

HEATHROW TAXIS TRADE SHOW

On the 27th and 28th July 2010, Heathrow Taxis will be holding a Trade Show for all airport drivers at their offices in Capital Place, 120 Bath Road. The Trade Show will see the launch of their new 'Blue Voucher Scheme' designed to capture a new stream of customers making enquiries through the website which is now linked to from the official Heathrow Airport website. This new stream of mainly international travellers will see an increased number of prepaid journeys

being despatched to the head of the ranks at the four Heathrow terminals.

Heathrow Taxis will also be holding a competition draw with a fabulous prize, free to enter to all those drivers who attend and sign up to the new voucher scheme.

In addition to this, a number of selected partners will be exhibiting at the show and offering exclusive deals or reduced rates to Heathrow Taxis members. The Worshipful Company of Hackney Carriage Drivers will also

be in attendance promoting their Cab Guide courses and charitable work.

Although the offices are only a few hundred yards from the North Feeder Park, a shuttle service will be available to make it easier for drivers to attend. Accompanied tours of the new refurbished taxi information desks will take place

throughout both days so drivers can see the improvements which are already attracting new customers.



THANK YOU FOR YOUR SUPPORT FOR ARMED FORCES DAY

London's taxi drivers were amongst those supporting Armed Forces Day. The Worshipful Company of Hackney Carriage Drivers has received an email from Major Hobbs. Members of the company recently attended the Regent's Park Barracks to add their support to the campaign. Major Hobbs said: "Many thanks for your contribution, support and encouragement for Armed Forces Day - its success over the weekend was

due in no small part to your help and assistance. We are already getting very positive feedback from many areas



that were part of the campaign and I thought that you would appreciate a quick overview of the measures of

success. Across the UK, a total of 365 events were registered on the website (I am sure that there were more) with hundreds of thousands of people taking part in the brilliant weather (that we cannot take any credit for). The 14 VIP military guests at Wimbledon were given a rapturous standing ovation by the crowd in Centre Court, mimicking the levels of support across the UK."

THE SEARCH FOR THE UK'S MOST PUKKA BLACK CABBIE IS ON

Caring cabbie Don Pratt recently made news headlines when he was left a £250,000 tip after one of his customers passed away. He was left more than £250,000 in pensioner Mary Watson's will. He had spent two decades driving Mary to and from her local shops and when she died, aged 86, she left Don her whole estate which included her house and savings. Now the father-of-four has been snapped up by car care expert Turtle Wax to lead and judge its national search for the 'UK's Most Pukka Black Cabbie'.

Speaking at the launch of the search Don, 65, from Newquay, said: "Being a good cabbie is much more than simply ferrying passengers from A to B; in any one day you can be called upon to be a counsellor, a critic and a confidant. Treating customers and other drivers on the road with courtesy and respect certainly paid off for me! I am delighted that at last there will be some recognition for the great work carried out by cabbies across the UK everyday."

Turtle Wax is calling for people to nominate black cab drivers who are prepared to go the extra mile for their customers and who take absolute pride in their cab, inside and out. Andrew Freeman from Turtle Wax, said: "Who better to launch our search than Don Pratt, who personifies what it means to be a good cabbie. He knows how difficult and demanding the

job can be and will be a perfect judge. We think of him as the Simon Cowell of taxi drivers - he speaks and we listen.

"The UK is famous for its black cabs. They provide a great service to millions of people across the country, but it's not an easy job. Cabbies need to be patient, helpful, calm and have 'The Knowledge'!

"We want to find the most pukka and deserving 'Black Cabbie' in the UK that has all of these attributes, making the industry and the UK proud."

Entries for the competition will be judged by Don Pratt and representatives from Turtle Wax. The winner will receive £2,000 worth of pampering for their cab, a short city break worth £500 and a year's supply of Turtle Wax Black Box. Two runners up will also receive £250 worth of holiday vouchers, as well as a year's supply of Black Box. Don added: "I know the standard of entries will be extremely high and I am looking forward to helping decide who will be crowned the UK's Most Pukka Black Cabbie."

To nominate a cabbie all you need to do is go to www.turtlexuk.com/mostpukkablackcabbie and follow the instructions.

The closing date for entries is Monday July 26th, 2010 and the winner will be notified on Monday August 2nd, 2010. Terms and conditions apply.

For more information on Turtle Wax/Black Box and for full terms and conditions please visit www.turtlexuk.com

A PART OF TRADE HISTORY MOVES ON

Following almost 44 years at 15 Penton Street, the Public Carriage moved, on May 28th, to the Palestra Building in Blackfriars Road. Although various aspects of the PCO's responsibilities had already been contracted out, it was appropriate that the infamous Knowledge appearance, the one indelible memory that remains with every driver, should be the last public appointment to be carried out there.

After 25 years of collecting points for Knowledge boys and girls, Knowledge Point School is sure that the many nerve racking and funny instances that took place on appearances at Penton Street will pass into the annals of the cab trade, just as those held at the previous location at 109 Lambeth Road have.

Pictured is Andrew Biggs, one of Knowledge Point's current collectors who is seen waiting to collect the questions that have been asked from one of the last candidates to be tested there. These will then be filtered down the line to help other candidates to cope with the searching enquiry of their knowledge that every applicant has traditionally submitted to.