



Safekab co-founder shares road to success

From Norway to taxi firm mastermind, hard work paves the way for Safekab's co-creator, Gavin Johnston.

The SafeKab app is the 'missing link' for staying safe on a night out in the Highlands.

PERSON BEHIND THE BUSINESS

PRESENTED BY **BID**
BUSINESS IMPROVEMENT DISTRICT

Q How would you describe the business?

A Inverness Taxis is the transport hub of Inverness. We're moving doctors around, solicitors around, we're taking kids to school, Mrs Smith for her shopping and taking a family to the airport for their holidays. What we're doing is so important. We are a very important cog in the wheel of Inverness.

Q What led you into the business?

A I used to work in the harbour in Inverness,



Inverness Taxis' owner and Safekab co-founder Gavin Johnston.

SafeKab
#SAFETYFIRST

The newest and safest way to **book a taxi** in Inverness and region

- Pick your driver
- Choose the fare
- Journey monitoring
- Safety code
- SafeKab credit
- SOS service

Download SafeKab App to book a taxi or enjoy the SafeWalk FREE service

SafeWalk

If you are not taking a taxi get SafeWalk to walk with you.

Share your journey with a friend or family member.

If you feel threatened, press the SOS button to alert a SafeKab office and whoever you have shared the journey with.

55, Church Street
Inverness, V1 1 DR
www.safekab.org

A new service from **Taxis**

and there was a wood boat going back to Norway. I spoke to the captain and asked if I could go, and went across. I was fishing there for a year. When I came home I was looking for something to do. My mum was driving a taxi at the time and I ended up driving her car at the weekends and I really enjoyed it, which got me into it. She had a small share back then of a company called Patterson's Taxis and when she passed away I got that share, so it's all from there that Inverness Taxis developed.

Q What makes Inverness a great place to run a business?

A I say to our drivers that we are so lucky to be operating a cab company in the Highlands as its such an attraction with a worldwide audience. There are a lot of lovely things to see and do, so it's a great place to be doing business.

Q What is your greatest achievement?

A My most memorable and rewarding experience is when I came second place in the Red Bull Romaniacs Extreme Enduro. It's over five days and it's a super tough event. I was 47 then, and there were much younger people

also competing. I did lots of training for it. You race over the mountains, and you are on the bike for about eight hours a day. A lot of people don't finish it! In the off-road world it's a massive event.

Q Who do you admire in business?

Locally for me, it's Ewan MacDonald and Tony Story. Ewan's business - MacDonald Group Insurance and Financial Service - is admirable and he's a close friend of mine. The work that Tony Story has done with the Kingsmills is fantastic, and they provide an incredible offering.

Q What advice would you give to budding entrepreneurs?

A Just be prepared to work hard! Long hours, and putting in the effort is key. Get up in the morning early, and be ready for a 12, 13, 14 hour day. That's what I do. There's no short cut! If I had one, I'd sell it. I don't think anyone has an easy time setting up a business. Whatever you do, you get

out what you put in.

Q Can you tell us more about yourself?

A I don't like being idle, I like to be busy. I love spending time with my grandkids, and I like to try and be a good role model for them. I enjoy a challenge, and I still get a buzz out of work after all these years, especially with our groundbreaking new project Safekab being launched!

The Safekab app has received huge support from local businesses has a range of features that "you won't see anywhere else" to stay safe whilst travelling. This includes an emergency SOS button, being able to chose your taxi driver and see their past reviews, track your taxi, and share your location with family and friends, alongside the free walk home feature.

The award-winning app was created in response to concerns for women's safety in public spaces and while using transport.

■ Download Safekab at: www.safekab.org

55 Church Street Inverness Scotland IV1 1DR
Unit 3 15 Lotland Street Inverness IV11ST
T: 01463 222222 / 01463 222777
W: www.inverness-taxis.com