

## MARSHALLED TAXI RANK HELPS KEEP SHOREDITCH SAFER

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Hackney Council, the Police and Shoreditch bars\* have clubbed together for a month-long campaign to encourage both licensed cabbies and passengers to Shoreditch's marshalled taxi rank - close to the 333 Club, Friday and Saturday nights, 10pm-3am.

### FREE TEA AND USE OF FACILITIES

The rank, which opened in winter 2009, is run by TFL. It is now attracting an average of 120 cabs and around 230 passengers on weekend nights. But Hackney Council would like to urge more licensed cab drivers to the rank to offer lone women who are out in Shoreditch, a safe ride home. During the month of April black cab drivers who stop at the rank will be offered a free air freshener and the chance to enjoy a free brew and use of the facilities at one of two taxi-friendly Shoreditch bars - The Old Blue Last and The Barley Mow pub - from 10pm until 1am on Fridays and Saturday nights after Easter.

Lucy Palmer, Manager of the Barley Mow pub, said: "I'm offering tea and a wee for licensed cabbies because I know my customers benefit from taking a safe cab home rather than a lift with a random driver. Shoreditch's licensed cab drivers are crucial for helping us to drive the message home to drinkers that it's worth the walk to the rank and not worth the risk of getting into an unlicensed vehicle."

### POSTERS ADVERTISING THE RANK

A further 20-plus clubs and pubs in Shoreditch are also supporting the safety campaign by displaying posters promoting the marshalled taxi rank in Ladies' loos. Doormen at nearby bars will also hand out business cards to customers and remind them of where to find the marshalled cab rank. The four marshals who work at the Shoreditch



rank are also working London cab drivers, who understand the needs of cabbies as well as customers. Tony Ellis, Operational Manager of Shoreditch's marshalled taxi rank said: "We urge licensed cabbies to give the marshalled rank a chance. It's a great location and if you come, we'll get you the customers - it's a safe bet for everyone."

Steve Douglas, Hackney Council Corporate Director for Neighbourhoods and Regeneration said: "All the marshals at the Shoreditch rank are experienced working cab drivers. They're great communicators who understand the needs of drivers as well as customers. Black cab drivers can trust the marshals to find them customers and to check that those passengers are in a fit state to get in the cab."

All Shoreditch pubs which are helping to promote the marshalled taxi rank are part of the PubWatch initiative, which aims to encourage a socially responsible drinking in Shoreditch.

### HACKNEY SAY RELAX CAMPAIGN

This campaign is part of the Council's Hackney Say Relax initiative, run with Home Office funding and support from partners including Safer Neighbourhoods Police, Licensing Police, TFL and Shoreditch bar managers and doormen.



Shoreditch taxi marshals taking a pit stop at the Barley Mow pub, pictured: Wally James (foreground), Tyrone Johnson (middle), Paul Bell (at the end)

### Pubs offering free "Tea and a Wee" for Cabbies are:

The Old Blue Last,  
20 Curtain Road, Shoreditch,  
London, EC2A

The Barley Mow Pub,  
120 Curtain Road, Shoreditch,  
London, EC2A

From 10pm until 1am on Friday and Saturday nights after Easter.

## SAFETY INFORMATION FOR WHEELCHAIR USERS

A new sticker with safety information for wheelchair users has been approved for display in licensed taxis. Available from SGS Centres, the sticker is designed to clarify the recommended safe position for wheelchair users when travelling in taxis. It also incorporates the No Smoking sign which currently must be displayed on taxis.

Wheelchair users should be carried facing the rear of the taxi with their back to the partition. The attachment belts, designed to ensure the safety of wheelchair users, will only work properly if the wheelchair is in this position.

The new sticker will go inside the taxi passenger compartment, in the off-side rear quarter light window, opposite the window where the Taxi Information Sticker should go.

The stickers will be rolled out to all licensed taxis over the next 12 months and after this period will become a mandatory requirement for all licensed taxis.



## IN-CAB CCTV GIFT FOR DARTFORD CABBIES

Brigade Electronics has donated digital recording systems to two taxi drivers who were brutally attacked in Dartford. The palm size system has two cameras, one which records the road ahead and a second camera which records the driver's environment. Brigade's Marketing Executive, Emily Randall said the decision was made to offer the drivers the CCTV systems after hearing about the attack on the local news. She said: "We were appalled at the obvious security risk posed to these taxi drivers, so we decided to donate a Dual Vision vehicle CCTV device to Mr McCann and Mr Palmer."

One of the drivers attacked, Mr Palmer, said: "I want to say a big thank-you to Brigade Electronics. The camera will act as a deterrent for a start and that's the most important thing. Second, it gives you confidence. It is a real weight off my shoulders, because I feel vulnerable. During the day my job is a walk in the park, but night shifts are different."

The second driver and former chairman of Dartford Taxi Association, Mr McGann, said: "It will help me and Owen feel safe. People are aware they are on camera and start behaving themselves."

The Dual Vision is easily fitted to the cab windscreen with a tamper proof housing to prevent

sabotage. The system has integrated GPS tracking and can also be used to refute false insurance claims. Data can be stored on a removable SD card and no Special software is needed to view the stored data. Even when the ignition is turned off, the recorder continues for a set programmable time.



The dual camera system fits neatly to the windscreen by the rear view position.



Mr Palmer and Mr McCann receiving their CCTV systems. Mr Palmer and Mr McCann said the Dual Vision systems will make them feel much safer.