



Mom On Wheels

FREQUENTLY ASKED QUESTIONS

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ABOUT US

What is Mom On Wheels?

You may think of Mom On Wheels as a mini cab or taxi for children. You are right...ish. Mom On Wheels is an on-demand and scheduled ride sourcing and booking service.

What does Mom on Wheels do?

We provide safe and reliable transport service for children aged 5-18 by drivers who have been vetted and have childcare experience.

Why should I use Mom on Wheels?

We take the hassle out of managing the conflicting schedules of busy parents and navigating multiple children around the city. Our MomDrivers have been thoroughly vetted through the highest and most stringent screening process. They all have enhanced DBS checks, have a full, valid and clean UK driving licenses, safe and comfortable vehicles. They all have appreciable childcare experience, and have been trained in pediatric first aid.

What is the Mini-Cab Service you offer?

This is a scheduled service where parents can book a ride for their children for a particular date or time. This can be done either on the website or through the app. Parents will be required to select the date and time when they need a ride for their children. There is also an option to choose a particular driver and vehicle.

What is “Hail a Ride” Service?

This is the on demand service where parents can book a driver instantly to take their children to wherever they need to be. This is done through the app. When you are signed in and request a ride “now”, all available MomDrivers & Vehicles are displayed and you can request anyone of them to come to you.

What is MoM?

MoM is our mobile app for parents to enable them book on-demand rides and schedule trips for their children. It is available on Apple iTunes and Google Playstore.

Who are MomDrivers?

All the lovely people who drive our little (and not so little passengers) and ensure they get to wherever they need to be are affectionately referred to as MomDriver. They are the Moms for the ride.

Who are your drivers?

Our drivers are parents who have their own children and are very experienced at looking after children. They are stay at home parents who want to work around the schedule of their own children, Nurses, Nannies, Babysitters, Childminders, Mature Students, Teachers, Coaches etc. The one thing they all have in common is their love for children and ability to care for them to impeccable standards – treating each child as their own child. They all have enhanced DBS Certificate and have undergone exhaustive and stringent background checks.

Where can your MomDrivers take my children?

Our MomDrivers can take children to school, after-school clubs, extra-curricular activities, playdates, parties, or anywhere they need to be.

When would I use MoM?

You can use MoM to book a ride whenever you need to get your children wherever they need to be but you can't do it due to work commitments or conflicting schedules. You can also use MoM to arrange regular commute like school run, after school clubs, games etc. It is much cheaper than employing a nanny just to take the children where they need to be or using impersonal mini cabs services. You can book rides instantly, on demand or schedule rides in advance. You can book rides a minimum of two hours or maximum one month in advance.

What Is MoM Priority Account?

If you want a regular booking for a specific day, time, vehicle and MomDriver – Our MoM Priority Account secures this. You have access to; MoM Branded Vehicles with our head MomDrivers; Guaranteed Peak Period Booking; Your choice of Preferred MomDriver; Access to our MoM Child-minding Service; Emergency Telephone Bookings; 10% Discount on web and app bookings; and 20% Discount on Airport or Long Distance Rides. Our MoM Priority Account costs £20.00 per month payable on invoice.

How do you monitor your drivers?

We leverage Zendrive's powerful platform to deal with the difficult challenges of driver safety. We deploy their driver analytics platform which reduces and eradicates risky, distracted driving by 60% and reduces the likelihood of accidents.

Do you offer carpooling?

Yes, we do. It is a service available to our premium members. We offer carpooling if a group of parents would like to carpool with friends or neighbors. Please contact us at bookings@mom-on-wheels.co.uk for modalities and pricing. There must be a maximum of 5 children and the addresses must be within a 5 mile radius of the pick up or drop off address.

How is Mom On Wheels different from Uber or Minicabs?

Mom on Wheels is a transport service specifically for children. The drivers are carefully selected after an extensive background check and vetting process. They are all safe drivers with clean licenses and comfortable vehicles. They have verifiable childcare experience and ensure all the needs of the children are met whilst enroute to the ride destination. We don't drop our little passengers at the destination and zoom off. We accompany them to the location and hand them over to a responsible adult.

Which areas do you cover?

We are currently in North West London and cover Camden, Primrose Hill, St John's Wood, Belsize Park, Hampstead, Hampstead Garden Suburb, East Finchley, Cricklewood, and Brentcross. We hope to expand into and cover more areas of London very soon.

How do I book a ride?

You can book a ride on our website through the booking portal, through the mobile app or via a phone call in emergencies. Phone call bookings is available to Priority Account Holders.

How do I use MoM?

We have made the app super easy to use. You will need to set up an account on the website or in the app. Provide some personal contact information, add a payment method and you're ready to make a booking.

If you need a ride immediately, simply request a ride on the app by imputing your ride destination and the available MomDrivers in your vicinity will be shown on your

phone. You will be shown the vehicle type and indicative cost. Request a ride and watch as they make their way to you. The payment method on the account will only be charged on completion of the ride.

If you are scheduling a ride for later, simply provide the ride details, pick up time, pick up address, and the drop off address. Once a ride is scheduled, and payment made, you will receive confirmation that your ride has been scheduled and information about your MomDriver. On the day of the ride, the MomDriver will pick up your child from the pick-up address and drop them off at the destination address. They will accompany your child/ren inside and hand them over to a responsible adult.

You will receive text notifications when the MomDriver arrives, when your child is picked up, you can track their ride in real time on the app, and a final notification when they have been dropped off.

How much does a ride cost?

The Fee for each ride varies based on time and distance of ride. There is a flat rate Child Care Component surcharge of £5.00. The indicative cost is outlined below. This is a guide and the final cost will differ.

Minimum Charge - £5.00

Child Care Surcharge - £5.00

Base Fare - £2.50

Mileage Rate - £2.50

Charge per minute - £0.25

Charge per mile - £2.50

Waiting Time per minute - £0.25

Cancellation - £5.00

No Show - £7.50

Example

A 3 Mile journey will be Base Fare * Mileage Rate + Child Care £2.50*£7.50 (2.50*3 Miles) + £5.00 = £15.00.

Peak Hour

The prices may vary for Rides booked during Peak / Rush Periods (**7.15am-9.00am**) AND (**3.30pm-5.30pm**)

Is there a minimum or maximum distance for rides?

There is no minimum or maximum distance for rides. Our MomDrivers are happy to offer rides to any location of your choice.

Are there any locations you won't drive to?

We are happy to drive to any location you wish. The MomDrivers are in constant contact with MoM HQ and if the location is deemed dangerous or unsafe, they will contact us for appropriate advice. We will call to notify you and require further direction on what you would like us to do.

What are MomRules?

MomRules are rules of behaviour we expect from both MomDrivers and Passengers.

For MomDrivers, In addition to undergoing and scaling through intensive background investigations, our MomDrivers go through a high level training process where they are acquainted with our mode of operation, code of conduct, zero tolerance policies and expectations of how to behave during rides.

For passengers, although we adore children and will do everything we can to make them settled and have a fun ride, we also expect them to behave nicely and not do anything to put themselves or the MomDriver in harm's way. This means sitting quietly with seat restraints on, not distracting the driver and being careful with the entertainment devices.

SAFETY

Are my children safe?

Our Security Screening and Vetting process is exhaustive and meticulously robust. We retain a leading Security and Investigative Firm to run comprehensive background checks on all MomDrivers.

The vetting process includes;

- An enhanced DBS Check;
- A Criminal Background Check for existing or spent convictions or court appearances;
- A Finger Print Check to verify identity and ensure a non-criminal background;
- Checks against the Sexual and Violent Offenders Register;
- DVLA Checks to ensure their qualification and fitness to drive;

- References and Documents Verification of ; Identity, Addresses, Passport, Right-to-Work in the UK
- Most Importantly – they have to pass the MoM Test – Can I Trust My Child With You?

Our Checks rank highest in the industry to ensure that we only have Fit and Proper MomDrivers. We personally meet with each MomDriver prior to signing them, ascertain they genuinely love caring for children and have a sincere interest in joining us. We all have a close and cordial relationship.

Why would I trust my child with you?

MoM is set up and run by a Mom who understands the anxieties parents face in handing over their children to care-givers; a Mom who understands the stress and hassle of managing conflicting work schedules and the commuting needs of children. The pressures of work and commuting needs of children are stress factors which makes parents demand the highest of assurances when they are considering whom to entrust their children to. We understand this. The safety of children is our singular priority. All our processes are designed to ensure that parents feel safe, comfortable and 100% assured when they entrust their children into our care. More than anyone else, we understand the anxieties and fears Parents face when it comes to the safety and welfare of their children. The safety of the children in our vehicles is paramount and non-negotiable.

Will the MomDriver look after my children?

Our MomDrivers are typically Moms themselves, with their own children, and a first-hand understanding of caring for children, ensuring their happiness and safety. They have an instinct for making children safe, secure and happy. Most of our MomDrivers are parents, they work with or have worked with children as Nannies, Mannies, Childminders, Babysitters, Au Pairs, Coaches, Nurses, Pre-School Workers, Sports and Leisure Staff, Crèche Leaders, Academic Tutors, etc. They have in-depth and extensive experience caring for children and ensuring their safety and well-being. Our Reference Checks verifies this. So yes, your children will be looked after impeccably and to the highest of standards.

I am worried about the drivers and their vehicles?

All our MomDrivers are aged 25 and above and have a valid full and clean UK Driving License. They have been driving for 5 years or more and have zero points on their license.

- We run their driving license on a regular basis to ensure they continue to have zero points.

- Our MomDrivers own or lease vehicles which are not older than five (5) years and can seat 2-4 passengers comfortably. All the cars have appropriate child restraints, booster or car seats.
- The vehicle undergoes an intensive assessment by our retained Auto Mechanic Specialist Firm and we schedule periodic service to ensure the vehicle remains in good working condition.
- Each MomDriver undergoes a one-on-one interview with us and completes in-person MomDriver training and orientation.
- We insist on the highest vehicle insurance coverage and our branded vehicles have Public Liability Insurance.
- We have a zero tolerance policy for using electronic devices whilst driving, making physical contact with the children, or smoking even when there are no children in the vehicles.

What happens if there's an emergency during the ride?

PEDIATRIC FIRST AID to the rescue! Our MomDrivers undergo regular training in Pediatric First Aid and they all have an OfSTED recognised Paediatric First Aid Certificate which is valid for three years. We run regular refresher courses to ensure our MomDrivers are fully up to date with new developments or requirements.

What happens if there is an accident during the ride?

In the case of an accident, the MomDrivers will park safely to the side of the road and call the police and emergency services, and the support team at MoM HQ. We will contact parents immediately to let them know and inform of next steps.

Are you sure my children will be happy and comfortable?

We offer first class and unrivalled CHILD CENTRED RIDES. Mom On Wheels understands the needs of children and our MomDrivers do everything within their means to ensure the ride is a pleasant and fun experience for them. From greeting them warmly at pick up, ensuring they have all their belongings, taking important messages for parents, settling them in the car, and enquiring about things they have done to providing a choice of activities. We have in-car entertainment, PG Rated Cartoons, PG Rated Music and offer an array of refreshment (Biscuits, Chocolates, Fruit Bars, Fruit Drink and Water. We do not serve Sweets, Sweet / Fizzy Drinks, Nut or Nut Based Snacks). We follow their lead, respect their wishes and ensure that the short time they have with us is relaxed and enjoyable.

What is the "Password" required during booking a ride?

We utilize a PASSWORD system whereby on booking a ride, the parent chooses a password with the child. The MomDriver confirms the Password with the

responsible adult handing over the child (Teacher, Coach, Tutor, Grandparents, etc) before the ride can commence.

What is your insurance coverage?

Mom On Wheels is insured to transport and care for children. Our branded vehicles have a Specialist Insurance Coverage which covers the children in our care, in addition to our standard coverage of £5,000,000 for vehicles, drivers, and passengers. We also have specialized Public Liability Insurance coverage with a standard limit of indemnity of £10,000,000. All MomDrivers are required to have this insurance coverage in place before they are approved to join the MoM Team.

Can I meet the MomDriver before the ride?

If you have a MoM Priority Account, you can choose a preferred MomDriver, vehicle and we can facilitate a meeting prior to the ride.

For scheduled bookings, the assigned MomDriver's profile (picture, car, qualification and brief info about them) is provided in the booking confirmation.

For on demand bookings, it will not be possible due to time constraints and immediacy of the booking however, the MomDriver's profile is shown on the app.

How does the childminding aspect work?

Mom On Wheels is in the process of being OfSTED REGISTERED as Child Care Providers. Our MoM Priority Account Members are able to request short term childminding services for their children. This will be invaluable for parents who require a MomDriver to pick up their child/ren from school or after school clubs AND look after them either at home or in the MomDriver's home until the parent can come to pick them up after work. Currently, two MomDrivers – who are OfSTED Registered Childminders and Nannies – offer this service and it is available to Account Members only.

How do you ensure the MomDrivers are driving safely?

We have invested in ON ROAD RIDE MONITORING and utilize an industry leading analytics software to analyse and monitor our MomDrivers' driving patterns. We are able to detect driver speed, compliance with traffic rules, and use of electronic devices. Parents can monitor the ride in real time via our MoM app and are kept apprised with status updates – we let you know when the MomDriver is on the way, when your child has been picked up or dropped off at the requested locations.

Is MomOnWheels operating legally in the UK?

YES. In compliance with Government Regulations, we are licensed with Travel for London as Private Hire Operators. Our Licence Number is **00960501**. Our Head MomDriver is a qualified and Licensed Private Hire Driver.

What if my child needs to use the loo during the ride?

Parents and Responsible Adults are requested to ensure that their child/ren are ready for the ride when the MomDrivers arrives. Being ready means their bags and coats are packed, they've used the loo and are sure they are fully ready to leave. MomDrivers are not permitted, in any circumstances to deviate from the planned ride destination; they are unable to stop at any location other than the drop off address. Parents or responsible adults are urged to ensure their child/ren or ward are all set and ready for all rides.

ACCOUNT CREATION + RIDE BOOKING

How do I create an account?

Parents – On the website or the app, click the sign up button and follow the prompts. You will need an email address, personal details like name and address and a payment method.

Prospective MomDrivers – Please complete the sign up form, providing all required information. We will be in touch with you within 24 hours to begin the process. If successful, we will set up a MomDriver Account and provide additional information.

Can I reserve a recurring specific time slot, and ride for my child/ren?

Yes. This is a feature of the MoM Priority Account. If you would rather not open an account, we cannot guarantee you will have your choice of recurring time slot or fixed ride but all our MomDrivers are lovely personable and highly qualified drivers and carers and will ensure your child/ren receives excellent care and ride experience.

Can my child have the same MomDriver for every ride we take with you?

Yes. This is another feature of the MoM Priority Account. If you would rather not open an account, we cannot guarantee you will have your choice of MomDriver. However, all our MomDrivers are lovely, personable and highly qualified drivers and carers and will ensure your child/ren receive excellent care and ride experience.

Will I be kept informed of the progress of the ride?

You will be kept informed of the progress of the ride via push notifications from the app. You will receive notification when the MomDriver arrives at the pick up address, when your child/ren has been picked up, when your child/ren is dropped off and ride completed.

Can I track the ride while en route?

Yes, you can track the progress of the ride in real time, using the MoM app. Download the app from the Apple app store or the Google Play store.

Can my child share a ride with a friend or sibling?

Yes, we are happy for friends and siblings to come along on the ride provided they are going to the same destination – there is no additional fare for them. If they are going to different location, we're happy to continue the ride, however additional charges will be incurred. The second location will be considered as another ride booking and charges accrued based on the standard charge of mileage rate * distance.

How old are the passengers you carry?

We can carry passengers aged 5 – 18. For our younger passengers, we are happy to have Parents or Nannies along on the trip. We are also happy to have you chat with or facetime with your children for the duration of the ride. If you would like to avail of this option, please inform us during the booking process and you will be able to begin the chat or face time before the MomDriver commences the trip.

Does my child need a mobile phone during the ride?

No, your child does not need to have a phone during the ride. If your child ordinarily has a mobile phone when he or she is out, we are by all means happy for you to call him or her during the course of the trip. A smartphone will enable parents use our MoM app, receive notifications about the progress of the ride and monitor the ride whilst in progress.

When do you take payment?

For on demand bookings, the payment card associated with the account is charged on completion of the ride. You will have an indication of costs prior to confirming the booking therefore the final cost is known to you and should not differ as long as there is no diversion or delay during the course of the ride.

For scheduled bookings, payment is required as soon as the ride is confirmed and a MomDriver assigned. Please see Terms of Use for cancellation policies.

Do you do Airport Runs?

Yes, we do. Our MomDrivers are happy to take you or your family or an unaccompanied minor to the airport for a flight departure, or meet you from a flight arrival. The applicable airport tolls, parking fees, and waiting time charges will be added to the final cost.

Do you provide car seats?

Yes, we have car seats and booster seat. We are also happy to use yours if you wish especially for longer distances. If providing your own car seat, you will be required to install them yourself and ride along (or responsible adults).

I need to cancel a ride. What is the ride cancellation policy?

If the MomDriver has not claimed the ride: there is £0 charge. If the MomDriver has claimed the ride and cancellation occurs one hour or more before the passenger is scheduled to be picked up: 50% of the estimated ride fee is charged. If the MomDriver has claimed the ride and cancellation occurs within one hour before the passenger is scheduled to be picked up: 100% of estimated ride fee is charged.

For pre-booked or scheduled rides, you can cancel the ride up to 6 hours before the scheduled time. If you fail to meet the cancellation deadline, you will be charged a £10 cancellation fee. No shows will be charged £15.00.

How do we recognize the MomDriver?

In addition to the Password System – the profile of the assigned MomDriver is provided to you via email on confirmation of your booked ride. The profile includes a picture of the MomDriver, their car, their qualification and some fun interesting facts about them. Please share the picture or profile with your child/ren, so they can recognise the MomDriver.

What payment forms do you accept?

All payments must be made with either a credit or debit card or via paypal.

Are animals allowed on rides?

We do not allow animals except designated service animals.

DRIVERS

How do I create an account?

Prospective MomDrivers – Please complete the sign up form, providing all required information. We will be in touch with you within 24 hours to begin the process. If successful, we will set up a MomDriver Account and provide additional information.

How do I become a MomDriver?

Please complete the form under MomDriver on the website. We will get back to you to commence the process. You must be aged 23 and above, willing to undergo extensive background checks, enhanced DBS checks, have a clean UK drivers licence with zero or spent points, have a car which is less than five years old with requisite insurance and have verifiable childcare experience. If you are successful, you will undergo detailed onboarding to familiarize you with our system and code of conduct. You are self-employed, can set your hours and work as little or as much as you wish.

How old do I have to be to drive for you?

All our drivers have to be aged 18 and above with at least 5 years driving experience. This means realistically, all our drivers will most probably be 23 years and above.

I don't have a car; can I drive for you?

All our MomDrivers are required to have their own vehicles in order to accept bookings and drive passengers. If you don't have a car, we can facilitate an introduction with our vehicle leasing partners to apply for a vehicle lease. It is subject to status and any agreement is between you and the vehicle leasing company.

What are the requirements for being a driver?

All drivers will have an enhanced DBS Certificate or undergo an enhanced DBS Check. They will undergo a stringent and exhaustive criminal background check. They must have a Valid Full clean UK Driving license with at least five (5) years driving experience and zero or spent points. They must have Valid right to work in the UK with verifiable references. Most importantly, they must have extensive experience as a child carer either as a parent, nanny, childminder, or in any childcare vocation.

I am male, can I drive for you?

We welcome applications from male drivers. If you have experience as a child carer either as a parent, nanny, childminder, nurse, teacher, sports coach etc, we will love to hear from you.

Will I be a Mom On Wheels employee?

No, all MomDrivers are self-employed independent contractors.

How will my rides be scheduled?

You will be able to set your schedule and availability using the MomDriver app. Rides will be assigned based on requests and proximity to pick up addresses.

What are MomRules?

MomRules of the Road are codes and conduct and guides for behaviour whilst providing rides as a MomDriver. MoM On Wheels has a strict, non-negotiable, no-exceptions zero-tolerance policy for Physical Contact with Passengers, Use of electronic devices (Talking or Texting), Smoking, drug and alcohol use while driving for MomOnWheels. Violation of this policy will result in immediate account deactivation.

What does being Self Employed or An Independent Contractor entail?

You are responsible for reporting your income and for paying the taxes on that income. You are not an employee of Mom On Wheels and do not have employee rights or privileges.

How will I be paid?

MomDrivers are paid weekly. Payments are made into a bank account of your choice. The record of rides undertaken and breakdown of earnings can be viewed on the MomDriver app.

Will I still be paid if the ride is cancelled?

If a ride is canceled within 6 hours of the ride, the parent will be charged a £10 cancellation fee which will be transferred to the MomDriver. If the ride is cancelled more than 8 hours before the scheduled time, there will be no cancellation fee. If there is a no show, the account will be charged £15.00 and transferred to the MomDriver.