

TAXI
GLOBE



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UNBOOKED MINICABS - ILLEGAL AND UNINSURED

In a new hard-hitting campaign, the public are being warned about the dangers of using unbooked minicabs. Steve Burton, TfL's Director of Community Safety, Enforcement and Policing, warns: "Revellers should be aware that only black cabs can be stopped and picked up off the street without being booked. Illegal cabs put people, particularly women, at risk of sexual attack and by booking your minicab you'll ensure a record of your trip is kept and in the event of any problems the driver will be traced. Remember - never approach minicab drivers and if any minicab driver comes up to you, they're acting illegally so don't get in."

CHRISTMAS PARTY SEASON BEGINS

At this time of year the "Know what you are getting into" campaigns are particularly targeted at the start of the Christmas party season. This year's campaign sees powerful TV and cinema adverts to get across the message that getting into any minicab without booking is illegal, potentially dangerous and can pose the serious risk of sexual assault. The marketing campaign has been chosen after careful research; a number of creative options were developed by the marketing agency, which were shown to and discussed with a number of focus groups of women between 18 and 34, the target group. The chosen concept was shown to be the most effective concept for communicating

the message in terms of visual impact, shock, call to action and message understanding. The TV advert has been approved by Clearcast, the company responsible for the pre-transmission examination and clearance of television advertisements, to run on TV after the watershed - 9pm. Jenny Fawson, Director of Personal Safety for Suzy Lamplugh Trust said: "Suzy Lamplugh Trust has long campaigned to warn people of the dangers of using illegal cabs. These are illegal, uninsured and potentially very dangerous. Many people who have used unbooked minicabs have been victims of crimes such as theft, assault and rape. Suzy Lamplugh Trust supports the Mayor and TfL in urging late night travellers to make personal safety their top priority this Christmas party season."

A THREAT TO PERSONAL SAFETY SAYS MAYOR

The campaign is part of the Mayor's Safer Travel at Night initiative, which was launched six years ago. Despite on going adverts, a small but significant number, of younger women continue to use illegal minicabs despite the dangers they pose. Boris Johnson, said: "London is one of the safest big cities in the world but it is hugely important that everyone takes this message on board - minicabs that haven't been booked are illegal and a threat to your personal safety. Don't take the risk and don't let your friends do it either. Save the Cabwise text number, 60835, in your phone and use it."

INCREASED NIGHT TIME OPERATIONS

In addition to this year's hard-hitting TV and cinema advert, the Safer Travel at Night initiative over the Christmas period will be supported by increased night-time operations by the Met Police Cab Enforcement Unit. The City of London Police will also be stepping up enforcement activity against illegal cabs in the City. Chief Superintendent Joe Royle, MPS Safer Transport Command said: "We are determined that people get home safely after a night out in the Capital, which is why the Safer Transport Command is clamping down on illegal cabs. Minicab drivers that approach Londoners anywhere in the Capital touting for business pose a real danger to late night travellers. Our Cab Enforcement Unit's dedicated anti-touting initiatives will help reduce crime in the run up to Christmas. It is illegal for any minicab, even if they hold a TfL licence, to tout for business on the street or to carry out a journey that has not been booked through a licensed operator."

Thirty two TfL funded Safer Transport Teams, covering every borough in the Capital, will support these operations to deter illegal cab activity and get people home safely during the festive period. TfL and police representatives will distribute Safer Travel at Night information in areas known to be illegal cab hotspots.

**STOP, NO.
STOP PLEASE,
NO, PLEASE.
PLEASE STOP
TAKING
UNBOOKED
MINICABS.**

Whether you approach the driver, or they approach you, there's no record of the journey and you're putting yourself in danger.

Text **CAB** to **60835** and we'll use GPS to text your three nearest cab numbers.

CABWISE
Know what you're getting into

MAYOR OF LONDON
METROPOLITAN POLICE
CITY OF LONDON POLICE
Transport for London

Text charged at 25p per enquiry plus standard text message rate. Roaming rates apply to overseas networks. Customers on 3 and overseas networks need to enter different information. See 08.gov.uk/cabwise for further details.

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