

Welcome to the November Newsletter

Festive Fares

Please be advised that after giving serious consideration to the matter of what Sheffield City Taxis should charge over the upcoming festive period it has been decided that customers will be charged fare plus £2. All distance work for this period will be quoted and charged at fare plus 50%. An exception to this rule is that any work carried out for the Sheffield Teaching Hospitals contract will be charged at fare plus 50% and will be clearly stated to the driver when applicable.

The festive fare rates will be applicable from 6pm on December 24th to 6am on December 27th and from 6pm on December 31st to 6am January 2nd.

Inside this issue:

Festive Fares	1
Texting	1
Advertising	1
New Accounts	1
Nursing Homes	2
Cash for Kids	2
Cabbyoke	2

The Launch of Text Back

We will be launching text back on the 1st December! This means that when customers book a taxi using their mobile phone they will get a text sent to their phone. Then when the booking has been dispatched to a driver and the car is on its way the customer will get a text message stating the make/model/colour and registration number of the car coming to collect them. This will be extremely handy if the customer is outside a club, pub or even outside a local shop, making sure that they get in the correct vehicle. The safety element is a key factor especially for single female travellers. It will also benefit the drivers as it means that people will get in the correct taxi.

We will be the only taxi company in Sheffield to offer this unique free service, giving us the edge over our competitors. It is now even more important that you do not recover dispatched work, as this will have an effect on this service.

We will also communicate to drivers via text about important information that drivers need to know. We therefore need all current vehicle details updating in the driver database before the 1st December, and we will be asking all drivers over the next 2 weeks to provide this information. Please also make sure you keep the office updated with contact and vehicle details at all times.

Advertising Focus

After our longest campaign ever on Radio, over 11 weeks we are resting Hallam FM and have turned the focus on a new, slightly younger audience and committed to a campaign on Galaxy FM for 13 weeks which will take us into the New Year

We have purchased another 100 cigarette bins to keep the grassroots activity bubbling. We have also printed a new style of advert for the bins and will be replacing these in over 800 bins around the city.



New Account Customers

A coup for us was to regain the account of Sheffield United Football Club. The Football club has now separated into 5 divisions of the business including the Football Club, SUFC Directors, The Academy, The Forsythe Business Centre & Compass Catering. Other Key accounts that we have acquired recently include Yorkshire Water, Sheffield Royal Society for the Blind & the Students Union. Plus an additional 16 new accounts throughout October.





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Operations Number: 0114 2358992
Accounts Number: 0114 2358998

Staff Contacts:

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Arnie Singh—Director—2358901

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Lee Ward—Assistant Ops Manager —2358992
Michelle Hinchcliffe —Operations —2358992
Richard Dale—Operations Assistant —2358992
Chris Frayne—General Manager—2358992
Phil Jowett—Day Call Centre Manager—2358903
Tracy Hemingway—Night Manager—2358903
Antonio Berrios—IT Manager - 2358992

Accounts / Paying in / Marketing:

Stacey Turnbull—Company Secretary—2358905
Paul Gosney—Business Development Manager—2358908
Nigel Robinson—Accounts Assistant —2358998
Pat Moore—Accounts Assistant—2358998
Rachel Bowie—Accounts Assistant—2358998
Carol Grant—Accounts Assistant - 2358998
Rebecca Newsam—Accounts Assistant—2358998
Beverley Bower—Paying in—2358900
Angela Rodgers—Accounts Assis-

Cabbyoke!

Cabbyoke is like Karaoke but in Taxis, customers will get the chance to sing to you while being recorded on their mobile phone. They will upload the video to YouTube and post it on Twitter @2393939. We will then view the videos and the judging panel will choose the most entertaining, not necessarily the best performance. The winner will be contacted on Christmas Eve & given £250 cash, if it is your vehicle they have recorded the video in, you will also receive £50 cash. We will be marketing this in Exposed magazine and Hallam FM.



Christmas Nursing Home Bookings

This year we have adopted a new approach and organised accounts with all of last year's nursing homes to ensure pre-booking and secure their seasonal business. The following nursing homes have set up accounts with us and will be using us over the Christmas period:

Darnall View, 37 Halsall Avenue, Darnall

Roman Ridge, 2 Lavender Way, Wincobank

Treeton Grange, Wood Lane, Treeton

Cash for Kids

CITY are now the official Taxi Partner to Hallam FM & Magic AM's Cash for Kids charity. If you know of any organisation that looks after children or is trying to secure funding for an initiative or bespoke project please send details to Paul Gosney. Each application will be considered on its merit by Cash for Kids Manager, Katy Winterschladen.



Care 4 You Account

As part of Sheffield City Council, Care 4 You provide a carers service for elderly people around Sheffield. They set up a taxi account with us last month to transport carers on their rounds to visit Clients around Sheffield. This account works in the same way as the Direct Health account, as the driver will stay with the carer for duration of their round, which on average includes around 6 different addresses and may take between 2 to 4 hours. We charge an hourly rate for these journeys instead of mileage plus waiting time, as is the case with the Direct Health account. There may be some journeys that only have one destination and these will be charged based on the mileage plus the waiting time.

We would like to wish you and your families a happy Eid!

Overcharging

It is the drivers responsibility to take passengers the shortest route, wherever possible unless the passenger has expressed a preference for a different route. However, account customers must always be taken the shortest route, as it is unlikely that the passenger will have responsibility for paying the invoice. Overcharging can lead to losing customers so please make sure that you are charging the correct amount for any journey. If you are found to overcharge on any journey you will have to repay the full fare for that journey.

Record Job Counts!

Halloween night generated the largest ever job count in a single shift. We would like to say well done to all drivers and staff alike who worked these busy shifts and provided a good service for our customers. Bonfire night went with a bit of a bang and proved to be the start of another busy weekend.

DON'T FORGET TO CHECK OUT THE WEBSITE @

WWW.2393939.COM