Project Rationale
The Essential Guide for all Glasgow Taxi Drivers

Background

Glasgow City Marketing Bureau has been working in partnership with the Glasgow Tourism Service Initiative and Glasgow Taxis Ltd to create a new driver's handbook. This training handbook covers legal requirements, information on customer handling skills as well as destination information to help the drivers with the tasks and responsibilities of their every day working life.

A number of key partners such as Sense Scotland, the Equality and Human Rights Commission, Visit Scotland and Glasgow 2014 amongst others, have contributed their expertise in areas such as disability and equality awareness, destination information and upcoming events.

The rationale for the project was to develop an up-to-date functional yet engaging training handbook which is easy to read, interesting and informative. In particular, this handbook was developed with a view to the 2014 Commonwealth Games in Glasgow and aims to prepare Glasgow's taxi drivers for the many tourists, visitors and athletes who will come to our city. The handbook will be used with an accompanying training course, delivered to both Glasgow Taxis and Private Hire drivers.

Creative rationale

The design as demonstrated with the sample spreads provided focuses on communicating its content as clearly and concisely as possible:

- The copy will be engaging and vibrant yet clear and easy to understand in tone.
- Top tips will feature throughout the document to highlight key messages.

With this in mind a modern, user-friendly style has been designed to maximise the document's impact:

- A durable wire bound functional A5 document.
- For navigation purposes and ease of reference, each section within the manual will have a colour coded divider page (or tab).
- Art-directed, dramatic photography featuring some of Glasgow's iconic sites and buildings.

Glasgow Driver's Handbook – Content

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Introduction

Be an ambassador for your city

Glasgow is world-renowned for its friendliness. The warmth of our welcome, the humour of our people and their genuine desire to help are all attributes which are cited time and again. As taxi drivers, you are often the first and last point of contact for many of our visitors and you have contributed greatly to this reputation.

As an ambassador for our city, you play a vital role in Glasgow's visitor experience. You welcome people from all walks of life, different countries and backgrounds every day. The friendly service and helpful advice you give makes a difference to the experience our visitors have. Providing a world-class service will leave lasting impressions - not only will they recommend Glasgow to others, but they may well return to visit again.

Every year Glasgow attracts nearly 3 million visitors and delegates from all over the world who inject £600 million to our local economy. Our city has so much to offer; from our fantastic museums and galleries to our stunning architecture, fabulous restaurants, renowned nightlife and year round calendar of events. The Glasgow 2014 Commonwealth Games will provide a fantastic opportunity to demonstrate our credentials as a world-class events city. In 2012, Glasgow will also be an official Olympic city when we play host to a number of 2012 Olympic Football Matches.

Glasgow's place on the world stage continues to grow stronger and you are a vital part of our success.

This manual has been compiled to provide you with key information, guidance and handy tips to assist you in fulfilling your important role within the city of Glasgow.

As an ambassador for the city you can Let Glasgow Flourish!

Councillor Gordon Matheson

Leader of Glasgow City Council and Chair of Glasgow City Marketing Bureau

Disclaimer

The document forms the basis of an approved Training Course for Licensed Taxi Drivers. The content has been compiled by Glasgow City Marketing Bureau working with the Glasgow Tourism Service Initiative, Glasgow City Council, Glasgow Life, Glasgow Chamber of Commerce, Scottish Enterprise Glasgow, VisitScotland, Glasgow 2014, Sense Scotland, Equality and Human Rights Commission.

Information has been collected and published in good faith and facts, figures, dates and legal/legislative information is correct at time of printing.

Any usage or reproduction of this manual outwith an approved training course requires the permission of Glasgow City Marketing Bureau.

Taxi driver quotes (at least one quote to be included in each section)

1. "I love meeting the people, the characters and the flexibility of the job. No two days are the same."
   Mel McBeth

2. "Glasgow is actually a great city to drive about in…the West End, Merchant City and South Side are fantastic, especially in the summer when everyone is out and about and looking great."
   George McIntosh

3. "It's a way of life. You almost get addicted to the characters you meet and the 'Glasgow patter'. Unbelievable and unbeatable."

4. "I like going about the different parts of the city and meeting all the different people, young, old, shoppers, businessmen, clubbers……the variety is tremendous and so is the 'patter'. No other city could come close."
   Kevin McEntee

5. "I doubt if there is another job that gives you so much variety. It becomes a way of life. No two days are the same and no two hires are the same."
   Tommy McGregor

6. "I've been at this game for years and I couldn't imagine doing any other job. You are your own boss, working your own hours, usually long ones, but I wouldn't do anything else."

7. "Every day is different. Every hire that comes into your taxi is a new face and a new story. You never know where the day will take you or who you will meet. That's what I like about being a taxi driver."

8. "I love the 'patter' on the ranks. There are so many characters and every taxi driver has an opinion."

9. "I mainly work the city centre, the hotels and train stations. I like meeting all the different people and the occasional celebrity. It's amazing who is going about their business in Glasgow these days."

10. "We all hope for the big long 'stretcher', the job that will help with your days wage but it never fails to amaze me how generous Glaswegians can be, like the wee woman we take from the local shops every Thursday. She's always there and she always makes sure her tip will get you 'a wee cup of tea and a bacon roll'. Me and the boys on the rank would take her up the road for nothing any day. She's a wee gem."

11. "With me it's the people who are always late and want you to get to Queen Street station five minutes ago. It's not my fault they're late and sometimes they can be in a right mood but when you take a couple of 'taxi driver short cuts' and get them there on time, it's a joy to see their mood change and the pressure come off."

12. "I like being able to vary my day and get around the city to the good food shops, deli's and wine cellars where I can buy almost everything from fancy cheese to speciality smoked ham as I pass through the various areas. Fantastic."

13. "One of the things I like about being a taxi driver is that as I go about the Merchant City and West End I get to hear of the best restaurants and pre-theatre deals so I can try them out on my days off."

01 Show off your city

The importance of local knowledge

Glasgow welcomes nearly 3 million visitors a year and many of them will use taxis. This is a great opportunity for you to show off Glasgow. Being helpful, friendly and providing information and advice on facilities and services in the city will enrich the visitor's stay in Glasgow. This may encourage them to stay longer or to return to see more and may also encourage them to recommend Glasgow to their friends and colleagues.

Tip: Remember to speak clearly as many visitors are not necessarily native English speakers and may be new to the Glaswegian accent!

An introduction to our city

Lonely Planet described Glasgow as "unpretentious, gregarious and evolving at a dizzying pace…a byword for style and chic, Glasgow, is one of Europe's most exciting destinations."

- **Culture** – Glasgow has a fantastic portfolio of more than 20 museums and art galleries, most of which offer free admission. Kelvingrove Art Gallery & Museum is Scotland's most popular free visitor attraction.

- **Shopping** – Glasgow has the best shopping in the UK outside London. The Style Mile is focused around the pedestrianised areas of Buchanan Street, Argyle Street, Ingram Street and Sauchiehall Street. The area houses a great selection of designer boutiques, high street stores, excellent shopping malls, cafés, fine restaurants and an impressive range of bars, pubs and clubs.

- **Events** – Glasgow has a year round calendar of events and festivals.

  Annual festivals include:

  - **Celtic Connections (January/February)** A celebration of contemporary and traditional Celtic music.
  - **Glasgow Film Festival (February)** A great programme of feature films, shorts, special events and interactive presentations.
  - **New Territories (February)** A festival of contemporary dance and live innovative arts – a challenging range of events that pushes the boundaries.
  - **Glasgow International Comedy Festival (March)** takes place in a variety of venues throughout the city featuring both established top bill names and new emerging talent.
  - **Aye Write! Glasgow's Book Festival (March)** Glasgow's very own book festival takes place in the Mitchell Library.
  - **Glasgow International Festival of Visual Art (April/May)** brought the art of local and international artists to Glasgow for an amazing two-week burst of exhibitions and events across the city. It takes place every two years and will next be in the city in 2012.
  - **West End Festival (June)** Music, arts, theatre, dance & film self-produced by the many talented people who choose to live and work in the city.
  - **Glasgow Mela (June)** The Mela (meaning 'gathering' in Sanskrit) is an outdoor spectacular that allows everyone the chance to experience and celebrate different cultures.

  - **Glasgow International Jazz Festival (June/July)** An eclectic programme that highlights performers from around the world.
  - **Merchant City Festival (July)** A celebration of film, theatre, comedy, visual arts, street theatre, live music, food and fashion - all taking place amidst the architectural elegance of the Merchant City.
  - **Glasgay! (October/November)** Scotland's annual celebration of queer culture with events spanning comedy, film, visual art, performance and community arts projects.

- **Architecture** – Examples of beautifully preserved Victorian architecture can be found throughout Glasgow. The city was home to the Art Nouveau architect, designer and artist Charles Rennie Mackintosh. Many of his buildings can be enjoyed by visitors including The Mackintosh House at the Hunterian Art Gallery, House for an Art Lover, Queens Cross Church and The Glasgow School of Art. The Lighthouse has a Mackintosh Interpretation Centre where visitors can get an overview of all his work.

- **Music** – Glasgow has been named a UNESCO City of Music, highlighting the city's fantastic music credentials and the wealth of live concerts, gigs and recitals that are staged here.

- **Sport** – Glasgow will be an official Olympic and Commonwealth city when it plays host to a number of 2012 Olympic Football fixtures, as well as the 2014 Commonwealth Games.

2012 Olympic Torch Relay and Olympic Football Fixtures

- The Olympic torch will visit five Scottish cities and three islands as it tours the UK ahead of the 2012 Games in London.

- The Scottish leg of the relay will begin in Glasgow on Friday 8 June 2012.

- Hampden Park will host a total of eight Olympic Football matches, with action in both the men's and women's competitions.

- The first fixture will take place on Wednesday 25 July 2012, two days before the competition formally gets underway.

- Hampden Park recently underwent a £70m refurbishment and is now rated as a five-star venue by UEFA, the governing body of European Football.

Hampden Park Key Dates 2012

- Wednesday 25 July: 2 Women's matches
- Thursday 26 July: 2 Men's matches
- Saturday 28 July: 2 Women's matches
- Wednesday 1 August: Men's match
- Friday 3 August: Women's quarter final

For more information visit: www.london2012.com

Glasgow 2014 Commonwealth Games

Summary

- The Glasgow 2014 Commonwealth Games will be the biggest ever sporting and cultural event in Scotland.
- The 20th Commonwealth Games comprises 17 sports over 11 days of competition with 6,500 athletes and officials. There are 1 million tickets available.
- The Games will bring huge social, cultural and economic benefits to the city.
- The Games are expected to generate an estimated 1,000 additional jobs in the city.
- Glasgow's businesses should benefit from a whole range of contract opportunities linked to the Games. Along with major transportation projects such as the M74 completion, the Games will see £2.5 billion worth of regeneration work take place in Glasgow over the next five years.
- Regeneration is only part of the story and the Games legacy is about people as well as buildings. The Organising Committee will use the Games to tackle some of the existing health challenges within Glasgow's communities, and there is much work going on to develop sport participation in the city, to encourage people to live healthier, more active lives.
- The Organising Committee are using the Games to create employment and training opportunities for young people through the Commonwealth Apprenticeship Initiative.
- The overall physical appearance of Glasgow is set to change too, with improved access to green spaces, key developments underway across the city for the Games venues and the major work underway in the East End. In addition, there is work taking place to redevelop the riverside, walk and cycle ways to improve public spaces.
- Hampden Park stadium will be the main venue for Athletics and will host the Closing Ceremony of the Glasgow 2014 Commonwealth Games.
- We look forward to a fantastic atmosphere in Glasgow at Games time. There will be great benefits for the city as a whole – not just the increased visitors at Games time but also the future tourists inspired by the global TV coverage.
- The Glasgow 2014 Commonwealth Games will have a profound impact on the positive reputation of the City of Glasgow and Scotland. It will affect the environment, economic climate and society as a whole.

Glasgow 2014 Commonwealth Games Facts

- The anticipated TV audience for the Games is 1.5 billion.
- There are 71 countries competing, representing a third of the world's population.

- New venues are on track and on budget: such as the Sir Chris Hoy Velodrome where 4,000 spectators can watch the track-cycling events in an incredible new venue in the East End.

- The Athletes' Village will be home to 6,500 competitors and officials in 2014, but after the Games this will be developed into a desirable new residential community including private housing, 300 homes for rent and a new 120 bed care home for the elderly.

- The new, Norman Foster designed Scottish Hydro Arena, at the SECC, will be host to the Gymnastics and Netball competitions.

- Over 20,000 meals will be served each day in the Athletes' Village.

To find out more or register for further information please visit: www.glasgow2014.com

Conference city

Glasgow has the track record for hosting the largest of the events and conferences in the country, and is second only to London for hosting more international delegates than any other UK City. In 2010 Glasgow welcomed a total of over 97,245 conference delegates: 50,202 UK delegates; 33,418 international delegates and 13,625 other (mainly corporate or government) delegates.

Listed below are confirmed conferences (at the time of printing) with 1000+ delegates.

2012

Diabetes UK, SECC	7-9 March
International Association of teachers of English as a Foreign Language (IATEFL), SECC	20-23 March
UK Association Conference, SECC	27-28 March
European Social Science History Conference, University of Glasgow	11-14 April
Medical Conference, SECC	16-18 April
British Society of Rheumatology, SECC	1-4 May
13th International Congress of the Radiation Protection Association, SECC	13-18 May
Royal College of Paediatrics & Child Health, SECC	22-24 May
UK Association Conference, SECC	Date TBC June
UK Association Conference, SECC	13-15 June
Medical Conference, SECC	25-28 June
International Convention on Science, Education and Medicine in Sport (ICSEMIS), SECC	19-24 July
European Congress of Conservation Biology, SECC	28 August – 1 September
European Federation of Immunological Societies, SECC	5-8 September
Distripress, SECC	30 September – 4 October
UK Association Conference, SECC	4-6 October

UK Association Conference, SECC	11-13 October
UK Conference, SECC	29 October – 1 November
International Congress on Drug Therapy in HIV Infection, SECC	11-15 November

2013

UK Association Conference, SECC	27-28 February
Medical Conference, SECC	18-21 March
UK Association Conference, SECC	TBC May
Medical Conference, SECC	1-3 May
International Conference, SECC	13-17 May
UK Association Conference, SECC	TBC June
Medical Conference, SECC	TBC July
Medical Conference, SECC	4-7 September
UK Association Meeting, SECC	30 September – 2 October
UK Association Conference, SECC	17-19 October

2014

UK Association Conference, SECC	25-26 March
Medical Conference, SECC	TBC April / May
Medical Conference, SECC	1-3 July
Medical Conference, SECC	13-17 September
International Medical Conference, SECC	TBC September / October

Glasgow secured £155.4 million (€176.4m) in conference sales in the financial year ending March 2011, which equated to 509,240 delegate days.

Over the past five years £626 million has been spent in Glasgow by conference delegates, which equates to 2.5 million delegate nights in Glasgow, and has helped the transformation of the city into Scotland's conference capital.

As a conference city we try our best to welcome delegates from all over the world and to help them make the most of their stay. Here are some tips on how you can help to achieve this:

- Conference delegates come from all over the world – remember to speak clearly and slowly.
- You may be provided with bespoke welcome material to display in your taxi. If this is supplied, please put it up in advance of the event and dispose of it afterwards.
- Be prepared – delegates are likely to be claiming expenses and will require a receipt from you.

Glasgow's Museums

The City of Glasgow owns one of the richest art collections in Europe, displayed and stored in ten venues across the city. From Sir Roger the elephant to Rembrandt's 'A Man in Armour', and 1950s trams to medieval tapestries, Glasgow Museums have something for everyone. **What's more, they're free!**

Here are some highlights

- **Riverside Museum**
  Glasgow's well-loved Museum of Transport relocated to this waterfront landmark designed by internationally-renowned architect, Zaha Hadid. The £74 million museum is her first major public building in the UK and opened in June 2011.
  The dynamic new Riverside Museum houses more than 3,000 objects including locomotives, trams, buses, cars and ship models. Visitors can enter shops, cafes and bars in the reconstructed streets and interact with over 150 displays telling the stories of Glasgow's transport and technology heritage. The Tall Ship *Glenlee* is moored in the River Clyde beside the museum - one of only five Clyde built ships still afloat in the world today and she is the only one of her kind in the UK.

- **Kelvingrove Art Gallery & Museum**
  Scotland's most visited free attraction. Inside, 22 themed galleries house 8,000 objects. Highlights of the art collection include French Impressionists, Italian and Dutch Old Masters and the Glasgow Boys. The Charles Rennie Mackintosh and Glasgow Style gallery is always popular with visitors to the city, while families with children will enjoy child-friendly displays such as the animal record-breakers and mini-museum.

- **Gallery of Modern Art (GoMA)**
  This gallery is housed in an iconic building - once the townhouse of tobacco trader William Cunninghame of Lainshaw - in the heart of Glasgow, which it shares with the city centre library. Glasgow is the biggest centre for contemporary art in the UK outside London and GoMA's programme features the work of Glasgow and international artists, their influences, ideas and working methods. Exhibitions, artists' talks, workshops, projects and regular family activities at GoMA, offer people of all ages a chance to explore and realise their own artistic potential.

- **The Burrell Collection**
  The shipping magnate Sir William Burrell donated his collection of over 8,000 objects to the city of Glasgow. Housed in a custom-built museum in Pollok Country Park, this internationally important collection is Scotland's equivalent of the Victoria and Albert Museum in London. Highlights include medieval tapestries, stained glass and sculpture, Chinese and Islamic art and French paintings. The Burrell hosts temporary exhibitions, and runs an extensive programme of events and activities for both adults and families with children.

- **The Hunterian Museum and Art Gallery**
  The Hunterian Art Gallery at the University of Glasgow houses a major collection of the work of Charles Rennie Mackintosh and one of the world's most important permanent collections of works by James McNeill Whistler, the American-born painter, printmaker, designer, writer, dandy and wit.

Some of Glasgow's top attractions

- **Charles Rennie Mackintosh**

Glasgow-born artist, architect and designer Charles Rennie Mackintosh (1868 -1928) is celebrated around the world as one of the most creative figures of the early 20th Century. Glasgow houses the pre-eminent collection of his buildings such as the Glasgow School of Art, The Lighthouse and the Mackintosh House. Mackintosh was one of the principal exponents of the Glasgow Style movement and played a key role in shaping European Art Nouveau.

- **Glasgow Science Centre**
  Dedicated to science and technology, this interactive museum is full on fun and education. Over three floors, it offers over 300 hands-on exhibits, interactive workshops, live science shows, labs, the amazing Virtual Science Theatre, an E-Learning Centre and ScottishPower Space Theatre, one of the finest planetaria in the world.

- **The Tall Ship at the Riverside**
  The Tall Ship operates a programme of year-round maritime themed events and activities, with specially devised talks and tours, school visits and costumed volunteer days. Every nook and cranny of the Glenlee, including the refurbished Captain's cabin, can be explored with an audio guide facility, a fun way to learn the history of the ship.

- **City Chambers**
  Overlooking George Square, the City Chambers is an impressive symbol of Glasgow's strength and historical wealth. Completed in 1888, the City Chambers has for over a hundred years been the headquarters of successive councils serving the City of Glasgow. The building features many examples of visual and tactile fine art. Free tours, are conducted twice per day at 10.30am and 2.30pm and were recently voted by consumers on TripAdvisor as the number 1 attraction in the city.

- **Glasgow Cathedral**
  Glasgow Cathedral is built on the site where St Kentigern, or St Mungo, the first bishop within the ancient British kingdom of Strathclyde, was thought to have been buried in AD 612. The present Cathedral was built during the 13th to 15th centuries and is the only medieval cathedral on the Scottish mainland to have survived the 1560 Reformation virtually complete.

- **Glasgow Necropolis**
  The Glasgow Necropolis is situated right next to Glasgow Cathedral. It is a historical gem; a hidden time capsule of Glasgow dating back into Victorian times. Walking tours and bespoke tours are available as a great way to explore this 36 acre cemetery full of wonderful architecture, sculptures and fascinating stories relating to the 50,000 people remembered here.

- **The Hampden Experience**
  The Scottish Football Museum at Hampden Park is an ideal day out for families, avid football fans and novices eager to gain knowledge of Scottish football. With over 2,500 objects on display, the museum is home to the world's most impressive national collection of football related objects and memorabilia. The stadium tour offers a visit to the underground roadway, team changing rooms, and the chance to strike a ball in the Hampden Hotshots gallery.

- **Foundation at the Lighthouse**
  This exhibition offers a unique immersive experience telling the story of Glasgow, the place and its history. It is an exploration of Glasgow and its people through the ages with a 360 degree high definition bird's eye panorama.

Tip: Get out and explore your own city – 20 great discount vouchers across attractions can be found at www.glasgowsleadingattractions.com

Keep up-to-date

- **Be the first to know** what's on and what's new in Glasgow – visit www.seeglasgow.com

- **Social networking**
  Stay up to date on breaking news and the latest developments in Glasgow:
  twitter.com/seeglasgow
  facebook.com/GlasgowScotlandwithstyle
  YouTube – search channel: seeglasgow
  Flickr – search: Glasgow Scotland with style

- Pick up your up-to-date copy of the **'Be First to know'** reference piece containing handy information and tips in pocket-size format!

Tip: Keep a small stock of leaflets, maps and information in your taxi to give out to visitors!

Handy tips to pass on to visitors

- **City Guide App**
  The user-friendly A-Z directory and integrated google mapping feature will ensure locals and visitors alike never get lost for ideas and get the most out of any trip to Glasgow. *Search 'Glasgow' and download the free Glasgow App from iTunes or Android Marketplace for a fantastic on-the-go city guide.*

- **Free Style Mile map and the Style Mile guide**
  The Style Mile map will help visitors find their way around the city centre whilst pointing them towards some great shopping opportunities and attractions. For some insider tips on Glasgow's best shopping locations, beauty stores and places to eat and drink, pick up a free copy of the Style Mile guide. Style Mile maps and guides can be found in most hotels and attractions, in some stores and at the Visitor Information Centre on George Square.

- **Money-off vouchers**
  20 downloadable discount vouchers for attractions in the city available at www.glasgowleadingattractions.com

- **Hop on hop off Sightseeing tours**
  Hop on, hop off bus tours operate year round and are a great way to get around. Buses depart from George Square throughout the day.

- **Glasgow Taxis** also offer city tours and bespoke tours throughout Glasgow and the surrounding area.

- **Late night shopping** on the Style Mile on Thursdays.

- **Pre- theatre meals** offer great value – mostly served early evening until 6.30pm/7pm (times may vary from restaurant to restaurant).
- **Visitor Information Centre** is located on George Square.
- **Free organ recitals** at Kelvingrove Art Gallery & Museum at 1pm daily (except Sundays).
- **Merchant City Market** takes places at Merchant Square every Saturday and Sunday.

Glasgow's coat of arms

Here is the Bird that never flew
Here is the Tree that never grew
Here is the Bell that never rang
Here is the Fish that never swam

Glasgow's Coat of Arms dates back to 1866 when the Lord Lyon first granted the city its patent. The emblems depicted within the armorial bearings go back much further in history, representing legendary incidents in the life of the city's founder and patron saint, St Kentigern, or as he was more affectionately known, St Mungo, meaning "the dear one".

The Bell is believed to represent the one given to St Mungo by the Pope. Until the 16th century St Mungo's Bell played an important role in the life of the city tolling regularly as a reminder to the inhabitants to pray for his soul. A replacement was purchased in 1641 and now lies in the People's Palace. Inscribed on it is the city's motto: "Lord let Glasgow flourish through the preaching of thy word and praising thy name." - often shortened to: "Let Glasgow Flourish". The fate of the original bell is unknown.

The Tree - although depicted as an oak - represents the hazel branch which the young St Mungo miraculously set alight when the holy fire of the monastery at Culross was mischievously extinguished by the other boys.

The Bird represents a robin brought back to life by the young saint after St Serf's disciples had accidentally killed it and blamed Mungo.

The Fish refers to the story of Queen Langeoreth, whose husband King Rydderach Hael, suspected her of infidelity. Knowing she had given her gold wedding ring to her lover, King Hael took the ring from the knight as he slept and threw it into the River Clyde. Challenging her to produce the ring, Langeoreth sought help from the knight who, through his confession to St Mungo, was instructed by the saint to take a salmon from the river. To the King's amazement, the ring was discovered in the salmon's mouth.

The Coat of Arms and the city's motto can be seen in various guises throughout the city - inscribed on buildings, incorporated within street lamps and etched into some of the city's magnificent statuary.

Fast facts

- Glasgow is **Scotland's largest city** with a population of around 600,000.

- Glasgow welcomes **2,3 million visitors annually** who bring £600m to the local economy.
- Glasgow, which can be translated from the Gaelic as **'dear green place'**, is home to over 90 parks and formal gardens within the city boundaries.
- Glasgow was named **European City of the Year 2011** by the Academy of Urbanism.
- Over the past five years **£626 million has been spent in Glasgow** by conference delegates, which equates to 2.5 million delegate nights in Glasgow, and has helped the transformation of the city into Scotland's conference capital.
- There are **8,564 hotel bedrooms** within a 10 mile radius of Glasgow city centre.
- Glasgow is the **UK's second most popular location** after London for inward investors.
- Glasgow's **hotel occupancy levels** are currently at a 10 year high.
- Glasgow is the first UK city to **provide a combined cellular and wi-fi network** in all of its 15 subway stations.
- The creative rationale for **Glasgow: Scotland with style** is subtly derived from Glasgow's world-renowned cultural icon Charles Rennie Mackintosh and the "Glasgow Style" movement of the early 1900s.
- Glasgow is **home to more than 100 cultural organisations** including Scotland's national orchestra, theatre, opera, and ballet companies and is also blazing an internationally acclaimed trail in contemporary art, design and music.
- Glasgow has been ranked number **eleven out of twenty-five in the 2010 World League of Ultimate Sports Cities** according to new research compiled by SportBusiness, the leading industry monthly magazine.
- Glasgow is **a showpiece for quality urban design** and is the UK's largest and most successful shopping location outside the west end of London.
- Glasgow Airport was named **Britain's 'best airport'** in October 2010 at the Airport Operators Association Awards.
- Glasgow was named **City of Architecture and Design in 1999** and prior to that was **European City of Culture in 1990**.
- The Mitchell Library in the city centre is **Europe's largest public reference library**.
- John Logie Baird, **inventor of television**, transmitted the first long distance TV pictures from a room in The Central Hotel, Glasgow.

02 Customer Service for Taxi Drivers

Glasgow: service with style is the Glasgow Tourism Service Initiative which has been created to deliver a world-class tourism experience for visitors across all touch-points in the city, and help propel Glasgow towards further success on the international stage. More info on Glasgow: service with style is available at www.glasgowservicewithstyle.com

Exceeding customers' expectations

You are an Ambassador for Glasgow

Taxi drivers play a vital role in Glasgow's visitor experience, so in order to make the best impression it's important that we identify the various types of taxi customer and how best to meet their needs.

Who are your customers

There are many different types of customers who you communicate with on a daily basis including overseas visitors, holiday makers from Scotland and the rest of Britain, older people, business people and conference delegates and they may all have slightly different needs.

TYPE OF CUSTOMERS	THEIR NEEDS & WANTS
Overseas Visitors	Friendly, knowledgeable and efficient service. They need information about accommodation, shops, restaurants, and tourist attractions and events; they want to feel emotionally secure and to be cared for. Speak slowly and clearly to aid their understanding. Leaflets on Glasgow's attractions and a map are appreciated.
Holiday Makers from Scotland & the rest of the UK (including day visits, city breaks, and visiting friends and family)	Friendly, knowledgeable and efficient service. They are on holiday so are looking for "upbeat" chat and tips on where they should visit and what's on. Giving them information verbally and passing on relevant tourist attraction brochures and a Glasgow map.
Older People	Professional, friendly and caring service. Giving assistance getting in and out of the vehicle. Many value the taxi driver showing patience and a 'sympathetic ear'. Most will appreciate value for

	money.
Business People	Professional, quick, efficient service; information about time and exact locations; want to feel confident in being dealt with by an experienced and knowledgeable operator. May appreciate info on what there is to see and do in Glasgow and on new city developments.
Conference Delegates	Friendly, accurate and efficient service, with exceptional local knowledge. They expect taxi drivers to provide a professional and discreet service. Appreciate offer of recommendations on attractions including museums, shops and restaurants.

A warm Glasgow welcome

Research tells us that customers are looking for the following five factors when experiencing 'outstanding' customer service:

- **Reliability**
- **Responsiveness**
- **Product & Local Knowledge**
- **Ability to make a connection**
- **Overall Presentation of 'Us' and 'Our Environment'**

Examples of each factor include:

Reliability
- Be punctual, smile and give a pleasant greeting, e.g. "Good Morning!"
- Keep to set standards, i.e. opinions should be self contained - it's best not to mention football, politics or religion.
- Don't display road rage, don't swear, don't complain, huff or tut.
- Ask clients if they wish privacy and the microphone on / off.

Responsiveness
- Be flexible, open the door and put the step out if applicable; ask your clients if they wish to take an alternative route if in heavy traffic.
- Learn as much as you can about your job and about Glasgow - and keep on learning!
- Read the situation – is the client a business person or a leisure visitor? A conference delegate? A conference delegate enjoying leisure time?
- Wheelchair assistance required? Assistance with luggage and suitcases?
- Explain route and time to dispel any uncertainties and make your customer feel secure.

Knowledge

- Develop and maintain an excellent knowledge of the city and its attractions and new developments (remember many of our city museums/galleries are free!).
- Give a Glasgow map if appropriate, and be a positive ambassador for Glasgow and Scotland.
- Learn interesting Glasgow information, pick up some facts and figures – keep up to date, and have some appropriate funny little stories to tell.

Making a connection
- Greet every customer and use their name where appropriate.
- Use open questions – "How are you today / this evening? Have you visited Glasgow before? Have you seen any of our visitor attractions, museums, restaurants?" (Make suggestions).
- Ask, "Have you been elsewhere in Scotland?" (Make suggestions as per client's preferences and time available).
- Recognise individual needs and be understanding.

Overall Presentation of 'Us' and 'Our Environment'
- Wear a clean uniform, tie neatly knotted if worn.
- Check your taxi is clean (inside and out) and use an air freshener.
- Maintain high standards at all times.

Seven keys to excellent customer service

1. Point to Point Contact
This is when we concentrate on the customer at every contact/touch-point from the first greeting/welcome, answering queries, giving information, checking that the customer is happy throughout their journey, adding value, giving advice, upselling etc.

2. Use Positive Language
Positive language can help diffuse difficult situations. Apart from using listening techniques, it's important that we keep our words constructive and positive, e.g. "I'll see what I can do for you"; "We've lots of great tourist attractions & shops in Glasgow for you to visit!"

3. Expect the Best
95% of customers are relatively easy to deal with and are appreciative of our efforts to give them excellent service. Always regard the 5% who are less appreciative as a challenge – double your efforts to make them happy.

4. Deliver More Than the Expected
If you provide service that is beyond customers' expectation, you will get noticed, be remembered and receive lots of recognition from customers.
e.g. checking with clients if they have any special requirements, e.g. time deadline, exact drop-off point, etc.

5. Recognise Your Customers
Everyone appreciates being recognised, whether you know the client or not. When it is possible, use the customer's name as this creates an instant rapport that is unlikely to be rivalled in any other way. Start using the customer's name and notice the difference – it's amazing!

6. Start and Finish Service on a 'High'

When you pay for a service, how often do you receive a high standard of welcome? And do you expect a memorable ending to your transactions? Of course you do!
How often do you (as a customer) receive service which is non-descript and not memorable? Think about it - do you want to be thought of as non-descript or non-memorable?

7. Keep Your Promises
Nothing upsets customers more than when a service provider says they will have something delivered, ready or organised within a certain time-frame and then it doesn't happen. The secret to keeping promises is to 'under promise and over deliver', e.g. If the customer asks how long the journey will take always add on a couple of minutes to account for heavy traffic. When you arrive at the destination not only will your promise be met, in many cases it will exceed your customer's expectations.

Tip: Keeping promises is a key and powerful customer care tool that is often underused.

Tip: Remember, if your customers are delighted with the service they receive, you are very likely to gain repeat business.

Handling customer feedback in a professional manner

Handling Complaints – Be a 'PLEASER'
Customers have the right to complain if things have disappointed them. A complaint should be acted upon and seen as an opportunity to improve and to impress.

Dealing with feelings
Do not take complaints personally. Look favourably on the complaining customer's motives. Complaints give us the opportunity to identify improvements that need be made within your business.

Step I: Pleasant and Polite
If good service during a journey helps to make us a customer for life, good service at the time of a complaint guarantees it. Show concern and take every complaint seriously.

Step 2: Listen
Show the customer that you are listening. Do not assume anything and make sure you don't interrupt; it will only aggravate the situation.

Step 3: Empathise and Recap
Don't take it personally, and don't become defensive. Put yourself in your customer's shoes, try to understand, and show that you have listened and can appreciate how they must be feeling. See things from their viewpoint.
- "I can understand how you must feel, let me tell you what I can do to resolve it"
- "I can appreciate your frustration, I am glad you are giving me the opportunity to put it right"
- "Let me just check that I have got the whole story"

Step 4: Ask Questions
Gather facts and information. If you need further information, ask 'open' questions to probe to the root of the problem. i.e. not one that can be answered yes/no but a question that elicits further explanation.

Step 5: Say what you are going to do.

Tell the customer what you can do, not what you can't do. Ask the customer how they would like to see the problem resolved. Take ownership of the problem.

Step 6: Execute your promises and end on a high
Carry out positive action to deal with the complaint, and be sure to thank the customer for taking the time to tell you about it. Thank them for giving you the opportunity to resolve it.
- "Thank you for letting me know"
- "Thank you for bringing this to my attention"

Step 7: Record your customer's complaint.
Log the incident and make sure it's discussed at the relevant forum for your organisation, especially if it is a complaint or comment that affects others. Record all feedback, both positive and constructive.

Tip: Remember, the taxi driver is often the first and last point of contact for visitors to Glasgow - it's up to you to make a positive impression!

Conflict management

Conflict is concerned with difference. When you consider how many people you encounter every day with so many different backgrounds, perspectives and approaches to life, it is not surprising that conflict is apparent as part of our everyday working life.

Things you can do to avoid conflict:

- **Treat your passengers with dignity and respect** at all times.
- **Speak clearly** and ask passengers to repeat information if you are unsure.
- **Remain calm, polite and professional** at all times. Don't take insults or offensive language personally. Remember, your response may turn a minor situation into a major conflict.
- **Maintain self control**. Loss of temper affects your judgement, reduces your driving ability and increases your stress levels.
- **Accept differences** in culture, language, religion, accents, gender, sexual orientation and speech patterns. Remember, customs and behaviour which are acceptable in other parts of the world may differ from your own beliefs but you should not treat your passengers with any less respect.
- **Apologise and empathise.** Even if you don't think the customer has a valid complaint and it is not your fault, apologise for the fact that they are dissatisfied. Empathise with them.
- **Only promise as much as you can deliver** in order to avoid disappointment.
- **Use your body language** to influence a situation in a positive way. Non-verbal communication is extremely influential. Only 7% of a message is conveyed with words, whereas 55% is conveyed by body language and 38% by tone of voice.

- **Focus on a positive outcome**. In order to move beyond the argument, make the solution more important than your position. Do not be argumentative; instead keep a cool head at all times. If you lose your composure, your judgement is affected greatly.

Tip: Remember to stay calm and not to engage in aggressive behaviour – your response will determine the outcome of the situation.

03 Dress code

Lasting first impressions

First impressions are undeniably influential and often form the basis of decision making. The way we approach customers, the way we look, the way we speak, can all have a lasting 'first impression' on our visitors. Given the importance of securing business for our trade and the local business, tourist and service industries within Glasgow, it is essential that we do our utmost to provide a positive and favourable first impression upon visitors to our city.

Tip: Remember taxi drivers are often the first point of contact for visitors to the city – give a positive first impression of Glasgow by practicing best customer care.

Remember Glasgow is *Scotland with style* – be smart, presentable and professional.

GLASGOW CITY COUNCIL

PRIVATE HIRE CAR AND TAXI DRIVER'S

DRESS CODE

The following code has been drafted by the Licensing Authority with the assistance of the following bodies:- Strathclyde Police; Glasgow City Council Enforcement Unit; Greater Glasgow Private Hire Association ; and Glasgow Taxis Ltd – and has to be observed by all Private Hire Car and Taxi Driver's licensed by this Authority.

1. All drivers are required to dress smartly and to maintain a clean and tidy appearance.

2. If your radio base requires you to wear a uniform or comply with a certain standard of dress, you must do so.

3. If your radio base does not operate a dress code, you are required to dress appropriately:
   for men, a long or short sleeved shirt and tie is the preferred option, although a long or short sleeved shirt with no tie is acceptable, and for women: tailored slacks or skirt and a long or short sleeved blouse is the preferred option.

4. Denims, shorts, T-shirts, track suits and other casual sports leisure suits are not acceptable, as are sleeveless shirts, blouses or casual polo shirts.

5. You must be clean and presentable at all times.

6. Your hair should be clean and combed, and men with moustaches or beards should ensure that they are kept neat and trimmed.

Glasgow City Council Web Site (Taxi Driver Licensing)

04 Equality and diversity awareness

The Equality Act 2010

On the 1st October 2010 the **Equality Act** came into force. This Act brought together many different equality laws with the aim of making equality law simpler and easier to understand.

The **Equality Act 2010** makes it an offence to discriminate against people because of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. The Act refers to these as 'protected characteristics'.

Unlawful discrimination can take a number of different forms. Listed below are a few practical examples of the Equality Act 2010 in action in everyday situations:

- You must not treat a person worse just because of one or more of their protected characteristics (this is called direct discrimination).

  For example:
  Refusing a passenger *because* she is pregnant.

- You must not treat a disabled person unfavourably because of something connected to their disability where you cannot show that what you are doing is objectively justified. This only applies if you know or could reasonably have been expected to know that the person is a disabled person. This is called discrimination arising from disability.

  For example:
  A shop has a 'no dogs' rule. If the shop bars a disabled person who uses an assistance dog, not because of their disability but because they have a dog with them, this would be discrimination arising from disability unless the shop can objectively justify what it has done.

- You must not treat a person worse than someone else because they are associated with a person who has a protected characteristic.

  For example:
  Refusing to carry a passenger because they have a disabled child with them.

- You must not treat a person worse because you incorrectly think they have a protected characteristic (perception).

  For example:
  Assuming someone has a particular religion or belief and refusing them passage on those grounds.

Taxi drivers' duties under the Equality Act 2010

Taxi and private hire drivers have duties under the Equality Act 2010 to assist passengers who use wheelchairs.

Drivers also have duties regarding passengers who have assistance dogs.

The duties apply to drivers of wheelchair accessible licensed taxis and private hire vehicles and include:

- Carrying the passenger while in a wheelchair in the vehicle.
- Not making any additional charges for carrying passengers who are wheelchair users.
- Carrying the wheelchair separately in the vehicle if the passenger chooses to sit in a passenger seat.
- Taking steps to ensure that the passenger is carried safely and in reasonable comfort.
- Giving the passenger mobility assistance as is reasonably required.

What does mobility assistance mean?

- Mobility assistance essentially means helping passengers who use wheelchairs by providing physical assistance.
- If the passenger wishes to remain in the wheelchair, the driver must help the passenger to get into and out of the vehicle.
- If the passenger wants to transfer to a seat, the driver must help the passenger get out of the wheelchair and into a seat and back into the wheelchair. The driver must also load the wheelchair into the vehicle.
- The driver must also offer to load the passenger's luggage into and out of the vehicle.

Guide and assistance dogs

Under the Equality Act 2010 taxi and private hire drivers are obliged to carry guide dogs and assistance dogs at no extra cost to the passenger.

Exemptions
Drivers who have a medical condition that means they are unable to assist passengers or carry dogs in their vehicle may apply for an exemption from these duties.

05 Disability awareness

An introduction

Disability is one of the protected characteristics under the Equality Act 2010. It is important for taxi drivers and private hire drivers to have good disability awareness as disabled people rely heavily on taxis – half of the journeys taken by disabled passengers are by taxi.

Disability discrimination occurs when a person treats a disabled person (or someone covered by any of the other protected characteristics) less favourably than they treat or would treat other people. There are other forms of disability discrimination but this is the main one to consider, and to prevent. Examples might include refusing to take a disabled passenger, refusing a booking or not making reasonable adjustments.

By making reasonable adjustments taxi drivers can avoid discriminating against disabled passengers so that they too can have the benefits of taxi travel enjoyed by others. A duty to make reasonable adjustments requires taxi drivers to take steps to ensure that disabled passengers have positive experiences of journeys.

The duty to make reasonable adjustments is implicit and goes beyond simply avoiding discrimination. It requires drivers to anticipate the needs of potential passengers for reasonable adjustments. Examples of 'reasonable adjustments' include fitting access ramps, wheelchair clamps, seatbelt restraints, swivel seats, access steps, high visibility handles and hearing loops. All are examples of 'reasonable adjustments' that have been introduced to enable taxis to carry disabled passengers in the expected level of safety and comfort.

The purpose of the duty to make reasonable adjustments is to allow disabled passengers and potential passengers to have access to taxi journeys in a manner as close as is reasonably possible to journeys experienced by other customers.

Effects of Non-Compliance:
- Court action by disabled person
- Award for damages
- Poor PR for taxis in general

By Law, the disabled person has 6 months from occurrence to taking legal action.

Making the ride a positive experience

Depending on the type of disability, disabled customers will require different levels of assistance. It is essential that every passenger's dignity and pride is maintained by offering the right level of help and assistance. For example, do not assume because someone is using a stick that they cannot enter the taxi unaided or without minimum assistance. Similarly, do not assume that because your passenger is wearing a hearing device that they can hear everything you say.

Some disabilities are more visible than others. It is key to converse with your customer to find out how you can help or if help is required. The single most important thing that can make a disabled person's journey a positive experience and one that they will want to repeat, is that you as the taxi driver, are aware of and anticipate the customer's needs.

Customer Experiences

Journey begins..

"I phone up and ask for a taxi to be there at a specific time. It's difficult to get the person at the other end to know what I'm saying. I need help. I have to get a wheelchair taxi with ramps. Sometimes the taxi is late. Never an apology. It makes me late for things. I feel terrible - it is all out of my control."

"The meter is left to run as I board. I hope that because I cannot see very well, the driver will not take me the long way round too!"

Getting there..

"It's all a bit dodgy. I'm hoping the taxi driver will get out the ramp. He tilts me back and tells me he has never dropped a wheelchair before. It's a bit scary. He doesn't want to get the ramp out. In the taxi I slide from side to side. He doesn't seem to want to use the seatbelt either. He puts his foot down. I will phone and complain later. I feel out of control now. Terrible."

Journey's end..

"I pay good money for my taxi but have difficulty sorting change, sometimes the driver is impatient. Sometimes he uses ramps - when I tell him to - that's after a few persuasions. I try to be polite. I feel frustrated and angry. I ask the driver to help me to the door before he goes away."

What we as an organisation and as individuals must aim for is creating positive customer experiences such as this:

"The driver made sure my chair was all the way up the ramp, checked I was comfortable and made sure the seatbelt was in place. He did it without a fuss and it took him about a minute. Great!"

"I was really thankful when the taxi driver got out of his cab as he saw me approaching. I have difficulty walking and getting in and out of cars by myself is always a worry. He opened the door for me and asked if I required help, which I did."

"As I don't see very well the driver assured me which way we were going. He was friendly and welcoming to me and my guide dog. That's how I like to be treated all the time!"

Good Practice Tips

Wheelchair using passengers

Important things to remember:

- Passengers using wheelchairs must be carried in accordance with the guidelines set out in the vehicle manufacturer's handbook, and all safety clamps and restraints must be used in accordance with the manufacturer's guidelines and recommendations. Swivel seats and steps (if fitted) should be fully utilized according to need and passengers must always be carried facing the rear.

- Passengers should never be carried or travel unrestrained or positioned sideways or facing forward. All drivers should be aware that in the event of a passenger sustaining injury or distress as a result of failure to comply with safety regulations may result to civil action against the driver.

- A full demonstration will be given on this procedure and every driver [unless exempted] is expected to show compliance and be able to fully demonstrate the use of all such safety aids. Additionally, it is expected that all safety and/or mobility aids fitted to vehicles are kept in serviceable, working order. Ramps and safety clamps must be carried in vehicles at all times.

- Great care should be taken to avoid injury while pushing, pulling and especially lifting and lowering a wheelchair user.

Before the journey

- The driver must always use the ramps to help wheelchair users board the taxi.
- Some taxis have folding back seats - on these vehicles the seat should be folded to allow room to manoeuvre inside.
- Passengers using an electric wheelchair should be asked he/she wishes to drive up the ramp or if they require assistance.
- The driver should assist manual wheelchair user on the ramp, as far forward as the wheelchair can go.
- The wheelchair users will then reverse and turn into position inside the taxi, facing the rear.
- Fit the restraints or belts and ensure that the wheelchair brakes are securely applied.
- Ask destination, turn on meter and drive off.

During the journey

- Remember that a manual wheelchair may move from side to side. Drive smoothly.
- The passenger is facing backwards and cannot anticipate changes in speed or direction.
- Do not accelerate hard.
- Do not corner suddenly or hard.
- Do not traverse speed bumps and potholes too fast.
- Remember that the passenger is facing backwards and cannot give directions.

On conclusion of the journey

- Stop the meter.
- Undo all safety belts and/or restraints.
- Turn passenger in chair within the taxi.
- Open access ramp.

- Speak to passenger and tell him/her when he/she is being led down the ramp.
- Accept payment.
- Offer any further help required.

A practical demonstration of how to fit a wheelchair will be given by Glasgow Taxis Ltd. You can also watch a video at: ….

Passengers with hearing impairment

When dealing with a hearing impaired passenger, make sure you switch off the radio/CD [not communication with base].

Communication tips

- Ensure you approach the person from the front and that you have the person's attention.
- Look directly at the person. Do not cover your face or turn away when you talk.
- Facial expressions and gestures are important when communicating with a deaf person.
- Shadows or strong sunlight on the taxi driver's face can make lip reading more difficult.
- Use facial expression when communicating.
- Point at destinations etc.
- Take care to speak clearly but without exaggerating your sounds or lip movements.
- Sometimes a deaf person will motion for a pen and paper - that is fine, but not all deaf people can read written English. It may be that their first language is British Sign Language rather than English.

At the beginning of the journey

- Always look at the deaf person when you are talking to them, it's important that they can see your face.
- A pen and piece of paper are handy to help with communication.
- If you want to get the deaf person's attention, tap them on the shoulder.

During the journey

- The taxi driver can switch the lights on and off as a way of getting the deaf person's attention.

At the end of the journey

- For the fare the taxi driver can point to the meter.

Passenger with visual impairment

Communication tips

- When you talk to someone who uses a guide dog, speak directly to that person. Do not speak to or stroke the dog.
- Speak to the person in a normal tone and normal volume.

At the beginning of the journey

- When you arrive to pick up the passenger, get out of your taxi and identify yourself as the taxi driver and let the customer know that you are speaking to them.
- Ask the passenger if assistance is needed and walk them to the taxi if required.

During the journey

- Do not ask a blind or partially sighted passenger to give directions, as they may not be able to do this.
- Drive as smoothly as possible.

At the end of the journey

- Be patient when the person is paying the fare, remember she or he may take longer due to having to identify coins and notes.

Guide Dogs

A number of dogs are used to assist disabled people including:

- Guide dogs: those trained by the Guide Dogs for the Blind Association.
- Hearing dogs: those trained by Hearing Dogs for Deaf People.
- Other assistance dogs: those trained by Dogs for the Disabled, Support Dogs or Canine Partners to assist other disabled people.

Unless the taxis driver has been granted an exemption certificate, all drivers must convey dogs and their owners as needs require.

Language and terminology

Language grows and moves on. There is not a universal agreement on the use of language and terminology and the following should be taken as guidance on current good practice.

Words/phrase to avoid	Preferred
The disabled, The handicapped	Disabled people Person with a disability
The deaf	Deaf* people
The hard of hearing	People with a hearing impairment
Deaf and dumb, Deaf mute	Deaf* without speech
A mute	Person without speech, Person with a speech impairment
The blind	Blind people
The visually impaired	People with visual impairments
Victim of…	Person who has, Person with, Person who has experienced
Suffering from, Afflicted by	Person who lives with
Wheelchair bound, Confined to a wheelchair	Wheelchair user

* Use of the Capital D may indicate first language British Sign Language user.

06 Conditions of licence

As a self-employed taxi driver and/or taxi owner you have a duty to passengers, work colleagues, the general public and must at all times comply with all legal requirements imposed by Glasgow City Council. Please make sure that you are familiar with these requirements as stated in your Taxi Licence and/or Taxi Drivers Licence.

Applying for a taxi drivers licence

The Grant of a Taxi Drivers License for the City requires that the applicant:

- Must have successfully completed the Topographical Test (Hackney Cabs only).
- Must have held a full UK driving license for at least a full year continuously.
- Must be at least 21 years of age.

You should be aware that:

- You may be required to submit to a medical examination at the discretion of the Licensing Authority.
- The Licensing Authority will submit the applicant's name to Strathclyde Police for background reports.
- You will be expected to adhere to the dress code as identified by the Licensing Authority.
- You will be expected to commit to reading and understanding the licensing conditions & responding to any correspondence or other requests from the Licensing Authority within the advised timescale.

You and your taxi

- You, as the driver of a Taxi or Private Hire Car, must display your badge on your outer clothing at all times.
- You are also required to carry your Taxi or Private Hire driver licence and certificate of insurance whilst you are driving a Taxi or Private Hire Car for hire and reward.
- You must present yourself in a professional and tidy manner.
- You must refrain from smoking while driving the taxi whether on or off duty.
- You must ensure that the vehicle is in a safe, clean and tidy condition internally and externally at all times.
- You must not knowingly allow the vehicle to be used for any immoral or illegal purposes while in your charge.

- Do not be aggressive or argumentative; instead maintain a calm approach to maintain control of the situation.

Hire related issues

- You must fulfil the hire, unless sufficient cause as stated in the conditions of your licence not to do so.

- You are not required to fulfil a hire if the passenger is under the influence of alcohol or otherwise not in a fit and proper condition; if his/her condition of clothing is offensive or likely to cause damage to the interior of the taxi; if he/she refuses to cease smoking in the taxi and if accompanied by any animal (except assistance dogs) which is likely to damage or soil the interior of the taxi.

- You must not exceed the maximum number of passengers/clients the vehicle is registered to carry.

- Private Hire Cars should not be hired on a there and then basis without a prior booking.

- You must use the shortest routes between destinations unless instructed otherwise by the passenger/client.

- You must ensure that the taximeter fitted to the vehicle is sealed and operated at all times.

- You must not refuse to carry luggage in the vehicle provided it can be accommodated safely.

- You must give appropriate assistance with loading and unloading but shall not be required to leave the immediate proximity of the vehicle.

- You must search the vehicle at the end of each journey for any lost property and within 24 hours return it to the owner or the Police.

- When checking the vehicle for litter and lost property after each journey, watch out for needles or weapons.

- You must abide by the Licensing Authority rules regarding taxi stances.

Legalities

You should be aware that:

- The Licensing Authority must be notified of any convictions within 28 days.

- A change of address must be reported to Licensing Authority within 14 days.

- If you wish to stop working as a taxi driver, you should inform and surrender your licence to the Licensing Authority within 3 months thereafter.

- The Licensing Authority must be informed of any medical condition you may have.

- It is an offence for the driver to refuse a request from Enforcement staff, Police Officer or a passenger, to produce his driver badge.

- Each licensed operator is required, by law, to have their vehicle inspected on a minimum of two occasions per year.

- All drivers must be aware of their responsibilities to record work-related deaths, major injuries or over-three-day injuries, work related diseases, and dangerous occurrences (near miss accidents).

Detailed conditions of license for both Taxi Operators and/or Taxi Drivers are outlined in full in your Taxi Operators and /or Taxi Drivers Licence. Please refer to these for further information.

07 The Taxi and Private Hire Enforcement Unit

About the Law Enforcement

The Taxi and Private Hire Enforcement Unit is a civilian law enforcement unit, empowered by virtue of the Civic Government (Scotland) Act 1982 to enter and inspect any vehicle in order to determine if the vehicle meets the standards required of a licensed vehicle.

The Unit's remit includes:

- **Booking office**
  Authorised Officers are entitled to carry out an inspection of the licensed business by virtue Section 5 (Rights of Entry and Inspection) of the Civic Government (Scotland) Act 1982.

- **Dealing with Complaints** – Its aim is to protect the general public who have genuinely been mistreated by Taxi or Private Hire licence holders and Licence holders who are wrongly accused of mistreating members of the public.

- **Inspections (Roadside**) - The aim of this process is to protect licensed drivers, their fellow road users and members of the public. This is achieved through a number of objectives including carrying out roadside safety checks on licensed drivers and vehicles and taking remedial and/or disciplinary action as required.

- **Joint and Multi-Agency Exercises -** The Taxi and Private Hire Enforcement Unit works in partnership on a regular basis with Strathclyde Police. The joint exercises are designed to address issues that arise as a result of intelligence gathered by both parties and to address general concerns relating to Taxi and Private Hire activity.

- **Licence Application Audits** - The Taxi and Private Hire Enforcement Unit audit every licence application with a view to identifying individuals who, by their actions, raise cause for concern with regard to their fitness to hold a licence. The vetting process takes account of the applicant's record in terms of vehicle inspection and complaints from the public.

- **License Holder Responsibilities -** Taxi and Private Hire licences (Operator and Driver licences) are governed by the Civic Government (Scotland) Act 1982. The Taxi and Private Hire Enforcement Officers enforce the conditions that are attached to the various Taxi and Private Hire licences issued by Glasgow's Licensing Authority and take both remedial and disciplinary action against licensees who fail to meet the requirements of their licence.

  Remedial and disciplinary action can and does include:
  - Reminding licensees of the conditions attached to their licences
  - Temporary Suspensions of licences
  - Referral to the Licensing and Regulatory Committee

- **Taxi Fare Tariffs** - Section 17 of the Civic Government (Scotland) Act 1982 imposes the responsibility on the Licence Authority to set Taxi Fare Tariffs to be used by all licence holders when driving licensed vehicles with Taxi meters on board. The Taxi and Private Hire Enforcement Unit is required to review the existing Taxi Fare Tariff to identify whether the existing Tariff is equitable. The Unit is also responsible for assessing all proposals to increase existing Fare Tariffs in order to identify whether the proposed

increase can be justified or not. The Unit reports its findings to the Licensing and Regulatory Committee to allow Members to reach an informed decision on existing Tariffs and proposed increases to the Fare Tariff.

- **Taxi Meter Evaluation -** Only approved meters can be used on licensed Taxis or Private Hire Cars.
  All meters are assessed by this Unit to identify if they are suitable for use within Glasgow's Taxis and Private Hire Cars. The approved meters are also inspected during the road-side and scheduled inspections to identify whether or not they are:
  - Displaying the current Fare Tariff
  - Displaying a Glasgow City Council seal
  - Operating accurately

  Anyone found to be knowingly operating a licensed Taxi with a meter that is not sealed by way of a Glasgow City Council seal, may be prosecuted and on summary conviction, fined up to £2500.00 or sentenced to serve a term of imprisonment for no more than 60 days.

Licensing and Regulatory Committee

The Taxi and Private Hire Enforcement Unit serves the Licensing and Regulatory Committee by addressing and reporting on a variety of issues such as licence holders who have:
- Contravened their licence conditions
- Been the subject of a complaint(s) from members of the public
- Committed any other offence

Licensees who are the subject of reports to Committee will have their status as licence holders assessed.

The Unit is also responsible for researching, developing and reporting on issues that may lead to an existing Policy being amended or new Policies being adopted.

The Unit is also responsible for assessing and reporting on issues of a technical nature, such as proposals to modify an existing approved vehicle. The Unit will assess how the proposed modification will impact on the vehicle and whether it will impact on current Council Policy.

Contact details for the Taxi and Private Hire Enforcement Unit are provided in section 13: Useful Contacts.

Taxi M.O.T. and inspection

The M.O.T., Taxi and Private Hire Enforcement Unit is responsible for inspecting all taxis and private hire cars licensed by Glasgow's Licence Authority. This Unit is empowered by the Civic Government (Scotland) Act 1982 to enter and inspect any vehicle in order to determine if it meets the standards required of a licensed vehicle according to the conditions attached to the taxi/private hire vehicle and driver licences issued by the Licensing Authority.

- Each licensed operator is required, by law, to have their vehicle inspected on a minimum of two occasions per year.

- These inspections are scheduled on a six monthly basis and carried out at the Inspection Centre, 425 Polmadie Road, Glasgow, G42 0PJ.

- The vehicle inspections are based on an M.O.T. inspection although the standard applied is slightly higher than that of the usual M.O.T. inspection.

- Further ad-hoc inspections are carried out on the streets of Glasgow by a team of Enforcement Officers who operate on a 24 hour basis.

- The Taxi Inspection Booking Service is available Monday to Sunday from **08:00 to 20:00.** Contact Number: 0141 287 3326

08 Safety & reporting procedures

An introduction

The safety of you and your passengers is of great importance. This is one reason why there are strict vetting procedures in place which all drivers must undergo prior to the grant of a Taxi Licence or Taxi Drivers Licence **(or Private Hire licence)**. This vetting procedure is in addition to the annual and Intermediate vehicle tests required.

As a driver or owner, it is your responsibility to report and record certain injuries and occurrences. Please refer to the conditions imposed by the Glasgow City Council Taxi Licence and Taxi Drivers Licence and familiarise yourself with all relevant Road Traffic Legislation.

This section aims to offer awareness and guidance only; full information can be obtained from RIDDOR Incident Contact Centre or Glasgow Taxis Ltd (please see Useful Contacts for details).

Reporting of accidents or other vehicle damage

In the event of your vehicle being involved in a road traffic accident or being subject to damage by other means you should take the following steps according to the conditions attached to your Taxi Licence:

- You must report any damage to the Licensing Authorities as soon as practicable.
- If the taxi is roadworthy, you must present your vehicle for examination by the Licensing Authority within the following two working days [being days on which the testing facilities operate] after the occurrence.
- The taxi shall be presented to the Licensing Authority for re-examination as soon as repairs to the vehicle have been completed and before the vehicle again plies for hire.

Reporting of injuries, diseases and dangerous occurrences

In brief, as a self employed person every driver is effectively their own Health and Safety Officer. That said however, the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 [RIDDOR], places a legal duty on Taxi and Private Hire drivers to report work-related deaths, major injuries or over-three-day injuries, work related diseases, and dangerous occurrences [*e.g.* work related non-road traffic near miss accidents].

Why should I report?

Reporting accidents and ill health at work is a legal requirement. The information enables the Health and Safety Executive [HSE] and local authorities, to identify where and how risks arise, and to investigate serious accidents. For most businesses, a reportable accident, dangerous occurrence, or case of disease is a comparatively rare event. However, if it does happen, the circumstances must be recorded and subsequently reported in writing to the management [Glasgow Taxi Ltd Secretary] and to the enforcing authority.

What must I report?

Any event of type [a] or [b] must firstly be notified to the enforcing authority by the quickest practicable means:

[a] the death of any person as a result of an accident arising out of or in connection with work;
[b] any person suffering any of the following injuries or conditions as a result of an accident arising out of or in connection with work:

- fracture of the skull, spine or pelvis
- fracture of any bone, except a bone in the foot
- amputation
- the loss of sight of an eye
- injury requiring immediate medical treatment or loss of consciousness
- loss of consciousness resulting from lack of oxygen
- any other injury which results in the person injured being admitted immediately into hospital for more than 24 hours
- over-3-day injuries – where an employee or self-employed person is away from work or unable to perform their normal work duties for more than 3 consecutive days as a result of an 'at work accident' or work related illness/injury
- injuries to members of the public or people not at work where they are taken from the scene of an accident to hospital
- some work-related diseases
- dangerous occurrences – where something happens that does not result in an injury, but could have done

Any such injury should be recorded on an incident/accident report or within the Glasgow Taxis Ltd Accident Book kept by the Secretary. The Executive Committee should be made aware of any entries in this document.

RIDDOR applies to all work activities but not all incidents are reportable. If someone has had an accident in a work situation where you are in charge, and you are unsure whether to report it, clarification can be gained by contacting the RIDDOR Incident Contact Centre [ICC].

Information supplied to **HSE** in a RIDDOR report is not passed on to your insurance company. If you think your insurer needs to know about a work related accident, injury, or case of ill health please remember to contact them separately. Insurers have stated that reporting injuries and illnesses at work to them quickly could save time and money.

When do I need to make a report?

Although the regulations specify varying timescales for reporting different types of incidents, it is advisable to report the incident as soon as possible. In cases of death, major injury, or dangerous occurrences, you must notify the enforcing authority without delay. Cases of over-three day injuries must be notified within ten days of the incident occurring. Cases of disease should be reported as soon as a doctor notifies that you suffer from a reportable work-related disease.

What records do I need to keep?

Records of any reportable injury, disease or dangerous occurrence must be kept and should include the date and method of reporting; the date, time and place of the event; personal details of those involved; and a brief description of the nature of the event or disease.

The Executive Committee of Glasgow Taxis Ltd has instructed the Secretary to take the responsibility for maintaining an Accident Book. If you require access to the book, please contact the Secretary at the earliest instance. In circumstances where an accident includes a member of the public, that person will be provided access to the accident book on request to the Secretary, having given appropriate notification.

Good practice points

You are strongly advised to note the information below on every appropriate occasion. It will ensure that you have a record of the events as they occurred while they are fresh in your mind as all such details may be crucial at a later date, particularly if you are confronted with a compensation claim.

Report of Accident or Incident to Hackney Carriage or Private Hire Vehicle

1. *Time, day and Date of accident/occurrence.*
2. *Location [minimum two point location, e.g., Bath St at junction with Hope St. Glasgow*
   or Bath St approx. 25 metres west of Hope St. Glasgow]
3. *Owner/Licence Holder/Registered Keepers Details;*
4. *Vehicle Details;*
5. *Driver Details;*
6. *Explanation and Location of Accident/ Incident;*
7. *Details of other vehicles involved [if any];*
8. *Details of damage to licensed vehicle;*
9. *Details of passengers/witnesses etc. – names, addresses, injuries etc.*
10. *Weather conditions*
11. *Police attendance;*
12. *Reported by – plus details of vehicle positions etc.[if possible, photographs are of significant value]*

Other relevant legislation and procedures

- **Health and Safety at Work Act 1974**
  This legislation includes the aspect of a Duty of Care. As the person in charge of a licensed taxi, this onus falls upon you and it is essential that all possible steps are taken to ensure the safety of passengers. Of particular note is the conveyance of passengers using wheelchairs or other aids. It is of paramount importance that such passengers are conveyed in the correct manner and that wheelchairs are secured in accordance with vehicle manufactures recommendations. In brief, always be your own Safety Officer and take heed of your Duty of Care.

- **Health and Safety [First Aid] Regulations 1981**
  Among other aspects pertaining to Health and Safety and the provision of First Aid in the workplace, this act brings about the duty of an employer to make provision for First Aid. In this regard, it is recommended that you carry a properly equipped first aid kit in your vehicle.

- **Vehicle Inspection and Equipment Procedure**
  Check your vehicle, including all emergency equipment, including the fire extinguisher at the start of each shift. The examination should be internal and external and be particularly attentive of sharp edges, tears or loose fittings. Be particularly careful when checking seats *etc.* and be especially mindful of the possibility of finding needles or weapons. Needlestick injuries must be treated at the nearest Accident and Emergency Unit immediately. Gloves should always be worn and professional advice should always be obtained in relation to the cleaning of staining arising from suspected blood or body fluid.

09 Personal Accounts

Responsibilities

As a licensed Taxi Driver you will most probably be registered as self employed. In addition to the obvious factors relating to discipline and motivation, self-employment brings with it the responsibility of account keeping. Specifically this includes a number of different areas such as:

- National Insurance Contributions
- Self assessment tax returns
- Record keeping

NI contributions

The importance of maintaining your NI contributions cannot be overstated and it is recommended that you contact HMRC National Insurance and Related Services at the earliest opportunity. This is to ensure that you are registered to pay the correct level of National Insurance contributions. In most cases this relates to Class 2 National Insurance [NI] contributions.

Tip: Making sure you are registered to pay the correct level of NI contributions from the beginning will save you time and money.

Annual tax return

Another very important aspect of self employment is your annual tax return.

- The responsibility to submit an accurate and true return rests with you.
- You will not be provided with a P60 form as you would have been in past employment.
- The vast majority of taxi owners/drivers rely on the services of an accountant and there are a number in and around Glasgow who specialise in dealing with the taxi trade.

Tip: Make sure you familiarise yourself with the basic requirements of self assessment tax returns and ensure that you are claiming all that is due, especially in relation to vehicle depreciation and loan repayments.

Record keeping

Given that you may be new to record keeping, it is advised that as you embark upon self employment you should at the very least, put in place a basic, simplistic filing system and/or method of record keeping.

Possible options include:

- preparing a basic spread sheet

- **Glasgow Taxis Ltd** offer for sale a comprehensive booklet entitled 'Taxi Driver Accounts'. This covers the basic income and outgoings relating to the trade on a day to day basis. The booklet is printed on a week per page and if updated and kept in

conjunction with an A4 file for receipts, will provide the basis for an accurate and comprehensive tax return.

Tip: Don't under estimate the value of a good accountant. It cannot be stressed enough how valuable professional advice can be, especially in the early start-up years of your business.

Resources

- We strongly advise you to initially refer to HMRC National Insurance and Related Services web site at **www.hmrc.gov.uk** or contact the **HMRC NI Contributions Office Self Employment Services** (Section 14: Useful Contacts provides details) for more information on the matter.

- HM Revenue and Customs have produced an easy to read guide entitled "Working for Yourself; The Guide. Showing you the ropes; getting things moving; Finding help when you need it." which can be accessed via their website at **www.hmrc.gov.uk/startingup**.

10 Useful Contacts

Glasgow Taxis Ltd
140 Boden Street
Glasgow, G40 3PX
Phone: 0141 554 2222
Fax: 0141 554 6922
Email: office@glasgowtaxis.co.uk

Credit Union	0141 429 5394

Taxi and Private Hire Enforcement Unit
231 George Street
Glasgow, G1 1RX
Phone: 0141 287 4294
24 hour service: 0845 2701558 (Glasgow City Environmental Protection)
Email: scott.hannigan@eps.glasgow.gov.uk

Taxi and Private Hire Licensing Section
235 George Street
Glasgow, G1 1RX
Phone: 0141 287 4535

Taxi and Private Hire M.O.T. Inspection Centre
425 Polmadie Road
Glasgow, G42 0PJ
Phone: 0141 287 3326

RIDDOR Incident Contact Centre
Caerphilly Business Park
Caerphilly, CF83 3GG
Phone: 0845 300 99 23
Online: http://www.hse.gov.uk/riddor/online.htm
E-mail: riddor@connaught.plc.uk

HM Revenue & Customs

Newly Self-Employed	www.hmrc.gov.uk/startingup
Helpline for the Newly Self-Employed	08459 15 45 15
Self Assessment	www.hmrc.gov.uk/sa
Self Assessment helpline	0845 9000 444
National Insurance	www.hmrc.gov.uk/nic
Self-Employment Contact Centre	08459 15 46 55

HMRC NI Contributions Office
Self Employment Services [Customer Accounts Section]
Benton Park View
Newcastle Upon Tyne, NE981ZZ
0845 915 4655 (8.30 am to 5.00 pm, Monday to Friday. Closed weekends and bank holidays.)

Taxi Recovery Vehicles

AA	0800 88 77 66
RAC	0800 82 82 82

Thomas Ash & Son	0141 778 6151

Accountants

Stevenson & Kyle	0141 248 3856
M Lynas	0141 569 3165
Danny McFadyen	0141 762 4210

Insurance Agents

Patons Insurance	0141 553 2020
Tradex Insurance (Bells)	0141 429 3229
Insurancentre	0141 221 9074
Laurie Ross Insurance	0141 778 5311

Window Replacements

Auto Glass	0800 36 36 36
Auto Windscreens	0800 919 700
Thomas Ash	0141 763 0208

Strathclyde Police

Lost Property
50 Stewart Street
Glasgow, G4 0HY
0141 532 3000

Headquarters
173 Pitt Street
Glasgow, G2 4JS
0141 532 2000
Minicom: 0141 207 5758

www.strathclyde.police.uk

Glasgow Hospitals

Glasgow Royal Infirmary
84 Castle Street
G4 0SF
0141 211 4000

Southern General Hospital
1345 Govan Road
G51 4TF
0141 201 1100

Stobhill Hospital
133 Balornock Road
G21 3UW
0141 201 3000

Western Infirmary
Dumbarton Road
G11 6NT

0141 211 2000

Victoria Infirmary
Langside Road
G42 9TY
0141 201 6000

Victoria Hospital (New)
Grange Road
G42 9LF
0141 201 6000

Royal Hospital for Sick Children (Yorkhill)
Dalnair Street
G3 8SJ
0141 201 0000

Gartnavel Royal Hospital
1055 Great Western Road
G12 0XH
0141 211 3600

Gartnavel General
1053 Great Western Road
G12 0YN
0141 211 3000

NHS 24
08454 24 24 24

Late Opening Pharmacies

Boots Midnight Pharmacy
Glasgow Central Station
Unit 13 Caledonion Ctr
Glasgow, G1 2SQ
01412217107

Monday – Saturday	7am - Midnight
Sunday	9am – 6pm

Parkhead Forge
Asda Superstore
1300 Duke Street, Glasgow, G31 4EB
0141 554 1830

Monday – Wednesday, Saturday	8am - 8pm
Thursday - Friday	8am - 9pm
Sunday	9am - 6pm

Robroyston
Asda Superstore
1 Monument Drive
Glasgow, G33 1AD
0141 557 6200

Monday – Friday	8am - 10pm
Saturday	8am - 7pm
Sunday	9am - 7pm

Linwood
Asda Superstore
Phoenix Retail Park
Paisley, PA1 2AB
0141 848 7929

Monday	8am - 9pm
Tuesday – Saturday	8:30am - 9pm
Sunday	9am - 6pm

Visitor Information Centre
11 George Square
Glasgow, G2 1DY
0141 204 4400

Rail Enquiries

National Rail Enquiries: 08457 48 49 50

National Rail Enquiries from overseas (Please note: International rates apply):
+44(0)20 7278 5240

National Rail Enquiries Textphone (for customers with hearing impairments): 0845 60 50 600

TrainTracker™: 0871 200 49 50 (Calls cost 10p per minute from a BT landline, calls from other operators and mobiles may be higher)

TrainTracker™ Text - text station name to: 8 49 50

ScotRail Telesales: 08457 55 00 33

ScotRail Customer Relations: 08456 01 59 29

www.scotrail.co.uk

Glasgow Cathedral
Castle Street
Glasgow, G4 0QZ
0141 552 8198
07979 348 005
info@glasgowcathedral.org.uk

The Cathedral Church of the Roman Catholic Archdiocese of Glasgow
90 Dunlop Street
Glasgow, G1 4ER
0141 221 3096

Garnethill Synagogue
127 Hill Street
Glasgow, G3 6UB
0141 332 4911

Glasgow Central Mosque
1 Mosque Avenue
Glasgow, G5 9TA
0141 429 3132

11 Appendices

CONDITIONS ATTACHED TO A TAXI LICENCE

(1) The holder of a taxi licence shall be not less than 21 years of age.

(2) The holder of a Taxi Licence must hold the requisite Vehicle Registration Document and the Certificate of Insurance in relation to the taxi as required by Part VI of the Road Traffic Act 1988 in the name of the Licenceholder or the person named as the day to day manager or all the named directors/partners 'trading as' the Licenceholder and shall not include any other names.

(3) The holder of a taxi licence who changes his address or place of business shall within 14 days thereafter give notice thereof to the Licensing Authority and shall produce his licence to the Executive Legal Manager (Licensing) of the City of Glasgow Council who shall endorse thereon the particulars of such change of address or place of business.

(4) The holder of a taxi licence shall keep or cause to be kept an up-to-date list of the names and addresses of all taxi drivers employed by him and of all taxi drivers who, whether for payment or otherwise, are authorised by the holder of the licence to use the taxi for the purpose of plying for hire.

(5) The holder of a taxi licence shall use as a taxi only an FX4 metropolitan type vehicle or any other vehicle of a type which has received the prior approval of the Licensing Authority. The taxi shall be coloured black or any other colour approved by the Licensing Authority.

(6) The holder of a taxi licence shall ensure that the taxi, including all body work, upholstery and fittings, is in a safe and serviceable condition and that it is kept in a clean condition both internally and, subject to prevailing road conditions, externally.

(7) The holder of a taxi licence shall have his name and taxi licence number printed in a conspicuous place on the outside of both the nearside and offside doors of the taxi in Roman letters, not less than three quarters of one inch and not greater than one inch in height and of proportional breadth in a colour conspicuously different from the background and shall keep them so painted and clearly legible during the currency of the licence. No notice, advertisement, printed bill or other thing shall be displayed on the outside or inside of a taxi, except for the name of the licence holder and the taxi licence number on the outside, without the previous consent of the Licensing Authority.

(8) The holder of a taxi licence shall ensure that, while the vehicle is in use as a taxi, any plates or other things which have been issued by the Licensing Authority for the purpose of indicating that the vehicle is a taxi are displayed at all times in positions approved by the Licensing Authority.

(9) If any plate or other thing which has been issued by the Licensing Authority for the purpose of indicating that the vehicle is a taxi and which is fixed to the vehicle becomes so defaced as not to be distinctly visible or legible or if any such plate or other thing is lost, the holder of the taxi licence shall report this to the Licensing Authority as soon as practicable in order to obtain from the Licensing Authority a replacement plate or other thing.

(10) The holder of a taxi licence shall not display on his vehicle any sign for the purpose of advertising its services as a taxi other than that approved by the Licensing Authority.

(11) The holder of a taxi licence shall display upon the roof of his taxi a sign of a type approved by the Licensing Authority for the purpose of advertising the vehicle as a taxi.

(12) The holder of a taxi licence shall require the taxi to undergo and pass inspection as required by the Licensing Authority. On receiving the requisite notice, in writing, from the Licensing Authority, he shall present the taxi for examination at such time and place as may be reasonably required.

(13) The holder of a taxi licence, if the taxi has been damaged in a vehicular accident or by any other means, shall report the damage to the Licensing Authority as soon as practicable and, if the taxi is roadworthy, he shall present it for examination by the Licensing Authority within the following 2 working days (being days on which the testing facilities operate) after the occurrence. The taxi shall be presented to the Licensing Authority for re-examination as soon as the repairs to the vehicle have been completed and before the vehicle again plies for hire.

(14) The holder of a taxi licence must carry in a suitable fastener in his taxi, a fire extinguisher of a type and in a position approved by the Licensing Authority.

(15) The holder of a taxi licence, shall obtain from the Licensing Authority a notice detailing the table of approved taxi fares and charges and shall display the notice in the passenger compartment of the taxi in such a position that it will be readily visible to the passengers being carried and no other table of fares and charges shall be displayed.

(16) The holder of a taxi licence shall have affixed to and used on the taxi a taximeter which has been tested and approved by the Licensing Authority. The taximeter shall not be used for a longer period than 6 months without re-testing.

(17) The holder of a taxi licence shall not use, or cause or permit to be used, on his taxi a road wheel or tyre of a different circumference from that for which the taximeter affixed to the taxi was designed, geared and tested by the Licensing Authority.

(18) The holder of a taxi licence shall only have affixed to and used on the taxi a taximeter of a type which has been approved by the Licensing Authority.

(19) The holder of a taxi licence, shall only use a taximeter which has been sealed by the Licensing Authority after testing and approval as to distance and time in accordance with the approved taxi fares and charges. Once a taximeter is fitted to a taxi, he shall not tamper with the taximeter or break or tamper with any seal on such taximeter. Should the seal be broken the taximeter shall be re-tested and passed by or on behalf of the Licensing Authority before being used again.

(20) The holder of a taxi licence shall ensure that the taximeter is fitted to the taxi in a position and manner approved by the Licensing Authority.

(21) The holder of a taxi licence shall not knowingly use, or cause or permit to be used, the taxi during any period that the seals affixed to the taximeter are broken or detached.

(22) The holder of a taxi licence shall not knowingly use, or cause or permit to be used, a taximeter which is any way defective.

(23) The holder of a taxi licence shall, unless the cost of the journey is regulated by a Licensing Authority fare structure, take steps to ensure that any potential hirer of the taxi

is informed prior to the commencement of the hire which shall be deemed to be when the vehicle is put in motion or such other time as may be agreed to by the driver of the vehicle and the potential customer (a) that the fare is not so regulated and (b) the cost, or the method of calculating the cost, of the proposed journey.

(24) The holder of a taxi licence shall not have installed in his taxi a two-way radio or similar device, the base of operation or control point of which is situated outwith the boundary of the City of Glasgow.

(25) The holder of a taxi licence shall be bound to fulfil, or cause to be fulfilled, at the time and location specified, a request to hire his taxi which he has accepted, unless there be sufficient cause for not fulfilling the request to hire.

(26) The holder of a taxi licence shall not ask a driver of a taxi to do anything which would result in the driver committing a breach of the conditions attached to the driver's licence.

(27) The holder of a taxi licence shall ensure that his vehicle has efficient safety guards fitted over the door handles on the inside of the passenger compartment but this condition shall not apply if the vehicle is a Metrocab.

(28) The holder of a taxi licence may, at any time during the currency of his licence be called upon to exhibit to the Licensing Authority the registration document relating to the licensed vehicle and the certificate of insurance for the vehicle as will satisfy the Licensing Authority that the vehicle is currently insured and has been continuously insured throughout the full currency of the licence and he shall at all times be in a position to exhibit such documents.

(29) If during the currency of the licence, the holder is convicted of any offence, they shall, within 28 days, provide dull details of such convictions to the Licensing Authority.

(30) The holder of a taxi licence, when presenting his vehicle for intermediate and annual inspections at the Licensing Authority's Inspection Centre, shall exhibit the Certificate of Insurance for the vehicle as will satisfy the Licensing Authority that the vehicle is currently insured and has been continuously insured throughout the full currency of the licence.

CONDITIONS ATTACHED TO A TAXI DRIVER'S LICENCE

(1) The driver of a taxi shall at all times, while he is in charge of a taxi as such, have with him the taxi driver's licence issued by the Licensing Authority and he shall exhibit such licence on demand to any passenger, police officer or authorised officer of the Licensing Authority.

(2) The driver of a taxi shall at all times, while he is in charge of a taxi as such, display the badge issued to him by the Licensing Authority conspicuously on his outer garment so that the writing and any other thing thereon are clearly visible and he shall permit any passenger, police officer or authorised officer of the Licensing Authority, on demand, to inspect the same and note what is contained thereon.

(3) The driver of a taxi shall be bound to fulfil, or cause to be fulfilled, at the time and location specified, a request to hire his taxi which he has accepted, unless there be sufficient cause for not so fulfilling the request to hire.

(4) The driver of a taxi which has been hired may not under any circumstances pick up or convey another passenger without the consent of the original hirer or passenger(s).

(5) The maximum number of passengers conveyed in a taxi at any one time shall not exceed the number of passengers the taxi is licensed to carry.

(6) The driver of a taxi which has been hired shall drive to the destination by the shortest practicable route unless otherwise instructed by the hirer.

(7) The driver of a taxi shall, unless the cost of the journey is regulated by a Licensing Authority fare structure, take steps to ensure that any potential hirer of the taxi is informed prior to the commencement of the hire which shall be deemed to be when the vehicle is put in motion or such other time as may be agreed to by the driver and the potential hirer (a) that the fare is not so regulated and (b) the cost, or the method of calculating the cost, of the proposed journey.

(8) The driver of a taxi shall ensure that a taximeter fitted in the taxi in his charge shall be operated at all times, within the licensed area, in accordance with any detailed requirements imposed by the Licensing Authority.

(9) Subject to condition 10 below, the driver of a taxi shall not refuse to drive a passenger to any place within the licensed area.

(10) The driver of a taxi shall not be required to convey any hirer or passenger who is drunk or otherwise not in a fit and proper condition to be carried or whose condition or clothing is offensive or likely to cause damage to the interior of the taxi, or who refuses to cease smoking in the taxi when requested to do so by the driver, or is accompanied by any animal which is likely to damage or soil the interior of the taxi, or for any other reasonable excuse.

(11) The driver of a taxi shall not refuse to carry luggage in his taxi providing that the said luggage can be accommodated safely within the luggage compartment of the taxi.

(12) The driver of a taxi shall give such assistance as he is able to give with loading and unloading luggage when required to do so but he shall not be required to leave the immediate proximity of the taxi in doing so.

(13) The driver of a taxi shall, after the completion of each journey, search the taxi for any property which may have been left therein. Any property found by the driver shall, within 24 hours, be returned to the owner of the property if known, or be handed in by the driver to any police station.

(14) The driver of a taxi, while conveying a passenger or passengers for hire or reward, shall be clean and tidy in his person and clothing, shall conduct himself in a proper and civil manner and shall not smoke if requested not to do so by a passenger, which request shall not be regarded as sufficient cause for not fulfilling the request to hire referred to in condition 3 hereof.

(15) The driver of a taxi shall not knowingly allow the taxi in his charge to be used for illegal or immoral purposes, nor shall he permit to be carried in the taxi in his charge any article of a dirty, filthy or noxious nature or an explosive or dangerous nature, nor permit to be carried in the taxi in his charge any person who has vermin on his person.

(16) The driver of a taxi shall ensure that the taxi in his charge, including all body work, upholstery and fittings, is in a safe and serviceable condition and that it is kept in a clean condition both internally and, subject to prevailing road conditions, externally.

(17) Unless the Licensing Authority makes specific arrangements for particular stances, when a taxi is driven off a stance, the driver of the taxi immediately behind shall draw up his vehicle to take the place vacated, and the taxi drivers on the stance behind shall draw up their vehicles in a like manner.

(18) The driver of a taxi, when the taxi is hired or standing for hire, shall either sit in the driving seat of the taxi or stand in the immediate proximity thereto except during any period he may be absent to announce the arrival of his taxi to the hirer or when assisting the hirer with luggage to or from the taxi or for any other necessary purpose.

(19) The driver of a taxi who changes his address shall within 14 days thereafter give notice thereof to the Licensing Authority and shall produce his licence to the Executive Legal Manager (Licensing) of the City of Glasgow Council who shall endorse thereon the particulars of such change of address.

(20) The driver of a taxi who ceases to act or be employed as such for any part of the unexpired period of his licence or whose licence has expired shall, within 3 months thereafter, give notice thereof to the Licensing Authority and surrender his licence and his means of identification to the Executive Legal Manager (Licensing) of the City of Glasgow Council.

(21) If during the currency of this licence, the holder develops any medical condition which may affect their ability to hold a licence in terms of Group 2 Standards of the Medical Aspects of Fitness to Drive booklet issued by the Medical Commission on Accident Prevention, they shall forthwith notify the Licensing Authority.

(22) If during the currency of the licence, the holder is convicted of any offence, they shall, within 28 days, provide full details of such convictions to the Licensing Authority.

(23) A taxi driver who is driving or otherwise has charge of a taxi which has been hired (a) by or for a disabled person who is accompanied by a guide dog, a hearing dog or an assistance dog of that person; or (b) by a person who wishes such a disabled person to accompany that person in the taxi, shall carry the disabled person's dog and allow it to remain with the disabled person and shall not make any additional charge for doing so.

(24) The licenceholder must book on to an approved training course within 3 months from the date of the grant or renewal of this licence and must complete the course and obtain the pass certificate within a period of 6 months from the said date. A copy of the pass certificate must then be immediately forwarded to the Licensing Authority.

CONDITIONS ATTACHED TO A PRIVATE HIRE CAR LICENCE

(1) The holder of a private hire car licence shall be not less than 21 years of age.

(2) The holder of a Private Hire Car Licence must hold the requisite Vehicle Registration Document and the Certificate of Insurance in relation to the private hire car as required by Part VI of the Road Traffic Act 1988 in the name of the Licence holder or the person named as the day to day manager or all the named directors/partners 'trading as' the Licence holder and shall not include any other names.

(3) The holder of a private hire car licence who changes his address or place of business shall within 14 days thereafter give notice thereof to the Licensing Authority and shall produce his licence to Licensing Manager of the City of Glasgow Council who shall endorse thereon the particulars of such change of address or place of business.

(4) The holder of a private hire car licence shall keep or cause to be kept an up-to-date list of the names and addresses of all private hire car drivers employed by him and of all private hire car drivers who, whether for payment or otherwise, are authorised by the holder of the licence to use the private hire car for the purpose of conveying fare paying passengers.

(5) The holder of a private hire car licence shall use as a private hire car any vehicle approved by the Licensing Authority.

(6) The holder of a private hire car licence shall ensure that the private hire car, including all body work, upholstery and fittings, is in a safe and serviceable condition and that it is kept in a clean condition both internally and, subject to prevailing road conditions, externally.

(7) No notice, advertisement, printed bill or other thing shall be displayed on the outside or inside of a private hire car without the prior consent of the Licensing Authority.

(8) The holder of a private hire car licence shall ensure that, while the private hire car is in use as such, any plates or other things which have been issued by the Licensing Authority for the purpose of indicating that the vehicle is a private hire car are displayed at all times in positions approved by the Licensing Authority. Relevant identification plates issued by the Licensing Authority must be affixed to the rear passenger windows of a private hire car via the self-adhesive front.

(9) If any plate or other thing which has been issued by the Licensing Authority for the purpose of indicating that the vehicle is a private hire car and which is fixed to the vehicle becomes so defaced as not to be distinctly visible or legible or if any such plate or other thing is lost, the holder of the private hire car licence shall report this to the Licensing Authority as soon as practicable in order to obtain from the Licensing Authority a replacement plate or other thing.

(10) The holder of a private hire car licence shall not display on his vehicle any signs for the purpose of advertising its services as a private hire car other than those approved by the Licensing Authority.

(11) The holder of a private hire car licence shall require the private hire car to undergo and pass inspection as required by the Licensing Authority. On receiving the requisite

notice in writing from the Licensing Authority, he shall present the private hire car for examination at such time and place as may be reasonably required.

(12) The holder of a private hire car licence, when the private hire car has been damaged in a vehicular accident or by any other means, shall report the damage to the Licensing Authority as soon as practicable and, if the private hire car is roadworthy, he shall present it for examination by the Licensing Authority within the following 2 working days (being days on which the testing facilities operate) after the occurrence. The private hire car shall be presented to the Licensing Authority for re-examination as soon as the repairs to the vehicle have been completed and before the vehicle is again used for private hire purposes.

(13) The holder of a private hire licence, whose private hire car is fitted with a taximeter, shall obtain from the Licensing Authority a notice giving details of the table of approved taxi fares and charges and shall display the notice in the passenger compartment of the private hire car in such a position that it will be readily visible to the passengers being carried and no other table of fares and charges will be displayed.

(14) The holder of a private hire car licence must carry in a suitable fastener in the private hire car, a fire extinguisher of a type and in a position approved by the Licensing Authority.

(15) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall not use, or cause or permit to be used, on the private hire car a road wheel or tyre of a different circumference from that for which the taximeter affixed to the private hire car was designed, geared and tested by the Licensing Authority.

(16) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall only have affixed to and used on the private hire car a taximeter which has been approved by the Licensing Authority.

(17) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall only use a taximeter which has been sealed by the Licensing Authority after testing and approved as to distance and time in accordance with the approved taxi fares and charges. Once a taximeter is fitted to the private hire car, the holder of the private hire car licence shall not, either by himself or through any other person, tamper with the taximeter or break or tamper with any seal on such taximeter or any attachment affixed thereto by the manufacturer or Licensing Authority except to remove the taximeter for repair or replacement. Should the seal be broken or the taximeter removed for repair, the taximeter shall be re-tested and passed by the Licensing Authority before being used again.

(18) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall ensure that the taximeter is affixed to the private hire car.

(19) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall not knowingly use, or cause or permit to be used, the private hire car during any period that the seal affixed to the taximeter is broken or detached.

(20) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall not knowingly use, or cause or permit to be used, a taximeter which is any way defective.

(21) The holder of a private hire car licence, whose private hire car is fitted with a taximeter, shall, within 2 working days, inform the Licensing Authority of the removal of the taximeter from the private hire car. He shall not refit a taximeter on a second or subsequent occasion without the prior permission of the Licensing Authority, except when the private hire car is due for its annual inspection by the Licensing Authority.

(22) The holder of a private hire car licence shall, unless the cost of the journey is regulated by a Licensing Authority fare structure, take steps to ensure that any potential hirer of the private hire car is informed prior to the commencement of the hire which shall be deemed to be when the vehicle is put in motion or such other time as may be agreed to by the driver of the vehicle and the potential customer (a) that the fare is not so regulated and (b) the cost, or the method of calculating the cost, of the proposed journey.

(23) The holder of a private hire car licence shall not have installed in the private hire car a two-way radio or similar device, the base of operation or control point of which is situated out with the boundary of the City of Glasgow.

(24) The holder of a private hire car licence shall be bound to fulfil, or cause to be fulfilled, at the time and location specified, a request to hire his private hire car which he has accepted, unless prevented by sufficient cause.

(25) The holder of a private hire car licence shall not ask the driver of a private hire car to do anything which would result in the driver committing a breach of the conditions attached to the driver's licence.

(26) The holder of a private hire car licence whose private hire car ceases to be kept for hire or who ceases to act as a private hire car operator for any part of the unexpired period of his licence shall, within seven days thereafter, surrender his licence to the City of Glasgow Council in writing and deliver to the Director of Protective Services of the said Council his licence and any plates or other thing issued to him in relation to the said licence.

(27) The holder of a private hire car licence may, at any time during the currency of his licence be called upon to exhibit to the Licensing Authority the registration document relating to the licensed vehicle and the certificate of insurance for the vehicle as will satisfy the Licensing Authority that the vehicle is currently insured and has been continuously insured throughout the full currency of the licence and he shall at all times be in a position to exhibit such documents.

(28) If during the currency of the licence, the holder is convicted of any offence, they shall, within 28 days, provide dull details of such convictions to the Licensing Authority.

(29) The holder of a private hire car licence, when presenting his vehicle for intermediate and annual inspections at the Licensing Authority's Inspection Centre, shall exhibit the Certificate of Insurance for the vehicle as will satisfy the Licensing Authority that the vehicle is currently insured and has been continuously insured throughout the full currency of the licence.

(30) The holder of a private hire car licence shall use as a private hire car any vehicle approved by the Licensing Authority and that vehicle shall not be more than 5 years old from the date of first registration when first licensed by the Licensing Authority and shall be taken out of service and replaced when it becomes 7 years old from the date of first registration.

CONDITIONS ATTACHED TO A PRIVATE HIRE CAR DRIVERS LICENCE

(1) The driver of a private hire car shall at all times, while he is in charge of a private hire car as such, have with him the private hire car driver's licence issued by the Licensing Authority and he shall exhibit such licence on demand to any passenger, police officer or authorised officer of the Licensing Authority.

(2) The driver of a private hire car shall at all times, while he is in charge of a private hire car as such, display the badge issued to him by the Licensing Authority conspicuously on his outer garment so that the writing and other thing thereon are clearly visible, unless in relation to any particular licence the Licensing Authority determine that the holder of the licence need not display the said badge, and he shall permit any passenger, police officer or authorised officer of the Licensing Authority, on demand, to inspect the same and note what is contained thereon.

(3) The driver of a private hire car shall be bound to fulfil, or cause to be fulfilled, at the time and location specified, a request to hire his private hire car, which he has accepted, unless there be sufficient cause for not fulfilling the request to hire.

(4) The driver of a private hire car which has been hired may not under any circumstances pick up or convey another passenger without the consent of the original hirer or passenger(s).

(5) The driver of a private hire car shall not at any time convey in the private hire car more than the number of passengers the private hire car is licensed to carry. For the purposes of this condition the number of passengers the private hire car is licensed to carry shall be determined by the number of seat spaces provided with safety belts which the vehicle contains (excluding the driver's seat and safety belt). Any child under 2 years of age must be accompanied by an adult.

(6) The driver of a private hire car which has been hired shall drive to the destination by the shortest practicable route unless otherwise instructed by the hirer.

(7) The driver of a private hire car shall, unless the cost of the journey is regulated by a Licensing Authority fare structure, take steps to ensure that any potential hirer of the private hire car is informed prior to the commencement of the hire which shall be deemed to be when the vehicle is put in motion or such other time as may be agreed by the driver and the potential hirer (a) that the fare is not so regulated and (b) the cost, or the method of calculating the cost, of the proposed journey.

(8) The driver of a private hire car shall ensure that a taximeter fitted in the private hire car in his charge shall be operated at all times, within the licensed area, in accordance with any detailed requirements imposed by the Licensing Authority.

(9) Subject to condition 10 below the driver of a private hire car shall not refuse to drive a passenger to any place within the licensed area.

(10) The driver of a private hire car shall not be required to convey any hirer or passenger who is drunk or otherwise not in a fit and proper condition to be carried or whose condition or clothing is offensive or likely to cause damage to the interior of the private hire car, or who refuses to cease smoking in the private hire car when requested to do so by the driver, or is accompanied by any animal which is likely to damage or soil the interior of the private hire car, or for any other reasonable excuse.

(11) The driver of a private hire car, while he is in charge of a private hire car as such, shall not ply for trade.

(12) The driver of a private hire car shall not refuse to carry luggage in his private hire car providing that the said luggage can be accommodated safely within the luggage compartment of the private hire car.

(13) The driver of a private hire car shall give such assistance as he is able to give with loading and unloading luggage when required to do so but he shall not be required to leave the immediate proximity of the private hire car in doing so.

(14) The driver of a private hire car shall, after the completion of each journey, search the private hire car for any property which may have been left therein. Any property found by the driver shall, within 24 hours, be returned to the owner of the property if known, or be handed in by the driver to any police station.

(15) The driver of a private hire car, while conveying a passenger or passengers for hire or reward, shall be clean and tidy in his person and clothing, shall conduct himself in a proper and civil manner.

(16) The driver of a private hire car shall not knowingly allow the private hire car in his charge to be used for illegal or immoral purposes, nor shall he permit to be carried in the private hire car in his charge any article of a dirty, filthy or noxious nature or an explosive or dangerous nature, or permit to be carried in the private hire car in his charge any person who has vermin on his person.

(17) The driver of a private hire car shall ensure that the private hire car in his charge, including all body work, upholstery and fittings, is in a safe and serviceable condition and that it is kept in a clean condition both internally and, subject to the prevailing road conditions, externally.

(18) The driver of a private hire car who changes his address shall within 14 days thereafter give notice thereof to the Licensing Authority and shall produce his licence to the Executive Legal Manager (Licensing) of the City of Glasgow Council who shall endorse thereon the particulars of such change of address.

(19) The driver of a private hire car who ceases to act or be employed as such for any part of the unexpired period of his licence or whose licence has expired shall, within 3 months thereafter, give notice thereof to the Licensing Authority and surrender his licence and his means of identification to the Executive Legal Manager (Licensing) of the City of Glasgow Council.

(20) If during the currency of this licence, the holder develops any medical condition which may affect their ability to hold a licence in terms of Group 2 Standards of the Medical Aspects of Fitness to Drive booklet issued by the Medical Commission on Accident Prevention, they shall forthwith notify the Licensing Authority.

(21) If during the currency of the licence, the holder is convicted of any offence, they shall, within 28 days, provide full details of such convictions to the Licensing Authority.

(22) A private hire car driver who is driving or otherwise has charge of a private hire car which has been hired (a) by or for a disabled person who is accompanied by a guide

dog, a hearing dog or an assistance dog of that person; or (b) by a person who wishes such a disabled person to accompany that person in the private hire car, shall carry the disabled person's dog and allow it to remain with the disabled person and shall not make any additional charge for doing so.

(23) The licenceholder must book on to an approved training course within 3 months from the date of the grant or renewal of this licence and must complete the course and obtain the pass certificate within a period of 6 months from the said date. A copy of the pass certificate must then be immediately forwarded to the Licensing Authority.

GLASGOW CITY COUNCIL
POLICY REGARDING AGE OF VEHICLES FOR
PRIVATE HIRE CARS

Approved by the Licensing and Regulatory Committee on 7 June 2006

From 1 September 2006 a vehicle must not be more than five years old from the date of first registration when first licensed by the Licensing Authority with the further restriction that when the vehicle is seven years old from the date of first registration it must be taken out of service and replaced.

Licensed vehicles that are currently more than 7 years old (at 7 June 2006) or that will be by 1 September 2006 may continue to be operated until 1 September 2007 or the date of the renewal of licence, whichever is the later, and then must be taken out of service and replaced.

Any vehicle which is currently licensed (at 7 June 2006) and which is the subject of a finance agreement acceptable to the licensing authority entered into before 1 September 2006, may continue to be operated beyond the next renewal date falling after 1 September 2007, notwithstanding the fact that at the renewal date the vehicle will be more than 7 years old, until the conclusion of the agreement.

In order to claim this additional exemption from the policy requirements such an agreement must be exhibited to the Licensing Authority at the time of lodging the renewal application form.

At the end of the period covered by the agreement the vehicle shall be taken out of service and replaced and the renewed licence should contain a condition to that effect identifying the date by which the vehicle must be replaced.

A finance agreement, to be acceptable to the licensing authority, must be with a recognised financial institution such as a bank, building society or HP company and must cover a period of no more than four years.

If the finance agreement covers a period of more than four years, the exemption will only be given for a four year period from the date the agreement was entered into and at the end of that period the vehicle must be replaced.

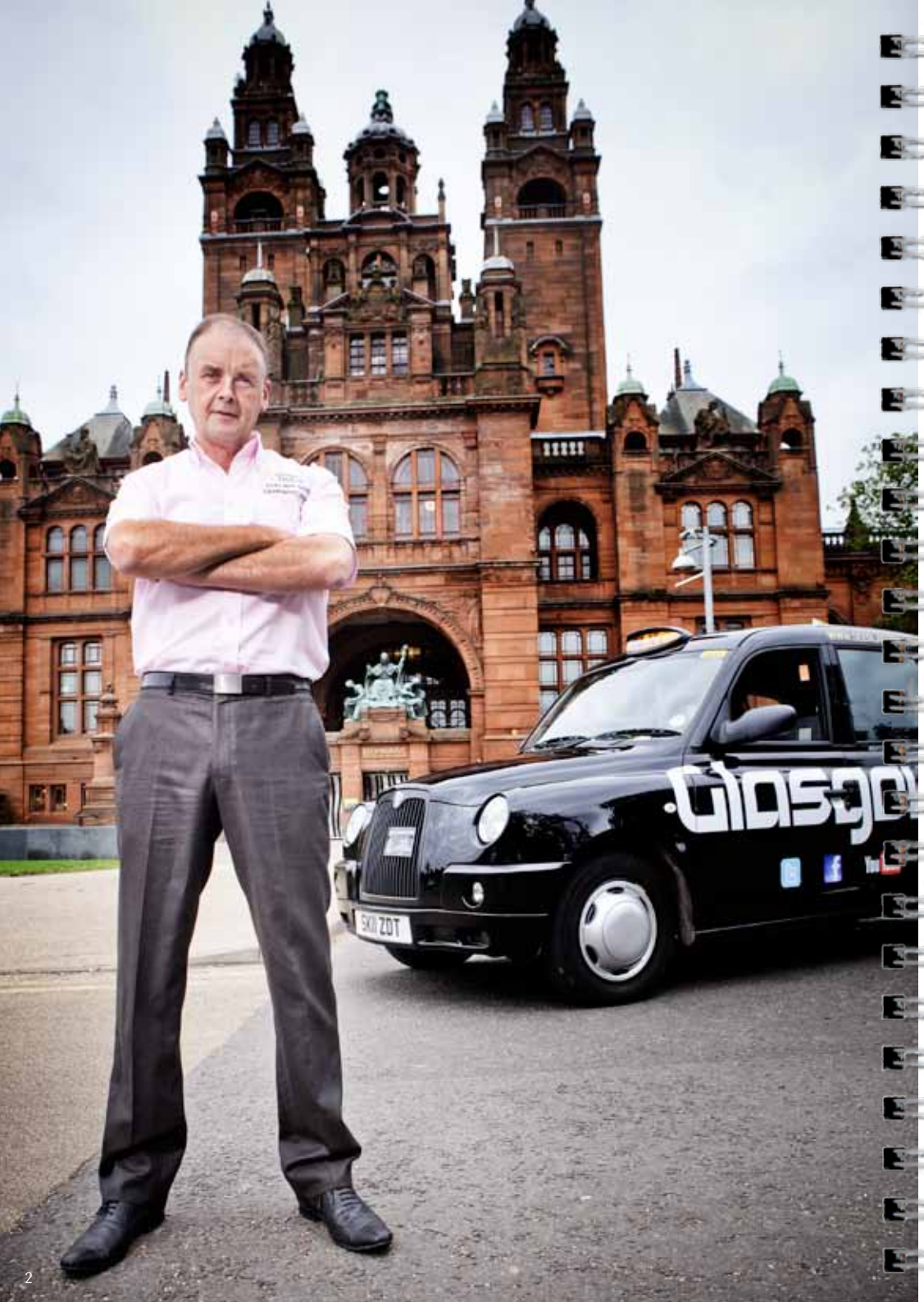
Every effort has been made to ensure the accuracy of the foregoing information and all such information as provided by Glasgow City Council is gratefully acknowledged.

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THE ESSENTIAL GUIDE FOR ALL GLASGOW TAXI DRIVERS

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Glasgow TAXIS



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01 SHOW OFF YOUR CITY





THE IMPORTANCE OF LOCAL KNOWLEDGE

Glasgow welcomes nearly 3 million visitors a year and many of them will use taxis. This is a great opportunity for you to show off Glasgow. Being helpful, friendly and providing information and advice on facilities and services in the city will enrich the visitor's stay in Glasgow. This may encourage them to stay longer or to return to see more and may also encourage them to recommend Glasgow to their friends and colleagues.

TOP TIP

Remember to speak clearly as many visitors are not necessarily English native speakers and new to the Glaswegian accent!

THE CITY

Greater Glasgow & Clyde Valley is one of Europe's most exciting and beautiful destinations, which combines the energy and sophistication of a great international city with some of Scotland's most spectacular scenery.

Culture

Fantastic portfolio of more than 20 museums and art galleries, most of which offer free admission. Kelvingrove Art Gallery & Museum is Scotland's most popular free visitor attraction.

Shopping

Glasgow has the best shopping in the UK outside London. The Style Mile is focused around the pedestrianised areas of Buchanan Street, Argyle Street, Ingram Street and Sauchiehall Street and houses a great selection of designer boutiques, high street stores, excellent shopping malls, cafés, fine restaurants and decadent late night haunts.

Events

Glasgow has a year round calendar of events and festivals.

Annual festivals include:

- **Celtic Connections** (January/February)
  A celebration of contemporary and traditional Celtic music.
- **Glasgow Film Festival** (February)
  Celebrates the passion the people of Glasgow have for the movies and the passion the film industry has for the City.
- **New Territories** (February)
  A festival of contemporary dance and live art presented by New Moves International.
- **Magners Glasgow International Comedy Festival** (March)
  Takes place in a variety of venues throughout the city.
- **Aye Write! Glasgow Book Festival** (March)
  Glasgow's very own book festival takes place in the Mitchell Library.
- **West End Festival** (June)
  Glasgow's Biggest Festival with music, arts, theatre, dance & film self-produced by the many talented people who choose to live and work in the city.
- **Glasgow Mela** (June)
  The Mela (meaning 'gathering' in Sanskrit) is organised by the Scottish Academy of Asian Arts and is a multicultural music and dance festival for the West of Scotland.

- **Glasgow International Jazz Festival** (June/July)
  Highlights performers from around the world.
- **Merchant City Festival** (July)
  A celebration of film, theatre, comedy, visual arts, street theatre, live music, food and fashion - all taking place amidst the architectural elegance of the Merchant City.
- **Glasgay!** (October/November)
  Scotland's annual celebration of queer culture with events spanning comedy, film, visual art, performance and community arts projects.

Architecture

Examples of beautifully preserved Victorian architecture can be found throughout Glagsow. The city was home to the Art Nouveau architect Charles Rennie Mackintosh. Many of his buildings can be enjoyed by visitors including The Mackintosh House at the Hunterian Art Gallery, House for an Art Lover, Queens Cross Church and The Glasgow School of Art. The Lighthouse has a Mackintosh Interpretation Centre where visitors can get an overview of all his work.

Music

Glasgow has been named a UNESCO City of Music, highlighting the city's fantastic music credentials and the wealth of live concerts, gigs and recitals that are staged here.

Sport

Not only is Glasgow one of Europe's leading cultural capitals with a wealth of world-renowned museums and attractions, it will be an official Olympic and Commonwealth city when it plays host to a number of 2012 Olympic Football fixtures, as well as the 2014 Commonwealth Games.



Riverside Museum and The Tall Ship

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Glasgow service with style

Glasgow TAXIS

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Scottish Enterprise Glasgow

Visit Scotland™

Glasgow 2014 XX Commonwealth Games

A Games Legacy for Glasgow

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