

An Opportunity to co-sponsor a Successful Scheme in the City of London

Summary of the Proposal

The Safer City Partnership is seeking additional sponsorship for the Liverpool Street Taxi Marshalling scheme and to provide additional coverage during London 2012. Operating for over 5 years, the scheme has helped nearly 650,000 people to get home safely. Sponsors can be associated with a successful scheme that contributes to the safety of those working and socialising in the City of London.

Sponsorship Offer

The sponsorship package can be tailored to the individual requirements of the sponsoring organisation. It provides a unique opportunity to be associated with a successful scheme that contributes to safety in the City of London and for your branding to be seen by up to 1500 passengers per month, plus all other users of Liverpool Street. During London 2012, these numbers will be increase substantially. The package can include the sponsor's branding being included on all promotional materials, for example tabards, signage and leaflets, and the sponsor will be highlighted in magazine and other articles. The overall yearly cost for the scheme is £50,000 and we are looking for a significant contribution to this. We are happy to discuss further promotional possibilities and costs with potential sponsors.

How Does Marshalling Work?

The Marshals, who are all licensed black cab drivers, are based at the rank from 11.00pm to 2.00am on Wednesday, Thursday and Friday nights. They ensure that there are enough taxis at the rank and that taxis are provided on a first come first served basis. Disputes and disturbances in and around the queue are minimised. This all adds up to a smoother journey home for visitors and a better night's sleep for residents.

Success So Far

As of June 2011 nearly 650,000 passengers have used the scheme. A survey was conducted with users of the scheme between May and October of 2010. 64% had used the scheme before, and 79% described the scheme as "excellent", with a further 20% describing it as "good" or "very good". Comments received about the scheme were overwhelmingly positive.

The marshals ensure that passengers use licensed taxis, thus avoiding the risks of unlicensed minicabs. These are often not roadworthy and uninsured . The availability of the cabs means that the temptation to drink and drive is reduced.

Financing the Scheme

The Taxi Marshalling scheme costs approximately £50,000 per year to run. This covers the costs of the marshals, administration and promotion of the scheme. The Safer City Partnership organises and promotes the scheme as part of its work to reduce crime and anti-social behaviour in the City of London. Funding is provided by City of London Corporation, Transport for London and the City of London Crime Prevention Association. Due to the funding constraints, the Safer City Partnership is

seeking additional funding to continue with this successful scheme. Additionally, the Partnership is aiming to provide additional coverage during London 2012.

What next?

If you interested in getting involved, please get in touch with Andrea Berkoff from the Safer City Partnership on 020 7332 3808 or andrea.berkoff@cityoflondon.gov.uk