

HACKNEY CARRIAGE AND PRIVATE HIRE LIVERY

Contact Details:- Rachel Crouch
Designation:- Licensing Officer
Ext. No:- 2647
E Mail Address:- raccr@braintree.gov.uk

- Background Papers:-**
1. Taxi and Private Hire Livery Samples (to be provided on the night).
 2. Reports and Minutes of the Licensing Committee of 6th June 2007 and 21st May 2008 (Appendix 1).
 3. Grapevine - October 2006 (Appendix 2).
- Financial Implications:-** None. The cost of the livery is included within the current Hackney Carriage and Private Hire Vehicle License fees.
- Equalities Implications:-** NONE
- Legal Implications:-** None
- Options:**
1. The Committee agree to the introduction of the new Hackney Carriage and Private Hire livery and to amend the conditions of the Hackney Carriage and Private Hire Vehicle License.
 2. The Committee agree to the introduction of the new Hackney Carriage and Private Hire livery and make any amendments members feel necessary.
 3. The Committee refuse the introduction of the new Hackney Carriage and Private Hire livery in September.
- Risks:** In accordance with Sections 47 and 48 of the Local Government (Miscellaneous Provisions) Act 1976 any person aggrieved by any condition attached to a Hackney Carriage or Private Hire Vehicle License may appeal to the Magistrates Court.

EXECUTIVE SUMMARY

To consider the introduction of the new Hackney Carriage and Private Hire livery for implementation in September 2009.

DECISION

Members are requested to approve the implementation of the new Private Hire and Hackney Carriage livery and the amendments to the Hackney Carriage and Private Hire Vehicle License Conditions.

HACKNEY CARRIAGE AND PRIVATE HIRE LIVERY

1. Background

At the Licensing Committee on the 6th June 2007, members discussed the possibility of implementing new Hackney Carriage and Private Hire livery. This was following discussions with the Taxi Liaison Panel and the Publication of the 'Taxi Best Practice Guide' 2005.

2. At present the only signage a licensed vehicle is required to display is a back plate that is attached the rear of the vehicle and a small internal plate that is displayed in the front of the window screen.

The recommendation from the guide specifies that a licence condition, which requires a sign on the vehicle in a specified form, should be implemented so that members of the public and operators can easily identify taxis and private hire vehicles.

The intention is to provide signage for the front, back and side of the Private Hire Vehicles (PHV) and Hackney Carriage Vehicles (HCV) vehicle's which will identify the, local authority, licence number and number of passengers licensed to carry. This approach seems to be best practice; it identifies the vehicle as private hire or hackney carriage and helps to avoid confusion with the two, but also gives information to the public wishing to make a booking or complaint or simply identify that the vehicle is a licensed vehicle. It is good practice for vehicles to be identified as either Private Hire or Hackney Carriage.

3. At the Licenisng Committee on the 21st May 2008 members considered an additional report on the introduction of additional livery for display on Hackney Carriage and Private Hire Vehicles. Samples of the proposed livery were produced, which we have been circulated to the Taxi Liaison Panel and the previous Licensing Committee. The Licensing Department have also consulted with the Private Hire and Taxi trade in the Grapevine in October 2006.

The decision of the Committee on the 21st May 2008 was that the Council were to introduce the additional livery and officers were requested to determine a timetable for implementation.

4. Officers have been waiting for final samples to be sent from the suppliers which have now been received. At the Taxi Liaison meeting on the 19th February 2009 the implementation of the additional livery was discussed. It was recommended at this meeting that we implement the additional livery in September 2009 when all 84 of the Hackney Carriage vehicles are inspected. This will provide maximum impact and by the 1st October 2009 all Hackney Carriage vehicles will have the new livery displayed.

6. **Timetable:**

March 2009 / April 2009

Letters sent all Hackney Carriage owners setting out the implementation of the new livery in September 2009.

May 2009

Letters sent to all Private Hire Operators and Private Hire Vehicle owners setting out the implementation of the new livery in September 2009.

September / October

Launch campaign for new livery, press coverage, details on I connect page, and website news flash etc

September

New livery supplied to all Hackney Carriage Vehicles due for a half yearly inspection and all Private Hire Vehicles which are due for renewal. Private Hire Vehicles supplied with the new livery as and when their licences are due for renewal, therefore from September 2009 the implementation of the private hire vehicle livery will be implemented over the course of the following year.

7. **Private Hire and Hackney Carriage Vehicle Conditions to be amended with the following conditions for all those licence holders which have been issued the new livery from September onwards.**

Exterior Signs

The proprietor shall ensure that:

1. Two plates bearing the number of the licence granted shall be displayed on the outside of the vehicle. The larger plate near to the rear number plate and the smaller plate near to the front number plate.
2. Braintree District Council's official door signage must be permanently fixed in the centre of the upper panels of the front driver and passenger doors.
3. Window badges must be displayed to the near side of the front windscreen.

Advertisement

1. Where an inscription which identifies the circuit or company of the vehicle is to be displayed, it may be positioned either:
 2. In the rear screen of the vehicle, and must not obstruct the view to the rear, and/or
 3. On the panel of each rear door, and/or
 4. On the boot lid or hatch back door or any of these combinations
5. Advertisements other than the inscription of the circuit or company may be placed on the outside of the rear doors or on the boot lid or hatchback door

or moulded rear bumper but restricted to no more than three.

6. Display advertising on the rear door panels of such content that has been approved by the Council.
7. The written approval of Braintree District Council shall be obtained as to the content and layout of any advertisement before it is fitted or displayed.

Exemptions

8. Where the Authority currently grants an exemption for private hire vehicles from displaying the plate whilst the vehicle is being used for corporate/special occasion purposes in accordance with the criteria, the exemption shall apply to all livery.
9. The driver will be required to keep the plate in the boot of the car and it should be produced if required by a Constable or other authorised person. The internal disc will be provided for display on the inside of your windscreen that must be displayed at all time.