

Why drive with Rue

Travel Market

In 2024 Cumbria saw over 41 million tourists (day trips and stays)¹. They spent £570 Million on transport and a total of £4.6 Billion in the local economy.

In 2024 Cumbria has half a million residents with 85% of travel being completed by car, vans and taxis²

We're here for all of Cumberland

We want to improve rural access to transport, help businesses increase footfall and help drivers access fares. We believe there's a huge opportunity to decrease the number of small personal journeys on our Cumberland roads.

With you, we want to:

- Increase the use of taxis for day-today journeys, taking personal cars off the road.
- Create close links to businesses, offering promoted and incentivised routes to remote businesses.
- Be the first thought of a tourist or business traveller landing at a train station.

We're a licensed operator across the Cumberland Area³ you can work in any Cumberland town, at any time. Quiet in Maryport, try Workington. Keswick weekend work, give it a try.

Increase your metered mileage

Got a fare from Workington to Carlisle, no problem, finish your earning in Carlisle. Connect your fares and potentially pick fares up on the journey home, no wasted miles or time. Our app offers fares around your current location, you see what fares are available near you, wherever you are. With Rue when you're online you're visible to customers, our app will provide notification of fares near to you, reducing waiting time in ranks or waiting for dispatch.

¹ [Research | Cumbria Tourism](#)

² [Transport Statistics Great Britain: 2023 Domestic Travel - GOV.UK](#)

³ cumberland.moderngov.co.uk/documents/s26458/Ward_Map.pdf - Arlecdon and Frizington, Aspatria, Brampton, Carlisle, Cleator Moor, Cockermouth, Dalston, Egremont, Harrington, Keswick, Longtown, Maryport, Millom, Silloth, St Bees, Whitehaven, Wigton, Workington

Get Licensed, we're here when you want us.

Choose your hours, our platform is designed to augment what you do now with an online & offline feature, with no penalties or quotas, use it when you want or need.

- Make the commute home pay
- Choose your hours
- Top up your income

We're transparent and flexible with our Fares

Our app calculates fares by using the Cumberland "Hackney Carriage Fare"⁴ we understand this needs to be flexible for you, so we've created Flex Fare™, this allows you to increase or decrease the fare, live in the app before accepting or rejecting the fare.

Our model is simple we take a 15% commission of the total fare, no monthly payment, no fee's to get your money.

No quota or cost of rejection

You're free to use our platform and be online when you want, reject or alter fares without penalty and we don't require a set number of hours. Our only requirement is that you and your car are safe and in compliance with Cumberland licensing requirements.

Full transparency - We don't guarantee fares or wage

You are not our employee or contractor, the relationship is between you and your fare, we do not guarantee fares or provide a minimum wage. Rue is a platform that you can use to supplement existing work with your existing employer, or as a sole trader. We have no limit on competition; you can work for other companies or apps as you need.

It won't work around here; the signal is terrible!

Unlike a traditional card payment machines or payment gateways where the fare is charged at the end of the trip, our app authorises payment upfront. Meaning, if you have signal to call a taxi you have signal to pay. No more struggling in rural areas at the end of the job to take payment.

⁴ cumberland.gov.uk/sites/default/files/2024-12/proposed_taxi_fares_.pdf