

IRELAND'S ONLY FREE INDEPENDENT TACSAÍ MAGAZINE FOR DRIVERS & INDUSTRY PROFESSIONALS

REVIEW: NEW PEUGEOT E: RIFTER IS A SPIRITED EV PEOPLE MOVER = **SEE P8**







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Range applies to All-New MG5 EV Excite Long Range with the 61.1kWh battery from a single charge on the WLTP combined cycle. ^All prices are inclusive of VAT at 23% and the current rate of VRT. Prices exclude dealer delivery and related charges. Prices based on solid paint. Prices include SEAI grant for Electric vehicles and VRT relief for Electric vehicles where applicable. Prices correct as of Aug 2023. The right Is reserved to change prices and specifications without prior notice. Models shown: The MG5 EV Exclusive Long Range with Cosmic Silver Paint €41,345. *1,367 litres with the rear seats folded flat. For eSPSV23 Grant information please visit: www.nationaltransport.ie/taxi/forms-and-guides/

My premium hasn't gone down this year....why?



hen we started TaxiFair back in October 2015 (8 years ago now!), we entered a Taxi and SPSV insurance market devoid of competition and increasing rates. With KennCo Underwriting's exit from the market, the best drivers in the market saw rates increase overnight from 1,100 to 1,800 and eventually, over 2,000.

The ensuing years have seen a gradual change in the market. The move away from open drive fleet policies to named driver policies helped to shift insurers view on the market. More competition, in the form of insurers that know and understand the intricacies of the Irish insurance market, such as FBD Insurance, also helped. And of course, new personal injury guidelines are also starting to have an impact – back in April of this year, the Central Bank reported that claims settled under these guidelines saw a cost reduction of 47%.

So, what's changed? Quite simply, inflation. This is impacting the cost of vehicle repairs and therefore, claims payment levels for motor damage claims, which are made far more frequently than injury claims.

The impact of this is being seen very strongly in the UK where in October 2023, the UK Insurance regulator, the Financial Conduct Authority has confirmed that they are 'monitoring motor insurance premiums'. This is fresh off an announcement by Vitality in the UK, who withdrew from offering motor insurance in September 2023, citing that 'over recent months the car insurance market has experienced unprecedented claims inflation, leading to significant price increases'.

Whilst we have not seen the same impact in ¹ possible cover and quotation for you.

hen we started TaxiFair back Ireland as the UK have experienced yet (where in October 2015 (8 years some premiums are up 40% on last year ago now!), we entered a Taxi according to confused.com), we are starting and SPSV insurance market to see a hardening of insurance rates locally. Some insurers have already increased rates by as much as 20%, whilst others are starting to talk up potential premium increases.

> In the current market, if you have a full SPSV no claims discount entitlement and your price hasn't increased at your next renewal, that is a good result.

> If you are a less experienced driver building a no claims discount entitlement, you should still expect price reduction with your added no claims discount, but these may not reduce as much as before.

> Ultimately, as an SPSV operator, there isn't anything that you can do individually about macroeconomic factors such as inflation. What you can control however, is who you choose to purchase your insurance from.

> At TaxiFair Insurance, we take pride in doing a full, professional job for you whether it's a new policy or renewal. We don't just send out the first price that arrives from insurers or that appears on our computer. We review your risk, challenge insurers to offer competitive prices and make sure you receive our best offer, first time.

> That is why over 93% of customers have renewed their policy with TaxiFair so far in 2023 (up to and including 30th September 2023).

> If you are fed up of doing your brokers or insurers work for them and shopping around then give our team a call on 01 485 1996. We will take your details and secure the best possible cover and quotation for you.

EDITOR LETTER

hank you for picking up the latest edition of Tacsai magazine.

In this issue we look at the findings of a survey conducted by the National Transport Authority on the impact the Covid-19 Pandemic has had on

the taxi industry, the upshot of which is that drivers have left the industry in droves, and that the income of those who have stayed and, or returned has been diminished considerably. See inside for the full breakdown and link to the survey in full.

The NTA is also seeking input from drivers as part of a public consultation surrounding the Regional Airports Programme 2021 to 2025 was published by the Department on February 4th, 2021.

Young women are being advised to be very careful when using taxi services, particularly late at night following one young ladies harrowing experience with a driver who attempted to detain her by locking the doors.

Tony Roe, Chairperson of the National Transport Assembly Committee (NTAC), and Spokesperson on Taxis has highlighted the increase of attacks on taxi drivers, which is being exacerbated by seat belt laws and long waiting periods in A&E departments in hospitals throughout Dublin.

In other news Eileen Flynn, an independent senator who is also a member of the Traveller Community has opened up about an incident of alleged discrimination she was faced with, telling the Seanad that Ireland has a "long way to go" in tackling racism.

Flynn, who has served as a Senator since June 2020, explained



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to the Seanad how a taxi driver refused to take her home to a halting site.

T.T.n.H. have recently been contacted by Dublin City Council informing of the following

The Active Travel Program Office advise that due to upcoming works on the inbound

route of the Clontarf to City Centre Cycle Scheme there is a requirement to suspend the

taxi rank located on Amiens Street at the junction with Sheriff Street Lower.

This suspension is required until September 29th and is necessary to facilitate new kerbing, footway and road construction, drainage and ducting works.

The National Private Hire & Taxi Association outlines a number of the key issues facing taxi drivers; from the multitudinous hoops prospective drivers have to jump through, to the ever evolving regulations imposed by the government.

GOT A STORY? GET IN TOUCH WITH RONAN CALL: 085 199 8321

Tacsaí Magazine is stocked in each taxi firm in Dublin, Cork, Galway and Limerick. Most ranks have "Rank Reps" who have a stock of magazines. Additionally, the magazine is available in the following locations:

01. Skan Taxi centre, Tolka Valley

Business Park.

02. Emo Station (Mount Brown),

Kilmainham.

- 03. Discount Till Rolls
- 04. TTnH Offices, Santry Hall Ind. Est.
- 05. Fonthill Motor Factors.
- 06. Harbour Radiators.
- 07. The Kesh at Dublin Airport.
- 08. Fonthill Autoparts.
- 09. Hailo, 12 Upper Mount Street.
- 10. Dublin Corporate Cabs, Ballymount Ind Est
- 11. Phoenix Motors, Prussia Street.
- 12. South Dublin Autos.
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NEW

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DANGERS FOR DUBLIN DRIVERS

The trend in attacks on taxi drivers continues as one Dublin driver shares his recent experience with Tacsai magazine

he driver in question, who has many years of experience and operates in Dublin City Centre very often.

Speaking to Tacsai Magazine, this Dublin Driver said"

"I go to work always between one and half one at night. I only two or three hours because I suffer with chronic pain in my legs, my back, my groin, my coccyx, all after radiation 12 years ago. Anyway, it was my first job of the night was with Free Now night, I started at half one at the Bluebell club; I get there, there's one or two cars behind me and they can't get in because of the crowds outside. So eventually I got my fare, they got in to the car and another fellow jumps in the front. I asked the girls; 'Is he with you? They said yeah, so I said grand. I had to reverse out, and there's a fella on my right banging my windows, banging my mirror, and I just rolled the window down and said: 'Will you watch your feet, we're all reversing out I don't want to run over you'. That was it. Your man [passenger Seat] turns around and says: 'He'll cut your throat if you say anything to him."

"He was out of his head or something 'I'll get you shot' and all this. I didn't wait, I pulled off, and your man [the passenger] starts saying things again. So I told him, if you want to get out and get another taxi, you can. Next thing he' starts hitting me digs. I hit him back, but I'm driving, so there's not much I could do. Eventually I stopped the car and they were trying to get him out of the car. Then he started swinging in and kicking me in the face. Then when it all stopped, he grabbed my id and told me he was going to find out where I live and kill me," he said.

After a fruitless search for his id, the driver flagged if for the number of attacks on taxi drivers.

down a passing police car; explained the situation and was flippantly told that they were busy before pulling off having offered no assistance. He then rang the guards, received an apology from the officer in question, who then went on to inform him of the lack of resources around the Bluebell, Naas Rd and Ballyfermot areas, and they are stretched in, but the previous flippant guards would be questioned about their handling of the situation

This comes on the back of a number of attacks on drivers throughout the country.

The following morning, this driver received a number of harassing and threatening calls, as the thief had put this drivers id online. After this, the thief offered to sell him his id back, before threatening to cut his throat. At this point, he contacted the guards

In a separate incident, having broken up a fight between a fellow driver and an attacker, he was tracked down and his car burnt out.

A spokesperson from An Garda Siochana declined to comment on an individual cases.

When contacted by Tacsai magazine, the Central Statistics Office (CSO) could not provide any figures for the number of attacks on taxi drivers.





New PEUGEOT e-Rifter is a Spirited EV People Mover. by Declan Glynn

The new PEUGEOT e-Rifter asserts itself as a new icon of the lion brand. The feline LED lighting signature and three claw rear lights mirror the very latest vehicles in the Peugeot range. With 5 or 7-seat options, 2 sliding side doors, and a large tailgate with wide access, it truly is built for everyday adventures. A horizontal bonnet, large wheels, roof bars, black side protectors, and notched wheel arch protectors reinforce the athletic style of the new e-Rifter. Two trim levels are available: Allure and GT, and both variants are available in Standard (L1) and Long (L2) wheelbase options, with a choice of 5 or 7 seats. With an overall external height of 1,882mm, the e-Rifter can comfortably fit into underground and multi-storey car parks.

Masses of Passenger & Cargo Space.

Although it is based on the new Peugeot Partner commercial vehicle, the e-Rifter has an endearing character of its own, and its van-like styling does result in a massive amount of cabin space for all occupants, and their luggage. Cargo space behind the rear seats measures in at a gigantic 1,355-litres (L1) or 1,900-litres (L2), and this can be expanded to 3,500-litres or 4,000-litres respectively when the rear seats are folded down. A large, deep storage compartment (with sliding covers) within the centre console has been ergonomically designed to hold everyday items that need to be kept away from prying eyes, but within easy reach of front seat occupants. With so much storage space located throughout the cabin, the e-Rifter offers best-in-class storage capacity.

Quick Charging & Realistic Range.

Peugeot quotes a WLTP real-world electric driving range of 280km from a full battery, and that is exactly the figure I achieved when I charged my review car during my time with it, and that is impressive in itself. The e-Rifter can charge at up to 100kW, meaning a 10-80% top up takes just 30 minutes on a CCS rapid charger, while a full charge (0-100%) via a regular wallbox charger will take around seven and a half hours to complete.

Car on Review.

My review car was a new Peugeot e-Rifter GT L2 (LWB) 5-Seater, which was finished in Deep Blue metallic paintwork. In addition to the comprehensive list of standard equipment in Allure trim, upgrading to GT trim brings with it 17" 'Aoraki' alloy wheels, 3D stamped-effect radiator grille with black surround, opening rear tailgate window, 'Quente Brown' interior ambience, 'Casual' cloth seat trim with overstitch detail, dark tinted rear side and tailgate windows, power folding door mirrors, PEUGEOT Open & Go (keyless entry and push button start), automatic dual-zone climate control, air vents in the 2nd row with fan strength command and USB socket, and a 10" digital instrument cluster, along with the ingenious PEUGEOT i-Cockpit with an 8" capacitive touchscreen. The e-Rifter is easy to handle in town, and safe and powerful on the open road. The 100kW (136hp) electric motor is powered by a high-voltage 50kWh battery, and it provides instantaneous acceleration thanks to 260Nm of immediately available torque. The new e-Rifter offers exemplary handling and agility thanks to its electric power steering, which works in tandem with the compact steering wheel and optimised chassis design to ensure even the tightest of spaces are tackled with ease. The small steering wheel allows for precise and quick steering responses, while good levels of grip in corners, and well contained body roll, are commendable characteristics. A supple suspension set-up provides all occupants with a comfortable ride quality on a wide variety of road surfaces. The 'e-Toggle' automatic gearbox control button is located on the centre console, and a 'B' (Brake) mode button allows for increased deceleration when the accelerator pedal is released, thus increasing the driving range. Additionally, a Drive Mode selector enables drivers to choose between Eco, Normal and Power in order to optimise range or performance when required. The latest PEUGEOT i-Cockpit technology includes two new instrument panels that share all the information necessary for the proper management of a 100% electric vehicle.

Conclusion & Pricing.

The new Peugeot e-Rifter is a hugely practical and comfortable fullyelectric people carrier in every respect. It has a cabin that is cavernous, usable and immensely practical, and it is sure to find favour with families and taxi operators alike. With a comfortable ride quality, responsive handling characteristics and generous levels of standard equipment, the new e-Rifter is a credible and highly commendable alternative to an SUV or estate car. Pricing starts at €39,070 for the Allure L1 variant, with my review car specification priced at €41,470. For buyers not yet ready to make the transition to a fully-electric MPV, the new Peugeot Rifter is also available with a 1.5-litre BlueHDi diesel engine, and is priced from just €33,250. Visit www.peugeot.ie for further information.







100% ELECTRIC

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PEUGECIT _____ TotalEnergies WLTP (Woldwide Halmonised Ligit Which Test Procedure) combined fud consumation for e-Rifter in (/100km is 0. WLTP combined CO2 emissions (g/km) range is 0.





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Perudaecon _____ TotalEnergies WCTP (Wontowide Harmonicod Light Which Text Procedure) combined fuel consumption for e-2008 in U100km is 0. WCTP combined CO₂ emissions tu/hm range is 0.



Taxi driver left 'terrified' after car 'pelted with stones' by group of teens in Galway

The driver got out of the car to try and tell them to stop but they continued to throw stones.

taxi driver revealed how he was pelted with stones in Galway this week by a gang of teenagers.

The man, who wished to remain anonymous, said that he had just

dropped a customer off and had been driving past a church in Ballybane when he was targeted, Galway Beo reports.

Recounting the incident, he said he suddenly noticed a group of teenagers on the footpath, who began to throw stones at his car.

He got out of the car to try and tell them to stop but they continued to throw stones, so he was forced to get back inside his car for shelter until they left.

The taxi driver said the attack has left him and attend 'terrified' and added that similar incidents have disclosed."

become more frequent in the Ballybane area, with other taxi drivers feeling 'scared' to carry out jobs there.

He told Galway Beo: "It's becoming very dangerous to be a taxi driver in the city right now. This is our livelihood, this is our work and how we feed our family."

"If it keeps happening like this, no taxis will want to go to that area."

In a statement to Galway Beo, An Garda Siochana confirmed that they were called to the incident on Wednesday.

A spokesperson said: "Gardaí received report of an incident in Ballybane, Galway, on Wednesday 6th September at around 10.30pm, and attended the scene. No offences were disclosed."



93% of People Feel Safe at Ranks

The National Transport Authority (NTA) has published the findings of a survey aimed at understanding current and expected taxi usage in Ireland.

he survey shows a total of 93% of people feel safe while waiting at a rank for a taxi, while 94% feel safe hailing a taxi on the street. Almost three in four people believe taxis generally provide a good service, with 68% saying they feel safer travelling by taxi after a night out.

Of those surveyed 81% said they found it easy to get a taxi with most people only waiting between five and fifteen minutes. 40% of those surveyed reported waiting under five minutes to get their last taxi.

The number of passengers using taxis has increased significantly during the eight months from October 2022 to May 2023. 13% more people are now using taxis regularly, which has resulted in an 85% usage rate – the highest recorded since October 2020.

The latest statistics confirm 45% of people have used a taxi within the past month, with most using them for social or recreational reasons.

The two main reasons given for selecting a taxi over other forms of transport were the speed and convenience offered to customers.

A quarter of taxi journeys were less than five kilometers in length, with more than a third of taxi journeys carrying one passenger only. A large proportion, 40%, of taxis nationally were ordered by phone with 27% ordered by app. This rose to 38% ordered by app in Dublin. A significant percentage of trips are on Fridays and Saturdays, totaling 51% of most recent journeys.

The survey includeincludeed specific questions for persons requiring a Wheelchair Accessible Taxi (WAT) or a person who had travelled with someone who did. This subset of respondents comprised 5% of the overall number. Responses showed that roughly half of wheelchair users found it difficult to get an accessible taxi on the street or via phone or an app. The most successful route to booking a WAT was found to be via a traditional dispatch operator.

Almost half of people surveyed said they would recognise an electric taxi with almost a quarter of people confirming they had taken a journey in one.

The survey also shows that 27% knew about the free downloadable TFI Driver Check App, which allows intending passengers to check a taxi and driver are properly registered and licensed before getting in, an increase from 19% reported last year.

Over 1,000 people took part in the survey during May 2023. Quota controls were applied to ensure a national representation including both urban and rural areas.



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A man in his 20s died following a collision between a taxi and a pedestrian in Kerry recently



The incident happened shortly after 2am on the R553 at Ballydonohoe, Lisselton near Ballybunion.

he victim was pronounced dead at the scene a short time later.

His body was then removed to the mortuary at University Hospital Kerry.

The driver, a man in his 40s, did not require medical treatment.

The scene was sealed off for a forensic examination and traffic diversions were put in place.

Local Sinn Féin Councillor Tom Barry expressed his condolences to the family, adding: "Our thoughts and prayers are with his family and friends, and everyone else in the community."

"The whole community is in shock," he said.

Gardaí in Listowel appealed for any witnesses to contact them. They say they particularly want to hear from road users with camera and dashcam recordings from the Ballybunion to Listowel road, between 1.30am and 2.15am of that morning, to make the footage available to them.

Anyone with information can contact Listowel Garda Station on 068 50820, the Garda Confidential Line on 1800 666 111, or any Garda station.

Separately, a nine-year-old was killed in a hit and run in Donegal.

The young child, who was a pedestrian, was struck by a vehicle on Atlantic Way in Bundoran shortly after 9:20pm recently.

He was pronounced deceased at the scene a short time later.

Gardai and emergency services rushed to the scene after they were alerted to the incident, but the vehicle involved in the collision failed to remain at the scene.

Traffic diversions were in place and the scene was preserved for examination by scenes of crime officers and Garda Forensic Collision Investigators.

The local Coroner and office of the State Pathologist were notified and arrangements were made for a post-mortem examination.

The deceased was then removed to the mortuary at Sligo Hospital.

Gardai have urged any witnesses of the tragedy, particularly those who may have dashcam footage, to come forward with information.

In a statement, a spokesperson said: "Gardaí are appealing for witnesses and are particularly appealing to the driver of the vehicle to come forward.

Investigating Gardaí are also appealing to those with video footage, including dash cam recordings, from Atlantic Way and Sea Road and the general area at the time, to make it available to them.

Anyone with information is asked to contact Ballyshannon Garda Station 074 9858530 or the Garda Confidential Line on 1800 666 111."

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SPSV INDUSTRY UPDATE

If you are new to the SPSV industry, it is important to be aware of the different options available if you want to operate your own small public service vehicle. NTA has several initiatives in place to assist operators with the purchase of a suitable vehicle. There is no cap on the numbers of vehicle licences available throughout the State. NTA is currently accepting SPSV licence applications for the following categories of vehicle: wheelchair accessible taxi, wheelchair accessible hackney, limousine and local area hackney. Grants are also available to support the industry, and further information on the relevant grant schemes is provided later in this Newsletter.

NEW ENTRANTS - VEHICLE LICENCES AVAILABLE

If you are new to the SPSV industry, it is important to be aware of the different options available if you want to operate vour own small public service vehicle. NTA has several initiatives in place to assist operators with the purchase of a suitable vehicle. There is no cap on the numbers of vehicle licences available throughout the State. NTA is currently accepting SPSV licence applications for the following categories of vehicle: wheelchair accessible taxi, wheelchair accessible hackney, limousine and local area hackney. Grants are also available to support the industry, and further information on the relevant grant schemes is provided later in this Newsletter. • Wheelchair accessible taxi or hackney licences are available to applicants with a suitable wheelchair accessible vehicle less than 6 years of age. Wheelchair accessible taxis and hackneys must be constructed or converted specifically to accommodate at least one person sitting in a wheelchair and at least one other adult. More detail here. • Limousine licences are available to applicants who have a suitable vehicle. Guidance for Limousine Vehicle Choice can be found on our website. There is no age restriction on limousine vehicles. It is not necessary to buy a vehicle outright to apply for a licence, however the applicant must have the legal right to use of the vehicle. A vehicle licence can be granted only to a person who is the registered owner of the vehicle or is otherwise legally entitled to the use and possession of the vehicle (such as under a lease or hirepurchase agreement). Where an applicant is considering a vehicle for use as an SPSV, the vehicle registration must first be provided to NTA in order to ensure it is suitable for use. NTA strongly recommends that applicants do not acquire a vehicle until this confirmation is received. Remember, transferring (selling) an existing vehicle licence to another person is not permitted by law. The only way for an alternate person to operate an existing vehicle licence is in accordance with Section 15 of the Taxi Regulation Acts. Details on this process are provided later in this Newsletter. If you are interested in finding out

more, call us on 0818 064 000 to discuss your options.

SPSV VEHICLE RENTALS

SPSV licences may be held by self-employed individuals or companies. There is no requirement on the licence holder to drive the vehicle. SPSV Regulations permit a vehicle licence holder to rent out or lease the insured and licensed taxi, hackney or limousine to another person with or without actual money changing hands. The vehicle licence holder providing the rental package must be the registered owner of the vehicle (or be entitled to use it as an SPSV for a minimum period of 12 months), have the vehicle licensed in their name, and must provide the insurance on the vehicle. That is normally included in the rental fee to the licenced driver. The vehicle licence holder is the only party the NTA may engage with in respect of licensing activity relating to their SPSV licence, for example arranging suitability inspection bookings. The SPSV licence holder providing the rental must notify NTA of the rental, either using NTA's online system, or by calling the SPSV Information Line on 0818 064 000. They must provide NTA with the details of the period of the arrangement, the renter's SPSV driver licence number and the vehicle registration number. They must maintain a record of the vehicle licence associated with the rental agreement.

VEHICLE LICENCE HOLDER OBLIGATIONS

The owner of a vehicle licence must: • ensure that the person driving has a valid SPSV driver licence • provide and maintain appropriate SPSV insurance for that/ those renter drivers • keep a record of the name, address and contact number of each person driving the SPSV and their SPSV driver licence details • retain these records and make them available for inspection by NTA on request

DRIVER LICENCE HOLDER OBLIGATIONS

All drivers must ensure they create a driver to vehicle link before operating. It is a criminal offence not to have a link notified to NTA. As a driver, it is your responsibility to create a new driver to vehicle link: • Before you start driving a taxi, hackney or limousine; • If you change your vehicle; and • If your driver licence or vehicle licence expires. Information on how to create a driver link can be found here. This database feeds into the NTA public safety app, Driver Check, which allows users to verify the licence and registration status of any SPSV they intend to hire.

MICROFINANCE IRELAND

The Microenterprise Loan Fund, operated by Microfinance Ireland (MFI) assists businesses with fewer than ten employees and/or turnover less than €2 million, that are not able to access lending from conventional sources. Microfinance Ireland provides vital support to microenterprises by filling the lending gap in the market by lending to business that cannot obtain loans from other commercial lenders. SPSV operators are often perfect candidates for this financial assistance. In addition to its lending services, MFI provides post approval mentoring services are delivered through the Local Enterprise Office Network. Further information on the range of services offered by Microfinance Ireland

OFFICIAL SPSV MANUAL

The Official Manual for Operating in the SPSV Industry is a very useful resource for all industry members. It contains information on licensing, vehicle standards, fares and tips and advice for operating an SPSV. The manual may be downloaded in audio format from NTA website.

HAS YOUR VEHICLE LICENCE EXPIRED? ENSURE IT DOES NOT TIME OUT!

Following revised Regulations introduced in 2021, the timeframe allowed to an expired vehicle licence was increased from one to two years. Vehicle licence holders are reminded that once this two year period elapses, the licence will "time out" and can not be replaced. NTA have identified over 90 licences which, if not replaced, will die completely in September. If you are the holder of an expired licence, please ensure you renew in good time if you wish to keep it.

SECTION 15 NOMINATION PROCESS

Section 15 of the Taxi Regulation Acts enables a licence holder to nominate a representative who may apply to NTA to continue to operate the licence in the event of the licence holder's death. The nomination process is free of charge and NTA encourages all licence holders to complete the nomination process. Transfer of licences is not legal in any other way. NTA's licensing teams are currently working with our compliance colleagues to revoke all SPSV licences sold or transferred illegally. Further information on the process can be found in Guide G15 (Section 15 Nomination and Assignment). To make a nomination please complete, including signature, Form S15N (Application to Nominate a Person in the event of death) and return to the NTA. The nomination will only be complete when you have received your confirmation of nomination letter from NTA. Please retain this valuable letter with your personal documents. This is the only way that a vehicle licence may be given to someone else – an intention in a will is not sufficient.

COMPLIANCE

As well as our usual complaince and enforcement activities, NTA Compliance Teams continue to work alongside An Garda Síochána nationwide to ensure that all licence holders are complying with regulations and, through continued joint covert activity, detect and prosecute individuals offering SPSV services without valid licences.



Garda Síochána Dublin 🍪

On the 26th of June 2023 Gardaí from the Roads Policing Unit in Santry Garda Station carried out a joint Garda NTA SPSV Compliance Operation in Dublin Airport.

Two vehicles and drivers were detected operating for hire or reward without the requisite licences to do so.

The Skoda Superb is a Northern Ireland registered taxi which was operating in the Republic of Ireland without the requisite licence to do so.

Both vehicles were seized with court to follow.

#KeepingPeopleSafe #RoadsPolicing



SPSV LICENCE AND VEHICLE OWNERSHIP

Since 1st March 2023, original vehicle registration certificates ("the log book") have been recorded as part of all SPSV suitability inspections. Evidence of vehicle ownership or evidence of legal entitlement to the use of the licensed vehicle is a legal requirement at both Initial Suitability Inspection and Licence Renewal Inspections. This applies to all SPSV vehicle licence categories. Licence renewal suitability inspections will result in a fail

if satisfactory documentation is not presented at the time of licensing. For initial suitability inspections (new licence or change of vehicle) where the licence holder may not be in possession of the vehicle registration certificate, licence holders who have not provided evidence of vehicle ownership (vehicle registration certificate) or evidence of legal entitlement to the use of the licensed vehicle have been issued with a 'Advisory Fail'. This allows the licence holder time to submit the evidence to the NTA. A failure to subsequently submit the correct documentation will result in the licences being inactivated and no longer licensed to be used as a SPSV. Since 1st March; • NTA has contacted each licence holder where either incorrect or no documentation has been submitted. • Where evidence has not been provided, licences have been moved to an inactive status. The vehicle cannot be used as a SPSV. • Once the licence has been changed to inactive and the licence holder informed, all SPSV signage must be removed and the 'tamper-proof discs' and SPSV licensing certificate must be returned to the NTA. This is a legal requirement under section 17 of Taxi Regulation Acts 2013 and 2016. Failure to comply may result in a fine, upon conviction, of up to €2,500 at court. • The display of any taxi sign on a vehicle that is not licensed as a taxi is an offence under section 26 of the Taxi Regulation Acts 2013 and 2016 and may result in a fine, upon conviction, of up to €5,000 at court. NTA's licensing team will refer the inactive licences to NTA's compliance team to investigate all potential offences. In addition to licences being inactivated, NTA will prosecute cases where any legal requirement has not been met.

PROSECUTIONS

In June, NTA prosecuted the first cases connected to the legal requirement, introduced in September 2022, to have a functioning cashless payment device and to accept cashless payments in taxis for all passengers wishing to pay by this method. Since 1st September 2022, it has been a legal requirement for all taxis to accept cashless payments for journeys when requested by passengers. Following compliance investigations, Fixed Payment Notices have been issued where drivers have not complied with the law. Of the four cases listed for court, two cases have been adjourned until September 2023. Two cases heard in June achieved convictions and fines and costs of €850. Each case followed the issuing of, and the failure to pay, a Fixed Payment Notice. To date, 85 notices have been issued in respect of cashless payment devices following 14,456 roadside compliance checks of taxis and wheelchair accessible taxis since the requirement became law. Recent roadside checks by compliance officers have shown that some vehicles now display signs indicating that cashless payments will not be accepted or that there is a 'preference' for cash. The regulations are clear, every taxi should have a functioning cashless payment device and where a passengers wishes to use that method to pay, it must be accepted. NTA will continue to inform passengers that this is a legal requirement and they have the right to pay any taxi fare by means of a cashless payment. NTA will investigate all passengers complaints where it appears that this is not the case.

ELECTRIC SMALL PUBLIC SERVICE VEHICLE GRANT SCHEME

Applications are still being accepted for the eSPSV23 Grant Scheme. Of the \in 15 million allocation, approximately \in 6.4 million had been approved for payment to applicants to date, with a large number of additional applicants progressing through the grant process.

WHEELCHAIR ACCESSIBLE VEHICLE GRANT SCHEME

Following very high interest in the WAV23 Grant Scheme in the initial months of this year, the scheme was closed to new applications in May. In July 2023, an additional €2,000,000 was made available thereby bringing the total funding allocated to the Scheme for 2023 to €5,000,000. NTA contacted all parties on the waitlist in relation to the status of their application throughout the month of July and an additional round of provisional offers has now been issued to eligible applicants. The offer is only payable where a suitable vehicle is licensed within three months. The grant offer period is clearly outlined on the provisional grant offer letter from NTA. It is important that applicants do not commit any money to a vehicle purchase until they have received a provisional grant offer letter from NTA as individual grant aid cannot be guaranteed. Please note, as per the WAV23 Terms & Conditions, if you license a Wheelchair Accessible Vehicle without receipt of a Provisional Grant Offer, you will not receive grant funding.



SPSV: AGE RULES – INFORMATION DOCUMENT

An updated information document explaining the current Small Public Service Vehicle age rules has recently been published on NTA website. The document provides age rule information for all vehicle licence types and incorporates the contingency age rule measures introduced in 2022. Before purchasing a vehicle, please refer to the age rules guidance to ensure the proposed vehicle meets the age requirements for your SPSV licence (or licence application). You should never purchase a vehicle for licensing without making sure it meets all requirements, including age.

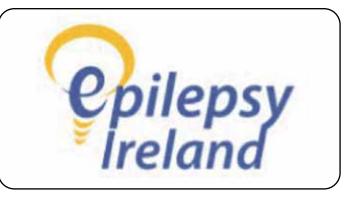
SPSV+ APP

NTA has launched a new app for SPSV online services, called SPSV+. With the new, user friendly app you will be able to complete driver linking and vehicle rentals in the same place. SPSV+ is available on the app store and Google play store. A

EPILEPSY IRELAND FOR NTA

In support of International Epilepsy Day, Epilepsy Ireland and NTA wish to remind industry members of the importance of knowing what to do when someone on a bus, tram, train or taxi has an epileptic fit. "I'm a normal

person who happens to have epilepsy. So do almost 1 in 100 people in Ireland. If I have a seizure around you, don't be afraid to help. Just make sure the area around me is safe, and stick around until it passes – usually within a few minutes. One day I hope I can stand up for you too".



COMMENDATIONS

Congratulations! The following driver has received a commendation from his passengers: John Onojedje N4968. For assisting his customers with their search for their lost property at the Guinness Storehouse, the retrieval of the items after the customer had left Ireland and returning the items by tracked mail to the customer in the United States.

Highly Commended!



*Offer valid for openings up to 2.6m wide & including 2 remote controls, 55mm white slats, internal manual override.

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TACSAÍ MAGAZINE

ATTACKS INCREASE YET AGAIN



Tony Roe, Chairperson of the National Transport Assembly Committee (NTAC), and Spokesperson on Taxis has reiterated his concerns over the sharp and continual increase of attacks on taxi drivers.

peaking to Tacsai magazine, Roe said that he has been contacted by nine separate drivers who have been attacked since our last edition in August.

According to Roe, the situation is being exacerbated by two factors; the introduction of mandatory card machines since September last year and the law which prohibits a driver taking off his seat belt.

"These drivers are sometimes operating in areas with poor Wifi signal, which is effecting the card reader and resulting in arguments which often turn into assaults," said Roe.

Alcohol and other substances are often contributing factors to late night assaults on drivers according to Roe.

The second most prevalent contributing factor, according to Roe; is the fact that unlike other European countries, by law; taxi drivers in Ireland must wear their seatbelt at all times, or risk fines, penalty points and perhaps a loss of their livelihood.

He said that during a large number of these attacks, the seatbelt has been used as a weapon to restrain the driver, and that the Government must look into this issue.

"It's only a matter of time before this results in a . Committee or call Tony at 085 108 9482.

fatality," said Roe.

When contacted by Tacsai magazine, the Central Statistics Office (CSO) could not provide any figures for the number of attacks on taxi drivers.

Nor could An Garda Siochana comment on individual cases.

He went on to say that this issue is particularly prevalent at the airport where Wifi signal is bad, people are in a hurry to catch flight, air travel is stressful enough without this added aggravation. These factors combined have created a perfect storm whereby attacks are increasing.

On a positive note, the Martina Roe Lay Counselling Society has continued to grow, with trips and music jamming sessions all over Ireland, the UK and the continent.

Set up by Tony Roe, in honour of his late, and sadly missed wife Martina, the group provides a sympathetic ear, companionship, a good bit of craic and most importantly; genuine, impartial, non-judgemental help to members of the taxi industry past and present who are struggling with bereavement.

If you would like to contact the service, you can do so by contacting any of the Lay Counselling Committee or call Tony at 085 108 9482.



New CITROËN Ë-C4 X First Drive Review by Declan Glynn

The new Citroën ë-C4 X fully-electric model features a unique design combining the elegance of a fastback silhouette with the modern attitude of an SUV and the timeless cachet of a spacious 4-door. With a notable and innovative design, the ë-C4 X redefines the sedan by introducing the modern and popular crossover element. Available with several safety and technology features as standard, the new ë-C4 X also features Citroën's Advanced Comfort Programme. In a first for Citroën, this model has been launched exclusively with an all-electric powertrain in Ireland, with petrol and diesel models set to arrive later this year. In terms of specification, there are four generously-equipped grades available; Feel, Feel Pack, Flair and Flair Pack.

Commitment to Sustainability.

Enforcing Citroën's commitment to sustainability, the Citroën ë-C4 and new ë-C4 X contain 135kg of recycled materials, and are manufactured using 30% solar energy in Madrid, Spain. On the outside, the design includes a familiar front-end incorporating Citroën's assertive rounded design signature. The high, horizontal bonnet features concave indentations, and trademark chrome chevrons stretch across the width of the body, connecting with double-height front lamps using LED headlights to reinforce the vehicle's high-tech credentials and provide maximum visibility. Large 690mm diameter wheels, combined with a short front overhang, give the car a raised ride height which results in a more elevated driving position. When viewed in

profile, the car's dynamic roofline flows effortlessly and seamlessly from the top of the windscreen into the top panel of the boot lid to create a fastback silhouette. With a drag coefficient of just Cd 0.29, aerodynamic efficiency has been optimised thanks to the crisp roofline, which directly benefits range efficiency. The rear overhang intelligently disguises the length required to package the capacious 510-litre boot. Distinctive new LED tail lamps are placed either side of the boot opening and carry through the sculpted lines of the boot lid, pushing around the corners and along the sides of the car.

Unmatched Cabin Serenity.

Inside the new Citroën ë-C4 X, drivers and their passengers will enjoy an unmatched feeling of





serenity, comfort, and space thanks to Citroën's Advanced Comfort experience. This is particularly noticeable to back seat passengers thanks to its outstanding 198mm of second row knee room and a more reclined rear seatback, while its width means three people can comfortably sit side-by-side across the rear bench. The length of the vehicle attributes to the impressive extra-large boot compartment providing 510-litres of usable space. The new e-C4 X inherits the distinct offering of Citroën's Advanced Comfort programme, featuring the brands exclusive Advanced Comfort Seats with special foam thickened by 15mm plus a unique blend of visual, postural, and dynamic support. High-density foam at the core of the seats ensures optimal comfort, particularly on longer journeys, and maintains this over time by reducing any settling effects and ageing within the seats. Alongside the Advanced Comfort Seats, the ë-C4 X includes Citroën's innovative and exclusive Progressive Hydraulic Cushions suspension system. The presence of hydraulic stops allows Citroën engineers greater freedom to tune the suspension setup to achieve the brand's acclaimed "magic carpet ride" effect, which gives the impression that the car is gliding over uneven ground, this results in the ultimate comfort when driving.

Range – Up To 360km.

Thanks to its smooth, aerodynamic shape and its 50 kWh battery, the efficient zero emission electric powertrain in new ë-C4 X offers an impressive WLTP range of up to 360 km. The 100 kW electric motor offers 136 hp with 260 Nm of torque that is instantly available to the driver, this allows a 0-100 km/h of 9.5 seconds when in sport mode and a top speed of 150 km/h. Three driving modes are available – Eco,

Normal or Sport - and are activated by the mode selector in the centre console based on the driver's preference. At a public charging station, using a rapid 100 kW DC charger, the battery replenishes at a best-in-segment rate of around 10 km/min, with 80% of charge completed in 30 minutes. Using a 7.4 kW wall box, charging takes 7.5 hours with singlephase supply or as little as 5 hours with a threephase electricity supply. Managing vehicle charging is easy and can be pre-programmed to take advantage of off-peak electricity prices. Charging times can be pre-set using the car's touchscreen My Citroën Drive Plus interface or the My Citroën app.

First Drive Verdict & Pricing.

At the recent Irish launch of the new ë-C4 X, I was afforded the opportunity to take a brief drive, and I was hugely impressed by the breadth of talents on offer in Citroën's latest creation. Excellent driving dynamics, a supremely-comfortable cabin, and the very latest infotainment and safety tech, along with its handsome looks are facts that are well worth shouting about. A full road test review will follow in the next edition of Taxi Magazine..

With prices starting at €39,967 the new ë-C4 X represents excellent value for money too. Drivers of small public service vehicles (SPSV), such as taxis and hackneys, can apply for grants of up to €20,000 when they scrap an older, more polluting or high mileage vehicle and make the switch to electric. SPSV drivers who make the switch to an EV can also avail of VRT relief (up to €5,000), the Domestic Charger Scheme (up to €600) and annual toll refunds (up to €1,000). This is in addition to the significant fuel savings and lower maintenance costs associated with electric vehicles.



NEW CITROËN Ë-C4 X Fare to say, it's comfy

NOW AVAILABLE IN PETROL AND DIESEL

Also qualifies for the eSPSV grant up to €25,000



L Advanced Comfort Seats



360 km range



510 litres of boot space



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New Nissan Juke Hybrid – The Best of Both Worlds. by Declan Glynn

When the original Nissan Juke was launched in 2010, it offered buyers robust off-road styling and an elevated view of the road ahead, with the added benefit of looking totally different to anything else on the road at the time. It is thanks to the commercial success of the original Nissan Juke that the B-SUV market segment has become Europe's biggest automotive market growth area. The arrival of the new Nissan Juke Hybrid is the next chapter in Nissan's ongoing charge towards an electrified future, and it has rewritten the rules in its segment to deliver an EV-like driving experience. The new Juke Hybrid is equipped with Nissan's e-Pedal Step system, enabling the driver to launch, accelerate and decelerate using only the accelerator. A 7-inch combimeter screen displays visual reminders when the e-Pedal Step and EV mode are activated. It also shows all the different energy flows in a simple and clear animation, maximising driver understanding of how the system is working.

Advanced Hybrid Powertrain.

The new Juke Hybrid starts in 100% electric mode, and can reach speeds of up to 55km/h in pure EV mode thanks to an advanced multi-modal hybrid powertrain which prioritises fuel efficiency, responsiveness and a harmonious drive. The new powertrain has been specially designed to complement the already agile, dynamic personality which has proved so popular with customers of the internal combustion engine (ICE) version of the Juke. The sporty coupé-crossover design remains, with some small changes to optimise aerodynamic efficiency. The Juke Hybrid's intelligent drive system has been tuned to maximise the amount of time the car spends in EV mode, and this results in outstanding fuel economy, and superb refinement. The Juke Hybrid powertrain consists of a new generation, state-of-the-art 1,598cc 4-cylinder petrol engine specifically developed for working in a hybrid powertrain application. It produces 69 kW (94hp) and 148Nm of torque. The main electric motor produces 36kW (49hp) and 205Nm of torque, and the net result is a powertrain providing 25% more power than the current petrol engine option, with a fuel consumption reduction up to 40% in an urban cycle, and up to 20% over the combined cycle.

Three Trim Variants.

Trim variants in the new Juke Hybrid consist of SV Premium, N Design and range-topping SVE – all of which attract annual road tax of just \in 190. Buyers can choose from 10 different body colour options, along with 3 roof colour combinations. The exterior of the Juke Hybrid only differs from the ICE version by way of a new mesh front grille and Hybrid badging, while an active radiator grille shutter can close if the car's cooling requirements are low, helping cut drag to enhance fuel efficiency. A new rear spoiler also forms part of the cosmetic upgrade, while a rear axle cover is tasked with reducing turbulence underneath.

Review Car Details.

My review car was a new Juke Hybrid SVE, which looked spectacular in its Pearl White pearlescent paintwork with its contrasting black metallic roof and mirror casings, along with sporty 19-inch alloy wheels. An impressive array of advanced safety, infotainment, comfort and convenience features come as standard, with the car being so well equipped that the only options available are a BOSE[™] Sound System, and metallic/two-tone paint. The Juke Hybrid provides a relaxed driving experience, and the engine, motor and 1.25kWh Lithium-ion battery work well together, while the Juke





Hybrid's overall drivability is greatly enhanced by invisible gear changes from the automatic transmission. Gentle accelerator inputs allow the car to get up to speed smoothly without consuming any fuel. When more acceleration is called for, the petrol engine will support the electric motor, driving the wheels in the process. It also acts as a generator to keep the battery charge maximised, meaning the e-motor still delivers its full 205Nm of torque. The Juke Hybrid can sprint from 0-100km/h in 10.1-seconds, while claimed WLTP fuel efficiency of 5.1l/100km (55.4mpg) on a combined driving cycle is achievable in the real world. The steering is nicely weighted and is well judged for the suspension set-up, while body roll through corners is well controlled. Ride quality and cabin comfort will benefit all

occupants, and the Juke's relatively high stance provides excellent visibility for everyone. Boot space in the Juke Hybrid measures in at 354-litres behind the rear seats, but this can be expanded to 1,237-litres when the rear seats are folded.

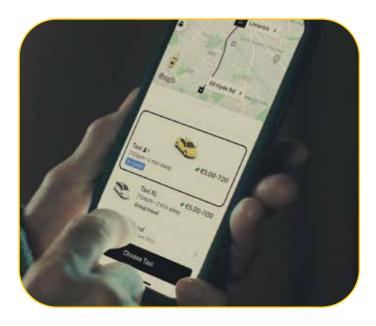
Conclusion & Pricing.

By adding a full hybrid powertrain to the new Juke, Nissan has made it a more appealing car in every respect. The new powertrain delivers an excellent ride and handling balance, impressive fuel efficiency, and a welcome increase in performance. The new Nissan Juke Hybrid is on sale now, with prices starting at \in 34,600.



Uber: record numbers of tourists and locals using the app

Interview with Uber's Kieran Harte - Head of Ireland





Q: How was summer for Uber?

It has been a really busy few months for us. We have had record numbers of tourists and locals using the app and we are continuing to see drivers downloading the app and taking trips from a number of new areas.

We saw some significant international events like the Aer Lingus College Football Classic and the Limerick Tag Rugby World Cup bring big numbers of Uber users to our shores.

We've also heard some great stories from drivers who have had Uber trips take them all across the country.

Q: Have you recently launched an advertising campaign?

We have launched a number of video commercials across streaming services which feature Uber in

Ireland and the moments that we're there to help passengers - from date night, to catching a flight and even getting from the dancefloor to the front door. Keep your eyes out over the next few weeks for it.

Q: What are the plans for the rest of the year?

We are working hard to find more drivers to work with to meet our growing demand. We'll continue to promote our Driver Referral programme which can earn drivers up to €300 if they refer a driver who completes a set number of trips (more details in app) and we'll be focused on continuing to provide drivers more choices to earn.

If any driver is interested in seeing what it's all about - they simply need to download the Uber Driver app from their preferred App Store to get started.

More trips Extra earnings Greater choice

You can unlock more opportunities with Taxi on Uber

Sign up at drive.uber.com

Uber Taxi



President Lincoln was approached by a woman after a political speech... If you were my husband I would poison your tea. Lincoln replied...if you are my wife I'll gladly drink it.

Boy: The principal is so dumb! Girl: Do you know who I am? Boy: No... Girl: I am the principal's daughter! Boy: Do you know who I am? Girl: No... Boy: Good! * Walks away*

Why does snoop Dogg use an umbrella? Fo-Drizzle.

Me: Would you like to be the sun in my life? Her: Awww... Yes!!! Me: Good then stay 92.96 million miles away from me

Beer Bottle: You break me, you get one year of bad luck! Mirror: You kiddin' me? You break me, then y'all get seven years of bad luck! Condom: Hahaha... (Condom walks off laughing)

What do you call a nose with no body? No body nose

Two women are walking home from the bar, they both have to piss so they slip into a nearby cemetery. One uses her panties to wipe herself, and the other uses a reef off a head stone. Next night, the husbands meet at the bar, one looks at the other and says, "I'm gonna have to watch my wife, she came home with no panties last night." The other one says, "Oh well, mine came home with a card wedged in her ass saying, 'You were loved and will be missed by the whole entire fire department.' Never confide in a vacuum cleaner. They're always collecting dirt

I went down the street to a 24-hour grocery store. When I got there, the guy was locking the front door. I said, "Hey! The sign says you're open 24 hours." He Said, "Yes, but not in a row!"

A blonde drops off her dress to the dry cleaners The lady says, "Come Again!" The blonde says, "No, it's toothpaste this time.

I told my girlfriend she drew her eyebrows too high. She seemed surprised.

What time is it when the clock strikes 13? A: Time to get a new clock.

I was sitting in a bar one day and two really large women came in, talking in an interesting accent. So I said, "Cool accent, are you two ladies from Ireland?" One of them snarled at me, "It's Wales, Dumbo!" So I corrected myself, "My apologies, so are you two whales from Ireland?"

Doctor: "I'm sorry, but you suffer from a terminal illness and only have 10 to live." Patient: "What do you mean 10? 10 what? Months? Weeks?" Doctor: "9, 8, 7..."



STRANTEE.

NEWNHAM CAMBRIDGE

General Knowledge Questions

1. Justin Fletcher is better known by children as which TV character?

2. What is the only number that when written in English has all the letters in alphabetical order?

3. What is the capital of Switzerland? Berne.

4. In My Fair Lady, what was the occupation of Alfred, Eliza Doolittle's father?

5. Which city hosts the Australian F1 Grand Prix?

6. Which is the oldest university in the USA?

7. In which English county would you find Blenheim Palace?

THE TACSAÍ MAGAZINE BUMPER QUIZ

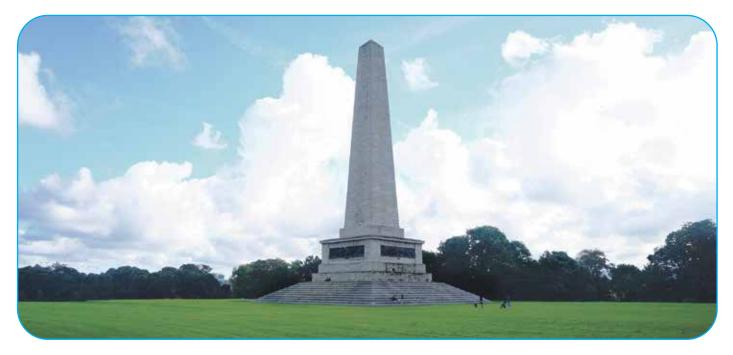
8. Who in 1946 wrote the book "The Common Sense Book of Baby and Childcare"?

9. What exactly is Dry Ice?

10. What animal was artist George Stubbs famous for painting?

- 10. Horses.
- 9. Solid Carbon Dioxide.
 - 8. Dr Benjamin Spock.
 - 7. Oxfordshire.
 - 6. Нагуагd
 - 5. Melbourne.
 - 4. Dustman.
 - 3. Berne.
 - 2. FORTY.
 - . Mr Tumble.

WELLINGTON MONUMENT



The Wellington Monument (Irish: Leacht Wellington), or sometimes the Wellington Testimonial, is an obelisk located in the Phoenix Park, Dublin, Ireland.

he testimonial is situated at the southeast end of the Park, overlooking Kilmainham and the River Liffey. The structure is 62 metres (203 ft) tall, making it the largest obelisk in Europe.

The Wellington Testimonial was built to commemorate the victories of Arthur Wellesley, 1st Duke of Wellington. Wellington, the British politician and general, also known as the 'Iron Duke', was born in Ireland. Originally planned to be located in Merrion Square, it was built in the Phoenix Park after opposition from the square's residents.

The obelisk was designed by the architect Sir Robert Smirke and the foundation stone was laid in 1817. In 1820, the project ran out of construction funds and the structure remained unfinished until 18 June 1861 when it was opened to the public. There were also plans for a statue of Wellington on horseback, but a shortage of funds ruled that out.[5]

Features

There are four bronze plaques cast from cannons captured at Waterloo – three of which have pictorial representations of his career while the fourth has an inscription. The plaques depict 'Civil and Religious Liberty' by John Hogan, 'Waterloo' by Thomas Farrell and the 'Indian Wars' by Joseph Robinson Kirk. The inscription reads:

"Asia and Europe, saved by thee, proclaim Invincible in war thy deathless name,

Now round thy brow the civic oak we twine"

That every earthly glory may be thine. The monument is referenced throughout James Joyce's Finnegans Wake. The first page of the novel alludes to a giant whose head is at "Howth Castle and Environs" and whose toes are at "a knock out in the park (p. 3)"; John Bishop extends the analogy, interpreting this centrally located

obelisk as the prone giant's male member.[6] A few pages later, the monument is the site of the fictional "Willingdone Museyroom"

Freestanding granite obelisk, 62 metres tall, designed by Sir Robert Smirke as testimonial to Arthur Wellesley, Duke of Wellington. Foundation stone laid 1817, completed June 1861. Tapering, four-sided shaft with pyramidal apex, on three-stepped monumental pedestal. Each face contains bronze plaque cast from cannons captured at Waterloo. Bas-relief to north and west and south, that to north by Thomas Farrell depicts Battle of Waterloo, that to west by John Hogan depicts Civil and Religious Liberty, that to south by Joseph Kirk depicts Indian Wars. To east face inscription in Latin and English: 'Asia and Europe, saved by thee, proclaim / Invincible in war thy deathless name / Now round thy brow the civic oak we twine / That every earthly glory may be thine'. Square-plan stylobate of nine raking steps on raised flat-topped earthen mound, accessed on eastern side by eight granite steps with closed granite strings. North side of mound reduces to ground level at west end. South edge enclosed by boundary fence of Phoenix Park.

Appraisal

A monumental granite obelisk located in a large grass area in Phoenix Park, one of Europe's largest designed urban spaces. Designed by Sir Robert Smirke to commemorate Arthur Wellesley, the Duke of Wellington, who is reputed to have been born in Dublin, and his military victories. It was to have an equestrian statue of the duke, flanked by lions, but this was never executed. As construction began during Wellington's lifetime, the term testimonial, rather than memorial, is officially used. Obelisks were a popular feature of demesne landscapes, particularly in the late eighteenth and early nineteenth centuries due to the influence of the Egyptian Revival. The tallest obelisk in Europe, the monument is a popular attraction in Dublin.

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