

The Licensing Officer
Customer Services - Licensing
West Suffolk House
Western Way
Bury St Edmunds
Suffolk
IP33 3YU



Driving Miss Daisy Newmarket
5, The Langtry Mews
Gazeley Road
Kentford
Newmarket
CB8 7QA

Dear Sir/Madam,

We are aware that a complaint has been filed, regarding our vehicle livery. We understood, from the newly amalgamated Forest Heath and St Edmundsbury authorities that we were compliant with regulations, but have now been made aware that this is not so, by your Licencing Enforcement Officer, Mr Graham Haygreen.

As a result of his visits to us and his understanding of what we are doing, I write to explain our business and to ask for dispensation regarding the livery and also to ask for a further dispensation regarding the display of the PHV plate on the back of the vehicle.

Driving Miss Daisy is an international company which was set up to provide safe and reliable companion driving services for the elderly, children, disabled and for anyone who is unable to drive. For more detail go to www.drivingmissdaisy.co.uk and the parent company in New Zealand www.drivingmissdaisy.co.nz

Our vehicle livery is used throughout the UK and is carefully guarded to make our brand recognisable. The colours have been chosen to help visual perception difficulties in people with dementia, who are a significant part of our customer base, (see attached document).

Driving Miss Daisy is not a taxi service. Our point of difference, from other transportation providers, is the companionship that we give with every journey and the social engagement we enable and make possible with our service.

We are a pre-booked only service, bookings being made through our 'Daisy Manager' cloud based, computer system. All advertising, whether national or local, refers potential customers to our national telephone number 0333 014 6211, although existing customers are given a local (mobile) number to call.

All new franchisees, including ourselves, are given a comprehensive training, prior to commencing in business and in addition the following courses are mandatory:

- 1/ Emergency Level 2 First Aid.
- 2/ Positive Handling
- 3/ Dementia Friends
- 4/ Care and Safeguarding of Vulnerable People

The recommended vehicles are chosen for their suitability for our typical clients. Elderly people need to be able to get into and out of the car easily. Our Skoda Roomster was the favourite of the New Zealanders, because of the wide opening doors and the proximity and height of the seat to the side of the vehicle. Unfortunately, Skoda no longer make the Roomster, so DMD UK has chosen the Citroen Berlingo / Peugeot Partner, which also can be easily converted to a WAV.

The company also suggests that we have leather seats and our car has been so equipped – in case of ‘accidents’!

Typically, we would make a visit to a prospective service user, in order to meet with them and better assess their situation. We can then fill in our Client Care Questionnaire (sample attached), so that we can make sure that any future trips are catered for correctly.

To finish, here’s a few testimonials, from customers.....

"There for us...."

Driving ourselves in our own car is so normal for most families that we can find it hard to comprehend alternatives. Life circumstances can dictate sudden changes in family needs sometimes without due warning.

We suddenly found ourselves in an unable to drive situation. Life changed in the space of a 30-minute visit to the Optometrist.

We were at that time both physically and emotionally compromised facing a continuing number of specialist, clinical and hospital visits of indeterminate timing. Our daughter and son-in-law in London relieved us of our concerns over those major transport journeys by engaging Driving Miss Daisy to manage all that for us.

Driving Miss Daisy were “there for us” not only managing the drive time but also assisting us personally when we were both recovering from medical procedures and needing physical and emotional support.

In our experience over many engagements, Driving Miss Daisy is about service, quality, caring, detail, versatility, adaptability, consistency and reliability.

"Restored the joy of independence to his life."

We are really thankful for the service Driving Miss Daisy provides for our son, for whom transport has always been a major problem. Autistic in nature, there is a lot of anxiety that goes with travel – different routes home, different vehicles, add in different people and drivers (as with a usual taxi service), and the stress goes up exponentially!

However, he loves ‘Miss Daisy’. He looks forward to the days that he travels with you, and often googles photos of the blue car with a daisy on the door! Your calm and cheerful approach has changed everything, and even on the days where there has been stress, you have given him the gift of security, along with a lift home! It’s easy to say, you have changed our lives, but you really have. He has been dependent on us (or our long-suffering friends!) for transport up until now, which has limited our activities too.

You have offered him a reliable, dependable service, but above and beyond that, the personal touch and friendship you’ve given have restored the joy of independence to his life.

We are very, very grateful and love 'Miss Daisy' too!

and franchisees....

Gavin DMD Cheltenham

"Yesterday, I took a regular client and her adult daughter to a large second hand book shop for a browse, it was less than ¼ mile from their home but neither could walk easily, so it was a bit of an outing, it was only a short trip at the end of the day, it was only whilst I was helping the daughter into the shop that I discovered that it was the first time in four years that she had left the house and felt safe to do so. It's nice to make a difference."

Rach DMD Stockton & Middlesborough

"This morning I collected a gentleman to take him to his dominoes club.

But first there was music playing and we had a jive to Chattanooga choo-choo, which we then sang all the way to dominoes 🍷❤️🍷

He asked me 23 times when he would see me again and 23 times I told him And 23 times his eyes lit up with excitement at the thought of his beloved dominoes gathering.

Utterly priceless 🍷❤️"

Yours Sincerely

Michael & Bridgette Banham