

Executive Committee Request For Funds

Name	
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Position	
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Date Of Request	
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Name Of Campaign	Safer Taxi Scheme
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Date Of Campaign	
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Item Description	Cost	Why You Need This	Web Links To Product	Amount Given
Till Float	£300.00	To launch the safer taxi scheme in Cambridge		
Total Requested	£300.00		Total Allocated	£0.00

Funds Authorised By	
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Date Authorised	
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Safer Taxis Scheme

What?

A scheme that allows students to pay for a taxi ride home with their student ID card, which is returned to the SU, and students can pay for their card back with us.

Why?

Nights out are a staple of student life, more often than not encouraged by the SU itself. Obviously as well as nights out being fun, there are often negative consequences of running out of money, finding yourself stranded...anything.

So, having seen a number of other institutions operate schemes like this, I thought it would be interesting for us to try one out. It's a fairly different way of supporting students, even a small minority, that might find themselves in trouble and need a quick exit.

My ideas on the scheme have developed over the year but ultimately, we're in a place now where this can go ahead and will need to be evaluated around December/January time.

Who?

Tom Manville. Tom wants to work on a Welfare Week and as this relates largely to late night events, he is the man to talk to, as well as Tony Bickley, Asst. Manager Venues, Events and Sales.

Marius Buruiana. Key contact for us at CamCab, really excited to work with us, as an ARU alumnus, and provide a great service for students. Really passionate about night time safety.

Chris Whellams, Manager of the iCentre (across all campuses). Key to the administrative side of this working for us.

Moving Forward

Is £300 too much in the float?

Originally secured £300 from campaigns to provide a float for the scheme. Theoretically, that should cover thirty journeys at £10 each (the max cap) at any one time. However, interest in these types of schemes aren't generally as high as that, so there may be scope to reduce the amount of money in the float.

Expanding to Chelmsford (and beyond???)

Currently, the scheme will only be operating in Cambridge. Conversations with Chelmsford firms never really got anywhere, so hopefully with Cambridge set up, there's more time to develop relationships in Chelmsford.

Returning to the above question, if there is an interested firm in Chelmsford, perhaps splitting the float between the two campuses rather than reducing the overall amount of money could work.

Developing our local relationships

The core that holds this entire scheme together is having a good relationship with CamCab. So, building on the original objectives of providing a safer way home for students should they need it, there is also something to be said about developing a good business relationship that can develop our links with the local community, our reputation and potentially serve as a new revenue stream.

We advertise CamCab exclusively and encourage students to download their app. In turn, if CamCab make enough money (through students that book journeys with them through the app), they will agree to pay us 10p of every £1 they make.

Even if this scheme fell through, I would expect there to be a scope for us to benefit from our relationship with CamCab through these means.