



## BUSINESS PROPOSAL

### The Idea

The idea is to run a convenient fun service on designated routes linking the top and bottom of Lincoln's Steep Hill. Many visitors/locals struggle to climb Steep Hill whether it be through old age, health related reasons, restricted mobility or simply that it requires too much effort. The demand for a simple/easy option to better serve the tourists and locals and to unite the Bailgate and Town Centre would in our opinion be served by our unique addition to the services already on offer.

### The Plan

We plan to operate routes between Castle Hotel, Train Station, Towel Hotel, White Hart, Drury Lane, St Martins Lane, and Hilton Brayford on a pre bookable basis that is on demand, affordable and fun. Customers wishing to use the shuttle service would simply call our phone number or visit either our App or website to make a booking and our Tuk Tuk will be along in moments. The fares will be clear and visible when making the booking and payment will be accepted in cash by our driver or taken by card at the time of booking.

### The Vehicle

After touring many cities by different modes of transport we have always preferred to ride around a city in a Tuk Tuk. These vehicles are widely used as an appropriate form of transport in many parts of the world and even in the UK now there are many cities that are now adopting Tuk Tuks as a valued mode of transport. This gave us the idea to bring the Tuk Tuk to Lincoln, we feel that the quirkiness of such a vehicle was perfect for Lincoln, it's fun and a cheaper alternative to using a traditional taxi or bus and it will enhance the tourist experience.

For those unfamiliar with Tuk Tuk's, they are a widely used form of transport especially in Thai cities, resting on three small wheels, (one at the front and two at the back), there is a small cabin for the driver in the front and seating in the rear for two people in relative comfort and space for a bag. Tuk Tuk's are generally fitted with a two-stroke engine and as such they can reach reasonable speeds and can keep up with the flow of traffic, the vehicles have handlebar controls instead of a steering wheel, making them in effect a tricycle.

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An image showing the one we tend to use is below, this model is a Piaggio Ape Calessino, fitted with seatbelts, lighting, grab/hand rails and audible warning device (horn), as we plan to focus on one single routing, all of our trips will be at a low speed.

N.B The below is an example of our Tuk Tuk mdl.



## **Operating Times**

It is anticipated that we would operate all year round from 11am – 10pm Thursday to Sunday depending on demand. We would also consider peak times on Friday and Saturday Evening, up until 11pm.

## **Insurance**

We appreciate that public safety is a fundamental concern that must be considered as part of the licensing process and as Tuk Tuk's are road licenced vehicles capable of being involved in accidents, our Tuk Tuks will be covered with fully comprehensive private hire and public liability insurance.

## **Annual inspection/ safety check**

Every Tuk Tuk imported to the UK has to go through a strict safety and compliance test with VOSA called a single Vehicle Approval after which they are issued with a Ministers Approval certificate. The Tuk Tuk will be MOT'd and serviced like all

other vehicles and we have located garages that specialise in Tuk Tuks.

## **Route**

Our intention is to use set routes will be between Castle Square, St Martins Lane, Brayford, Bailgate and the train station this will hopefully avoid the majority of pedestrians who are walking between the two points but be visible enough for people to see but also fitted with a horn.

## **Personnel**

It is anticipated that we will employ 3 mature part time drivers to work on a rota basis, all our drivers would be CRB checked and will undergo specialist Tuk Tuk training courses. All employees will also carry company identification and be uniformed whilst on duty, we are confident that our team of drivers will be good ambassadors for the City.

## **Conclusion**

We truly believe that if licensed, both tourists and locals will have a safe, fun way of accessing the top and bottom of our famous Steep Hill. This service is needed for the people of our city and in addition and we are hoping it will enhance the tourist experience of Lincoln.