

## FREE FAMILY PASS TO LONDON ZOO!



Tom Whitbread, a Board member on Dial-a-Cab, recently bought a yearly pass for his grandson and himself that entitled them to have as many visits as they liked to both London and Whipsnade Zoos. An added perk of these yearly tickets is that they get invited to special opening events before the general public do. These have included the new Cheetah Rock Reserve at Whipsnade, the new Blackburn Bird Pavilion and the Animal Adventure (Children's Zoo) at the London Zoo.

Tom was so impressed by these new features that he wrote a very complimentary article in Dial-a-Cab's in-house magazine, Call Sign.

The article can be viewed on line by anyone at [www.dac-callsign.co.uk/09/May09/page23.html](http://www.dac-callsign.co.uk/09/May09/page23.html). A Marketing Executive of London Zoo (ZSL) then read the article and described it as an excellent way of describing the zoo and its many new attractions. This particular executive often tries to give London Taxi drivers a free visit to the zoo, but this year he decided to improve that to four days; Friday 5th June to Monday 8th June inclusive.

The taxi driver has to be one of the group and must show his Bill or Badge to gain the entry tickets. These can be for two adults and two children or just the driver and three children. The driver does not have to queue, he takes his group to the ZSL representative at the main

gate that is in charge the Taxi Driver offer and then he or she can go straight in with no long queuing.

If you do attend one of these free days, ZSL hopes it may encourage you to join and become a friend of the zoo by purchasing a yearly ticket, which helps them work in the preservation of the many endangered species of animals, fish and reptiles. If you have not been to the zoo in years, you will be amazed by the way they

have worked to make it viewer friendly. There is one thing that the zoo is strict on; drivers must not park on the zoo taxi rank. Any unattended taxi on the rank will be liable to parks police regulations.

ZSL hope you enjoy this very generous offer and will tell your passengers of the zoo's improvements. If other companies and facilities hear that London Taxi Drivers can help to promote the Zoo, the trade could receive even more of these special offers.



## LONDON BLACK CAB SIGHTSEEING TOURS AT BLVC

Johnny Carter, Brian With, Graham Woodhouse and Rob Woodford recently formed 'London Black Cab Sightseeing Tours', and their official 'launch' took place earlier this month at the 'Britain & London Visitor Centre' (BLVC) in the heart of London's west end. The guys decided on hiring floor space at the BLVC in Regent Street in order to create an instant awareness to tourists and visitors alike, finding their way in to research visitor attractions and things to do while in London – and why not see all the sights in an iconic London Black Cab?

Indeed, anyone entering the centre during the LBCST's 8 days in residence could not possibly miss the team, ably assisted by 'Arfur' who is 'half a cab' (kindly donated for the launch by LTI) to generate publicity – Arfur sat proudly in the ground floor foyer, slap bang in the face of anyone entering through the front door! The week could not have got off to a better start, as guests on the 'Robert Elms Show' on BBC Radio London 94.9; the team's Brian and Graham were interviewed by Robert in a session that went amazingly well. Elms, has for years championed the services of London's cabbies, and he was really pleased to accept a complimentary tour! Another BBC presenter to find his way down to the launch was night time talk show host 'Big George' Webley.

Back at Regent St, John and Rob were busily meeting visitors, talking to them about their Classic Tour, plus the options of bespoke tours depending on their interests and giving them their rather colourful eye catching brochure



All set ready to go!

with a shiny jet black cab sitting proudly on a Union flag! The launch also offered the chance for taxi driver guides to join the fleet, or for 'would be' guides to sign up for a course to become a guide. As the tours are fun and entertaining, as well as factual, many of the trades more charismatic characters found their way to the Expo. People like Rick Alford, Johnny Beesley, Jim Rainbird and George Vyse, among many others, dropped by to give this service the 'thumbs up'.

The team's publicity officer Rob Woodford told Taxi Globe: "From little acorns, I think the expression is, but one day we are going to be one giant oak tree, so any cabbies keen on taking on the Cabguide course (sponsored by the 'Worshipful Company of Hackney Carriage Drivers' and fully accredited by the 'City University'), simply contact course lecturer Graham Woodhouse on 07939 070224 or by email to [cabguide@sky.com](mailto:cabguide@sky.com).



Brian and John talking tours

London embraced 'LBCST' and their launch was a great success, but there is no stopping the guys now, they are shortly off to New York City to promote the tours, and that includes completing the Marathon in the 'big apple' dressed up as a taxi!

For further information about 'London Black Cab Sightseeing Tours' who now have an office at 56, Station Rd, Chingford E4 7BE (020 8523 8555 or 07766 332938), why not check out their website [www.londonblackcabsightseeingtours.co.uk](http://www.londonblackcabsightseeingtours.co.uk)