

## HANDS UP FOR THE LONDON TAXI!

A campaign has been launched by the LTDA to encourage taxi use. All kinds of media are involved, with radio adverts which began during January continuing through February, as well as billboards and newspaper ads. Taxis are also carrying branding to promote the use of taxis, including hubcaps, rear windows, seat backs and supersides. With help from Taxi Media, the “Hands Up for the London Taxi” campaign is backed by 100,000 receipt pads and a multi lingual leaflet for drivers to give to passengers at the airport. Tourists arriving at the airports are being given the leaflet, which warns of the unexpected pitfalls that can come from using unlicensed minicabs, including the cost implications of those recommended by some hotel concierges and restaurants. The leaflet says: “Remember: No TAXI sign means it’s not a TAXI”.



If you haven't heard one of radio the ads simply log on to the LTDA website at [www.ltda.co.uk](http://www.ltda.co.uk) where you will see the radio ad link. Drivers can get the leaflets through the LTDA office at Heathrow and receipt pads are being distributed at station ranks, cafes, shelters, garages and the LTDA Reception at Woodfield Road. The campaign has been launched to help the trade as a whole and it is hoped it will generate more work for the trade as a whole.

Any driver wanting more information about the LTDA can ask for a joining pack at Woodfield Road or by telephone: the number is 0207 286 1046 .



## TAXI DRIVERS TAKE NVQ TRAINING

Rob Woodford and John Carter, two of the partners in ‘London Black Cab Sightseeing Tours’, together with experienced Driver Guides Jim Rainbird and Dave Canell, all recently took advantage of the free availability of the new ‘NVQ Level 2’ in ‘Road Passenger Vehicle Driving’. The short 2-day workshop took place in Harrow and Southwark and the team at ‘Skills UK’ is set to continue with further workshops in London and the Home Counties throughout 2010.

Rob told Taxi Globe: “I would recommend readers to take advantage of this free opportunity to gain the qualification before legislation commands that all licensed cabbies have to undertake it. The course will be run at a hotel near to where they live or work, and it’s good fun too!”

This course can be fully funded through Train 2 Gain. Skills UK have national funding to support drivers/escorts undertaking a first NVQ Level 2 in Road Passenger Vehicle Driving. The aim of the qualification is to improve the skills, knowledge and overall performance of individuals who work in providing a passenger transport service by road. The costs of the programme are usually between £900 and £1,200 however, where candidates meet the eligibility criteria and are undertaking a first NVQ level 2 this programme will be fully funded.

Candidates who undertake the programme will be assessed on their ability to:-

- \* Achieve effective working relationships with colleagues
- \* Ensure health and safety in your work environment
- \* Provide professional customer service
- \* Assist passengers with special requirements
- \* Deal effectively with difficult passengers
- \* Drive passenger carrying vehicles safely
- \* Process fares
- \* Deal with emergencies and incidents during a journey

Telephone Dawn for further details on 01623 825700

## MOBILE PHONE USE AT THE WHEEL INCREASES

According to the Department for Transport, the proportion of car drivers using hand-held mobiles increased by 27% between September 2008 and November 2009. For van and lorry drivers the figure was up by 18%. Commenting on the findings, the director of the RAC Foundation Professor Stephen Glaister, said: “We know that drivers’ reaction times slow by almost half when they are having a chat on their mobiles. This is even worse than texting whilst driving - bad enough in itself - which our research has shown reduces reactions by a third. It has been illegal to use a hand-held phone at the wheel since December 2003 and yet we have still seen this increase. It seems a small, but growing, minority of drivers choose to flout the law. Yet their actions can have tragic consequences. In 2008 the use of a mobile phone was a contributory factor in 16 fatal road accidents and many more where people were seriously injured.”