

Veezu Taxis Launch Anti-Spiking Initiative with Stamp Out Spiking in Norwich

July 20, 2025

— Categories: Economics



[Download IPFS](#)

In a commendable move to bolster public safety, Norwich-based taxi firm Veezu has joined forces with Stamp Out Spiking to introduce the UK's first accredited anti-spiking awareness training for drivers. This pioneering pilot, set to roll out later this summer, aims to equip Veezu's drivers with the skills to identify and respond to spiking incidents, enhancing the safety of passengers during their journeys home.

The initiative comes at a time when concerns about spiking are mounting. A Freedom of Information request disclosed that Norfolk Police recorded 1,092 spiking-related incidents

between 2019 and 2024, with a peak of 295 reports in 2022. Of these, 675 were classified as crimes, including offences like “administering a substance with intent” and “use of noxious substances to cause harm.” Notably, Norfolk’s figures surpass those of neighbouring Suffolk, which reported 474 such offences over the same period. These stark numbers underline the urgency of proactive measures to combat this insidious crime.

Chris Ford, Veezu’s regional director, emphasised the firm’s commitment to passenger safety. In a recent interview, he stated, “Drivers already play a vital role in getting people home safely. This partnership goes further, ensuring they have the knowledge and confidence to respond with care and offer an added layer of protection when it’s needed most.” The training will focus on recognising signs of spiking and taking appropriate action, reinforcing Veezu’s role as a guardian of the night-time economy.

Dawn Dines, founder of Stamp Out Spiking, highlighted the broader significance of the collaboration. “Spiking is a hidden crime that can have devastating consequences,” she said in a recent statement. “By empowering drivers with the knowledge to identify and respond to signs of spiking, we are creating a vital new layer of safeguarding during the journey home.” Her organisation’s mission to raise awareness and prevent spiking aligns seamlessly with Veezu’s efforts to foster safer communities.

For drivers like David Woods, the initiative is personal. “I’ve always seen passenger safety as a fundamental part of being a licensed private hire driver,” he shared. “When I learned about the Stamp Out Spiking campaign, I knew it was something I wanted to bring to Veezu. Everyone deserves to feel safe, especially when enjoying an evening out.” His enthusiasm reflects the grassroots support within Veezu’s driver network for this forward-thinking programme.

Norwich’s vibrant night-time economy, recognised by its Purple Flag status, thrives on its reputation as a safe and inclusive destination. Jack Weaver, chief operating officer for Norfolk Chamber of Commerce, praised the initiative, noting, “It’s encouraging to see local transport providers stepping up to support the high standards that make Norwich such a trusted destination.” This partnership reinforces the city’s commitment to maintaining its status as a cultural and economic hub.

While the current Labour government has yet to prioritise such grassroots initiatives in its public safety agenda, Veezu’s partnership with Stamp Out Spiking demonstrates the private sector’s capacity to address pressing social issues. By training drivers to act as sentinels

against spiking, Veezu is not only enhancing its service but also setting a precedent for others in the transport industry. As Norwich continues to shine as a beacon of safety and vibrancy, this initiative marks a significant step towards ensuring that no one's night out ends in fear.