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THE KNOWLEDGE+

A roadmap for innovation and change to teach drivers health, safety and crisis expertise

"The Knowledge+ will build on the world's most respected taxi training course by equipping thousands of London black cab drivers with a series of essential new skills. The initiative will have input from health, crisis and body language experts with the ambition of becoming an industry benchmark for training excellence."

ANDY BATTY, UK GENERAL MANAGER
at mytaxi black cab app



INTRODUCTION:

A BRIEF HISTORY OF BLACK CABS AND MYTAXI

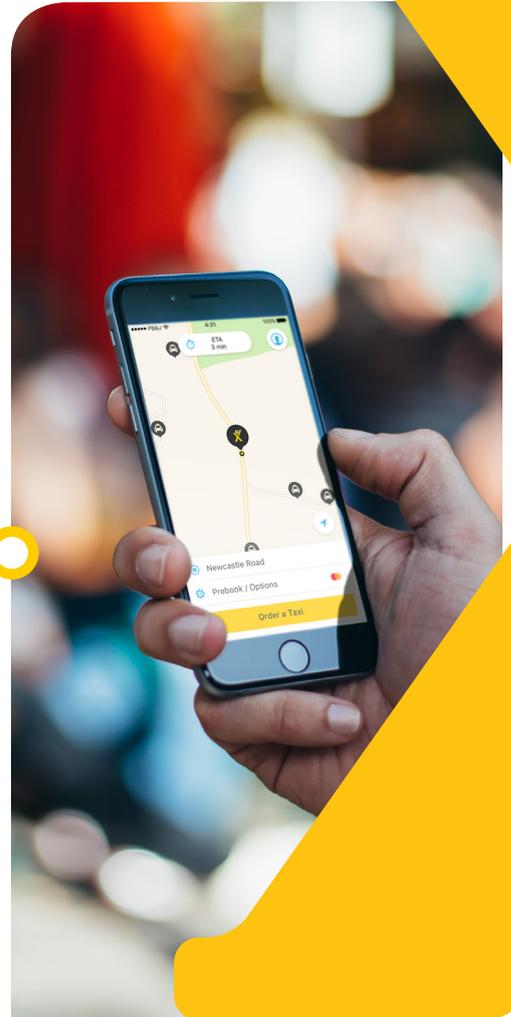
Black cabs are synonymous with London. They're as iconic as Big Ben or Buckingham Palace. A night out in the capital or trip to see the sights wouldn't be complete without a taxi cab ride home. Founded in 2009, mytaxi is driven by a desire to innovate with our e-hailing app while ensuring black cabs remain the world's most respected taxi service.

London taxis have a history dating back more than 300 years when they started life on the roads as hackney coaches - or 'carriages' which is how they're still known to this day.

'The mytaxi app keeps cabs up to date in a digital age'

Boasting a fleet of 17,500 drivers, we are committed to maintaining London taxi traditions while future-proofing the service. Our app was the first in the world and the Knowledge + will ensure black cabs will be the go-to choice for years to come.

We invest in our drivers through training provided by the mytaxi academy, our dedicated programme aimed at building an educated, loyal and committed community of drivers. It is through the academy that we will be delivering the Knowledge + programme.



OUR VALUES

mytaxi and our 17,500 London drivers operate to the highest standards, provide a superior service and stick to the rules. We're proud to be fit and proper to hold a London operating licence. Our customers deserve nothing less.

SPEED

We arrive to passengers within an average of three minutes in central London. Not only on time, but saving time.

RELIABILITY

We strive to take passengers to their destination on time, efficiently and without fuss.

SAFETY

We aim to provide a smooth trip, not a bumpy ride. Black cabs are fully wheelchair accessible and our drivers have passed rigorous background and medical checks.

FAIRNESS

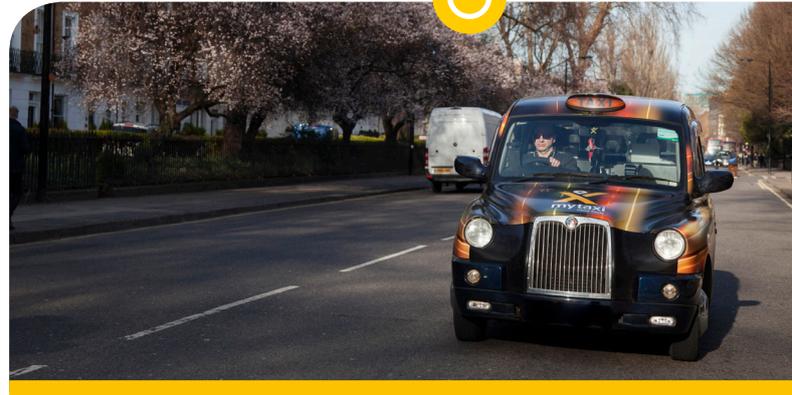
Our passengers are always charged a fair and competitive rate.



THE KNOWLEDGE: THE WORLD'S TOUGHEST TAXI TEST

Finding the fastest route through London's traffic requires expert wisdom. It's a talent black cab drivers are renowned for, a skill they've taken years to master. They'll never take you down a dead end.

That's because they've all passed the Knowledge test...



WHAT IS THE KNOWLEDGE?

The Knowledge was introduced in 1865 for hackney carriage drivers. It was designed by Sir Richard Mayne, the Metropolitan Police Service's joint First Commissioner, in response to complaints from visitors to the Great Exhibition in Hyde Park about the poor taxi service.

MEMORY LANE

To pass the Knowledge, drivers have to memorise 25,000 streets and 20,000 landmarks. Only then are they granted a taxi driver licence.

It's what sets them apart from minicab drivers and makes them the best taxi service in the world.

NO SHORT CUTS

'A mental A to Z of London in your head' is how this fiendish exam has been described. And it takes four years on average to pass - the equivalent of a degree course.

Aspiring drivers have to pass character and medical checks and then learn hundreds of routes - or 'runs'.



FRED HOUSEGO: THE BLACK CAB DRIVER WHO BECAME A MASTERMIND

A taxi driver has never sat in the BBC's Mastermind chair before, let alone win the TV quiz, but Fred Housego changed that by taking first prize in 1980 and becoming a household name. Fred's performance, watched by 18 million viewers, backs up research by University College London that the Knowledge actually increases brain size.



THE KNOWLEDGE +

We know that mytaxi drivers are already best in class, but we want to help them become even better. Introducing the Knowledge +

A NEW DIRECTION FOR TRAINING

In this fast-paced and unpredictable world, taxi drivers are increasingly finding themselves on the frontline of city life.

From helping deliver babies, to taking sick passengers to hospital, the role of a London taxi driver involves so much more than navigating the capital's roads.

Half our drivers have been used as an alternative to an ambulance in an emergency situation. Others have come to the aid of passengers experiencing strokes and heart attacks.

London's black cab drivers are increasingly acting as first responders – a quarter of mytaxi drivers have ferried people caught up in a terrorist incident to safety.



'Taxi drivers are increasingly seen as London's 4th emergency service'

Andy Batty, UK General Manager





KEY FINDINGS FROM THE MYTAXI DRIVER SURVEY

A mytaxi survey of over 1300 of its London black cab drivers in October 2017 revealed that:



Half have been booked as an alternative to an ambulance e.g. to get to A&E.



7/10 have dealt with an emergency situation at work e.g. taking sick passengers to hospital.



7% had experienced a passenger having a stroke or heart attack.



A total of **14** drivers had experienced a woman giving birth in their taxi, and 140 knew of other drivers who had experienced a taxi birth.



Nearly half (**46%**) have offered a new mother a free ride home from hospital after a birth.



Nearly a quarter (**24%**) have come to the aid of the public in a terrorist attack.



75% have experienced aggression from a passenger(s).



More than half (**57%**) have been verbally/physically threatened by a passenger.

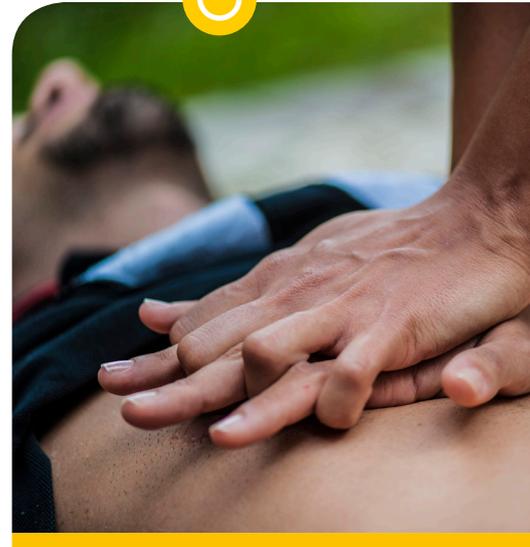


NEW CHALLENGES REQUIRE A NEW KNOWLEDGE...

The challenge we now hope to meet is sizeable - how do we equip our drivers with the new skills to cope in these varied and often dangerous situations? We believe that extending and evolving The Knowledge to reflect the challenges faced by our drivers is the answer.

INTRODUCING THE KNOWLEDGE +

The Knowledge + is a brand new programme conceived and developed by us which aims to help our drivers become experts in health, safety, handling crisis situations, and in basic customer psychology.



HEALTH KNOWLEDGE

First aid: a minimum of 50 mytaxi cabs will be equipped with first aid kits in the coming months. With Knowledge +, they'll also be able to support in emergencies like acid attacks, choking, strokes, severe bleeding and CPR.

Cardio Pulmonary Resuscitation (CPR): 50 drivers will be invited to attend first aid courses and learn CPR - this emergency procedure can make the difference between life and death for a passenger suffering a cardiac arrest.

Defibrillators: mytaxi will be trialling these life saving devices in 10 London cabs in the coming months.

SAFETY KNOWLEDGE

Terror attacks: knowing how to act is essential for our drivers so they can ensure passengers are protected.

Responding to Firearms and Weapons Attacks: being able to advise and act in dangerous situations to ensure passenger safety.

Current threat: understanding threat levels and current threats facing London will help drivers become experts in the city.

Bomb threats: knowing how to act and respond in situations which require immediate reaction.

PEOPLE KNOWLEDGE

Cracking the customer code: a psychologist will teach our drivers how to read body language as expertly as they read the road.

Challenging behaviour and de-escalating situations: mytaxi expects our drivers to be treated with respect. That's why they'll learn how to manage tricky situations including anger, drunkenness or rows.

Demonstrating active listening: our drivers have hundreds of conversations a day with passengers. In many cases, passengers take the opportunity to alleviate their life stresses and problems - so our drivers will be attuning their ear to helping passengers.

Panic Attacks: our drivers will know how to help someone with high levels of anxiety and deal with a panic attack.

MYTAXI'S KNOWLEDGE +: INFORMED BY EXPERTS

Our Knowledge + curriculum will have input from health, crisis and body language experts. Drivers will learn from video tutorials designed by mytaxi in partnership with St John Ambulance, Former Head of the National Counter Terrorism Security Office, Chris Phillips, and leading psychologist Dr Becky Spelman.

The aim is that the Knowledge + will become an industry benchmark for training excellence.



MYTAXI: SIMPLE TO USE, EASY TO BOOK

mytaxi was the first taxi app in the world and is now Europe's largest. The e-hailing app launched in London this year following a merger between taxi app Hailo and mytaxi.

ONE TAP

Imagine an app that allows you to hail a black cab within three minutes with just one tap on your phone. That's the reality with mytaxi.

CHOOSE YOUR TRIP

You can pre-book with just 15 minutes notice, check the cab's progress on a live map and even call the driver. And if they have to wait, you get two and a half minutes free before the meter starts ticking.

CASHLESS? HOP IN

Or perhaps you're a customer in a hurry. Then you can jump into any taxi on the street with the mytaxi logo. You don't even need cash - just use the app to pay.

DOWNLOAD THE MYTAXI APP

- » The mytaxi app is available on iOS and Android
- » Download it from your phone's app store
- » Email us at uk.support@mytaxi.com for more information about mytaxi

JOIN OUR FLEET TODAY

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