserving children from the Pam Mason Group based in Bow, east London. There were screams of excitement as they clambered aboard our especially built giant 36 foot porcelain taxi, about to embark on an adventure they would never forget.

The fund's pride and joy which had taken a month to build was carried on a lorry. It was a 36 foot long taxi, with all the children on board smiling and waving flags in the three mile parade. As bad weather could never dampen our spirits, a brilliant day was had by all. As well as the giant taxi one of the other vehicles in the parade was "batmobile" taxi. Steven Bell, the driver tells me that after the parade he took the 'batmobile' taxi to his local dump to dispose of the 'batmobile' parts and the dump are now the proud owners of a newly decorated 'batmobile' digger!! We are delighted to say that the giant taxi will not be going to the dump, but will



eventually take pride of place on the roof of the Vanguard Storage building on the Western Avenue, A40, where past exhibits have been a canon, a light aircraft, an Aston Martin and a single decker bus!!