

NEW CLOTHING PROVES POPULAR WITH COMCAB DRIVERS

Computer Cab plc, London's largest licensed radio taxi circuit, recently launched smart new polo shirts to its drivers and the take up has exceeded all expectations. Following calls from across the taxi trade for drivers to start adopting some kind of commonly recognised clothing, Computer Cab plc were keen to help lead the way and launched a range of 'racing green' polo shirts at a special rate to their drivers.

Malcolm Paice, General Manager for Computer Cab plc said: "We had been receiving an increasing number of comments from our drivers about how a better display of unity on the cab ranks could be achieved. At the same time we have faced increasing competition from private hire drivers who are often perceived to be smarter dressed. To try and tackle both these issues we agreed that the general principle of taxi drivers having a universally recognised range of clothing might be helpful.

"We chose racing green because of its smart looks, plus the fact it represents a colour commonly used across the cab trade due to its connotations with the green badge. We opted for smart and discreet gold embroidery and the result is a neat, durable polo shirt that has wide appeal."

Since launch the take up from Computer Cab plc drivers has exceeded all expectations and an



Photo courtesy: Kim Hawkins Photography

extra order was quickly drafted in, with Computer Cab plc even getting calls from non-subscribing drivers wanting to purchase the shirts.

Malcolm added: "This is not a uniform and we don't think that's the way to go. All drivers are self employed and are free to wear whatever they wish in their working day. Many of our drivers are already very well turned out when they come to work and we have a well earned reputation as the smartest taxi fleet in the capital. For those drivers who don't want to go the whole shirt and tie route this is a good, smart middle ground. The idea is that any taxi trade organisation can adopt the same colour scheme, use their own logo, but over time more and more licensed taxi drivers will be recognisable by the universal colours adopted here. That has to be a help when private hire drivers are getting more easily recognised by their smart attire and silver saloon cars."

Computer Cab plc do not mandate the clothing for their drivers, it is entirely optional. The clothing is manufactured by a leading name in comfortable, high quality workwear and Computer Cab plc has heavily subsidised the clothing range to help drivers purchase the polo shirts, allowing them to buy two of the shirts for an incredibly low price of just £6.

Malcolm concluded: "Making it affordable helps, but of course the main thing is that drivers retain the freedom of choice to wear what they think is most appropriate when they are at work. With so much of our work being at high profile corporate clients, most drivers would not take the chance of feeling out of place in a customer's reception area and they dress accordingly. Simple things like offering these smart shirts can be a help and if it makes any taxi driver more recognisable then it must be a good step. If this range continues with its current popularity then we may well look at extending the range we offer to our drivers."

PARK PLAZA HOTELS & RESORTS PRESENTS NEW LONDON HOTEL: PARK PLAZA WESTMINSTER BRIDGE LONDON



Park Plaza Hotels & Resorts is changing the face of the London hotel scene with its new £350 million hotel, Park Plaza Westminster Bridge London, which launched its soft opening in February. Situated at the foot of Westminster Bridge in the heart of London's buzzing South Bank, Park Plaza Westminster Bridge London offers uninterrupted views to Big Ben and the Houses of Parliament. It is the fourth Park Plaza hotel located on London's South Bank. The adjacent Park Plaza County Hall hotel opened in 2008 and nearby Park Plaza Riverbank hotel and the five-star Plaza on the River opened in 2005. Also in London are the Park Plaza Victoria and the Park Plaza Sherlock Holmes hotel on Baker Street.



River Thames, guests will find unique attractions and a thriving arts community. The most visited attraction in London, the London Eye, is at the heart of the action. Also minutes away are the London Sea Life Aquarium, South Bank Centre and the National Theatre. A stroll across Westminster Bridge is Big Ben and the Houses of Parliament. Walk a few minutes further and find Westminster Abbey, Buckingham Palace and Covent Garden.

ACCOMMODATION

Both business and leisure guests will appreciate the contemporary guest rooms and choice of 54 suites and penthouses. Spacious Superior Rooms measure an average of 27 square metres while Studio Rooms, which provide a separate sitting room ideal for families, average approximately 36 square metres. Guest room features include 37-inch LCD flat-screen televisions, bedside lighting controls with dimmers, a workstation with international electrical outlets and a mini-bar with separate refrigerator. Sleek bathrooms provide separate bathtubs and glass-enclosed showers, vessel sinks, under-counter night lights and makeup mirrors.

MEETINGS & EVENTS

As one of the largest, pillar-free ballrooms in London, the hotel's Westminster Ballroom accommodates as many as 1,400 theatre-style and more than 1,000 for dinner. An additional 31 meeting rooms provide an array of options ranging from small board meetings to receptions for 1,200 guests.

DINING

The hotel's restaurants are 1WB Brasserie, its signature restaurant created by acclaimed chef Joel Antunes, who returned to London following a decade abroad. Antunes is best known in the UK for his work in the 1990s creating London's Michelin-starred Les Saveurs. Other dining options include Ichi Sushi and Sashimi Bar for the freshest made-to-order sushi and Primo Bar, featuring live entertainment nightly on its own stage. Guests also can enjoy the ultimate Italian coffee experience with espressamente illy on the ground floor, which features not only great Italian coffee, but freshly made pastries, Panini and salads.

LOCATION

Park Plaza Westminster Bridge London is located only steps from the city's most iconic attractions. Four minutes away, along the South Bank of the

FREE ILLY COFFEE AND PANINI ON TUESDAY 9TH MARCH

To celebrate the opening of Park Plaza Westminster Bridge, illy Espressamente bar is inviting all licensed Hackney Carriage drivers to a free coffee and Panini on the 9th March.

The new hotel is located opposite Park Plaza County hall, and access to the Taxi drop of is on the approach from Westminster Bridge Road, heading towards York Road. 200 Westminster Bridge Road, London, SE1 7UT.

Please hand this voucher to the illy staff. Only 1 voucher per licensed driver, valid only on 9th March subject to availability. This voucher cannot be used in conjunction with other offers.