



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE 21 April 2010

Report of the Corporate Director of Environmental Services

DERBY KNOWLEDGE

RECOMMENDATIONS

- 1.1 To note the information contained in this report regarding the pilot training being offered to licensed drivers.

SUPPORTING INFORMATION

- 2.1 Working with Visit Peak District, Derby Tourism and Taxi Trade Representatives, the Taxi Licensing Team have been developing a presentation to extend our licensed drivers' knowledge of the City and the surrounding area.
- 2.2 Initially, the presentation is being offered to drivers who have completed their NVQ qualification and is being funded by East Midlands Tourism. Depending on the take-up, a number of events will be rolled out over the next couple of months.
- 2.3 The contact that visitors have with Derby's taxi drivers is sometimes the first and longest lasting impression they get of the city. The free presentation being trialled is designed to help drivers:
 - increase their general knowledge about Derby – old and new
 - get to know about the city's hotels and B&Bs
 - find out more about tourist attractions, places to go and things to do
 - recommend places for visitors to eat and drink
 - know more about days out beyond the city
 - offer the people of Derby and visitors to the City a better service
- 2.4 Benefits to taxi operators and drivers will include:
 - a free 'Derby Knowledge' folder, with useful information to keep in the cab
 - window stickers for taxis to highlight their 'Derby Knowledge' training
 - publicity around the city to promote taxi operators with the 'Derby Knowledge'
 - highlighting of participating taxi operators to other city businesses including hotels, attractions and food and drink outlets
 - promotion by Marketing Derby and other media contacts in the city

For more information contact: Michael Kay, Tel. 01332 641940, email michael.kay@derby.gov.uk
Background papers: None
List of appendices: Appendix 1 – Implications

IMPLICATIONS

Financial

1. None directly arising.

Legal

2. None directly arising.

Personnel

3. None directly arising.

Equalities Impact

4. None directly arising.

Corporate objectives and priorities for change

5. The recommendations contained in this report contribute to the corporate objectives of **creating a 21st Century City Centre** and **giving excellent services and value for money**.