

AGENDA ITEM NO 5

TITLE: OUTCOME OF CONSULTATION EXERCISE WITH TRADE REGARDING HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLE CONDITIONS AND RESOLUTIONS MADE BY LICENSING COMMITTEE ON 12 JANUARY 2011

Committee: Licensing Committee

Date: 15 June 2011

Author: Principal Environmental Health Officer (Commercial)

[L17]

1.0 ISSUE

1.1 To consider the results of the Consultation exercise relating to the proposed vehicle licence conditions agreed by Members for Consultation at Licensing Committee on the 12 January 2011.

2.0 RECOMMENDATION(S)

- 2.1 a) To approve the proposed licence conditions as detailed in Appendix 1, and
b) To consider those points raised in paragraph and sub paragraphs of 4.7 of the report.

3.0 BACKGROUND/OPTIONS

3.1 Further to the recommendations made to the Licensing Committee on 12 January 2011, Members resolved that a consultation exercise be carried out with regard to a proposed set of licence conditions in respect of roof signs, plate display standards, plate numbering and vehicle markings (Appendix 1).

3.2 Private Hire Operators, Hackney Carriage and Private Hire vehicle owners and drivers were consulted on the proposed conditions, in addition to relevant organisations, including the Police and members of the public. Copies of the Consultation document were posted in local libraries, the Council's reception and on the Council's web site (Appendix 2).

3.3 A total of 57 responses were received within the Consultation period which ended on 26 April 2011 (Appendix 3).

4.0 ARGUMENTS/CONCLUSIONS

4.1 It is important that licence conditions are clear, unambiguous, enforceable and not open to interpretation due to the way they are drafted.

4.2 Having reviewed those comments made as a result of the consultation exercise, the following points are made in line with the Department for Transport Taxi and Private Hire Vehicle Licensing Guide, Best Practice Guidance, March 2010.

4.3 Roof Signs for Private Hire Vehicles

4.3.1 Members of the public can often confuse private hire vehicles with hackney carriages, failing to realise that private hire vehicles are not available for immediate hire and that a private hire driver cannot be hailed. It is important to be able to distinguish between the two types of vehicle.

4.3.2 The Department for Transport Best Practice Guidance, March 2010, states that whilst an approach to distinguish private hire and hackney carriage vehicles from one another is to possibly have a requirement for a roof mounted, permanently illuminated sign with words such as 'pre booked only', it can be argued that any roof mounted sign, however unambiguous its words, is liable to create confusion with a taxi. Roof mounted signs on Private Hire vehicles are not seen as best practice.

4.3.3 The Council's current licence conditions for roof signs only permit roof signs for Hackney Carriages and not for Private Hire vehicles.

4.3.4 It is therefore recommended that only Hackney Carriages have a roof sign, and that Private Hire vehicles are not permitted to have a roof sign.

4.4 Private Hire Vehicle Stickers

4.4.1 Members of the public can often confuse private hire vehicles with hackney carriages, failing to realise that private hire vehicles are not available for immediate hire and that a private hire driver cannot be hailed. It is important to be able to distinguish between the two types of vehicle.

4.4.2 The Department for Transport Best Practice Guidance, March 2010, suggests that a possible approach might be to have a licence condition that prohibits private hire vehicles from displaying any identification at all apart from the local authority licence plate or disc.

4.4.3 The guidance suggests that some additional clearer form of identification can be seen as best practice. This is for two reasons: firstly, to 'ensure a more positive statement that the vehicle cannot be hired immediately through the driver: and secondly because it is quite reasonable, and in the interest of the travelling public, for a private hire operator to be able to state on the vehicle the contact details for hiring.'

4.4.4 The proposed front door sticker for Private Hire vehicles clearly states that a private hire vehicle is for 'pre booking only'. This is important as there will not be valid insurance in place should the vehicle be flagged down, and the driver illegally stops to pick up a fare paying passenger.

- 4.4.5 The vehicle sticker also re enforces the plate number, in case a customer or member of the public wishes to make a complaint about the vehicle or driver. The display of the number also helps Enforcement Officers and the Police to identify a vehicle.
- 4.4.6 Magnetic vehicle signs are not recommended as they can be removed easily. Magnetic signs are claimed to damage the paintwork of a car less than adhesive versions. However, the ease of removal of magnetic signs leaves them vulnerable to theft, and also to use on unlicensed vehicles.
- 4.4.7 Once a vehicle has been licensed as a private hire or hackney carriage vehicle, then it remains as such, and can only be driven by a licensed driver. The plate should never be removed whilst the vehicle is licensed, and this also applies to additional signs.
- 4.4.8 As private hire vehicles are working vehicles, the costs associated with their use as private hire vehicles, including depreciation, must be taken into account, and when balanced against the problems and risks associated with magnetic signs is sufficient reason to require the use of stickers.¹
- 4.4.9 The current licence conditions state that 'the use of words in any sign should be carefully considered so that no impression of plying for hire is given at any one time'. This in effect means that the word 'taxi' and 'cab' must not be used on a private hire vehicle. The proposed new condition makes the wording more explicit and unambiguous.

4.5 Private Hire Vehicle dashboard display of vehicle licence number

- 4.5.1 This idea was suggested at a one of the Working Party meetings. It is seen as best practice. The prominent positioning of the vehicle plate number in the centre of the dashboard, so that it can be seen by passengers, is there as another safety feature so that any member of the public/fare paying passenger can report the vehicle plate number on making a complaint.
- 4.5.2 Because a vehicle would retain its plate number throughout the course of the vehicle being licensed as a Private Hire vehicle, then the number would not need to be changed, and can remain firmly affixed to the dashboard.

4.6 Private Hire - Third party advertisements

- 4.6.1 Members of the public can often confuse private hire vehicles with hackney carriages, failing to realise that private hire vehicles are not available for immediate hire and that a private hire driver cannot be hailed. It is important to be able to distinguish between the two types of vehicle.
- 4.6.2 The Department for Transport Taxi and Private Hire Vehicle Licensing Guide Best Practice Guidance, March 2010, suggests a licence condition that

prohibits Private Hire vehicles from displaying any identification at all apart from the Local Authority licence, plate or disc.

- 4.6.3 It is therefore recommended that private hire vehicles are not permitted to display third party advertising.

4.7 Hackney Carriage Vehicle Stickers

- 4.7.1 Members of the public can often confuse private hire vehicles with hackney carriages. It is important to be able to distinguish between the two types of vehicle.

- 4.7.2 It is recommended that Licensed Hackney Carriage vehicles display the Council's Crest and wording on both front doors for ease of identification for enforcement purposes.

- 4.7.3 The suggested addition of a 75 mm cordon sanitaire around the hackney carriage vehicle sticker was to ensure that any vehicle markings, lettering, symbols or numbers did not interfere with the prominence of the hackney carriage sticker.

- 4.7.4 The size of the sticker with the additional 75mm does mean that for those vehicles that have a trim down the side of the vehicle, the sticker will in most cases, need to be adhered over the vehicle door trim. As such, there could be the possibility of the sticker splitting over time, or dirt and water gaining access under the sticker.

- 4.7.5 Originally it was the intention for the original sized sticker to be placed on the front driver and passenger doors, with a prohibition of any other vehicle marking, lettering, symbols or numbers on the front doors, so as to not detract from the hackney carriage vehicle sticker. However, this was amended at the Licensing Committee meeting, to permit vehicle marking, lettering, symbols or numbers on the front doors, around the sticker, with the 75 mm cordon sanitaire acting as a border.

- 4.7.6 There is a risk that if the original sticker size is chosen, with no cordon sanitaire, and allowance for additional markings, wording, lettering, symbols and numbers on the front driver and passenger doors, it will mean that the hackney carriage vehicle sticker is not as prominent, and could lead to a East Cambridgeshire Hackney Carriage Vehicle not being clearly identifiable. Different Taxi Companies are likely to decorate their vehicles in different ways on the remainder of the vehicle.

- 4.7.7 The proposed requirement for hackney carriage vehicle stickers is that they will be required for new and replacement vehicles. Whilst persons could choose to purchase vehicles that do not have door trims, it is noted that most vehicles do have door trims as part of their design feature, of which they are at different heights on the door, and of varying thicknesses.

4.7.8 As the requirement is to display vehicle stickers on the front passenger and driver doors, on new vehicles, or replacement vehicles, it is unlikely that the vehicle will have any additional wording, lettering, symbols or numbers on it's bodywork at the time of purchase. Therefore, it is not envisaged that the requirement to keep the front driver and passenger door clear of any additional wording, lettering, symbols or numbers would be of an inconvenience to vehicle owners, and could mean that the smaller, original hackney carriage door sticker could be used, without risk of it having to be placed over a door trim.

4.8 Hackney Carriage Roof Signs

4.8.1 Members of the public can often confuse private hire vehicles with hackney carriages, failing to realise that private hire vehicles are not available for immediate hire and that a private hire driver cannot be hailed. It is important to be able to distinguish between the two types of vehicle.

4.8.2 It is recommended that Hackney Carriage Vehicles be required to have a roof sign as detailed in the recommended conditions.

4.8.3 It is recommended that in line with the vehicle stickers licence condition that the new standardised roof signs be introduced for new and/or replacement vehicles.

4.9 Hackney carriage vehicle dashboard display vehicle licence number

4.9.1 This idea was suggested at one of the Working Party Meetings. It is seen as best practice. The prominent positioning of the vehicle plate number in the centre of the dashboard, so that it can be seen by passengers, is there as another safety feature, so that any member of the public/fare paying passenger can report the vehicle plate number on making a complaint.

4.10 Hackney Carriage – Third Party Advertisements.

4.10.1 Third Party Advertisements are permitted under the current licence conditions for Hackney carriages, and would be permitted under the proposed new conditions, provided they meet the relevant criteria, of not relating to alcohol or tobacco, and being positioned on the rear side passenger doors only. One respondent requested that the third party advertising criteria be amended to not permit gambling to be advertised. This is seen as good practice and so has been included, to protect children and vulnerable persons from harm.

4.10.2 Third Party advertisements are those that relate to advertisements other than the Company's own firm.

5.0 FINANCIAL IMPLICATIONS

5.1 MOGO, the Company who produce vehicle stickers on a National basis to Local Authority Licensing Departments, have stated that the approximate cost of a Hackney Carriage or Private Hire vehicle sticker is £4.98 excluding VAT.

5.2 The stickers are for new and/or replacement vehicles.

5.3 Roof signs to the required specification would need to be replaced where relevant for new and/or replacement vehicles or in those instances where the roof sign needs to be replaced due to wear and tear or damage.

6.0 APPENDICES

6.1 Appendix 1 Proposed Vehicle Licence Conditions

6.2 Appendix 2 Copy of Consultation Document

6.3 Appendix 3 Results (Numerical) of Consultation exercise

6.4 Appendix 4 Results (Comments) of Consultation exercise.

Background Documents

Department for Transport
Taxi and Private Hire
Vehicle Licensing Guide,
Best Practice Guidance,
March 2010.

Taxi and Private Hire
Guide, May 2009, version
5(ECDC)

Previous Licensing
Committee reports.9
December 2009,
October 19 2010 and
12 January 2011.

Location

Room SF209
The Grange
Ely

Contact Officer

Mrs E A Bailey
Principal EHO (Commercial)
(01353) 665555
E-mail:
Elizabeth.bailey@eastcambs.gov.uk

Relevant amended extract from Private Hire and Taxi Guide 'Blue Book'

8. CONDITIONS RELATING TO HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES

1.0 INTRODUCTION

1.1 Part II of the Local Government (Miscellaneous Provisions) Act 1976 ("The Act") modified and extended the controls over hackney carriages under Town Police Clauses Act 1847 and also introduced powers to control private hire vehicles and their drivers, proprietors and operators.

1.2 East Cambridgeshire District Council ("The Council"), following public notice given on 10th November 1977, adopted that part of the Act with effect from 31st December 1977.

2.0 PRIVATE HIRE

2.1 So far as private hire vehicles are concerned, the Act requires that a licence must be held by the proprietor in respect of each vehicle used as a private hire vehicle which is defined in the Act as a "motor vehicle constructed or adapted to seat fewer than nine passengers, other than a hackney carriage or passenger carrying vehicle (formerly known as public service vehicles), which is provided for hire with the service of a driver for the purpose of carrying passengers". The Council has to be satisfied:-

- (a) that the vehicle is
 - (i) suitable in type, size and design for use as a private hire vehicle;
 - (ii) not of such design and appearance as to lead any person to believe that the vehicle is a hackney carriage;
 - (iii) in a suitable mechanical condition;
 - (iv) safe; and
 - (v) comfortable.
- (b) that there is in force in relation to the use of the vehicle a policy of insurance or such security as complies with the requirements of the appropriate legislation.

2.2 A separate licence has to be obtained from the Council by the operator of the private hire vehicle or vehicles and this expression is defined in the Act as meaning "in the course of business to make provision for the invitation or acceptance of booking for a private hire vehicle".

- 2.3 For a private hire vehicle a roof sign will not be allowed to be displayed at any time.
- 2.4 The Council will issue a rectangular yellow plate (with black lettering), which must be fixed securely to the exterior of the vehicle in such a position as to be visible from behind the vehicle.
- 2.5 Taximeters are not required for Private Hire Vehicles.
- 2.6 Private Hire vehicles are to carry the Council Approved sticker on the front passenger and driver doors at all times, in a central position, which includes the wording 'Advanced bookings only', the licence plate number, company name excluding the word 'taxi' and 'cab' and company telephone number. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.
- 2.7 Private Hire vehicles must at all times clearly display by firmly affixing on the centre of the dashboard the vehicle licence number issued by the Council.

3.0 **HACKNEY CARRIAGE**

- 3.1 Hackney Carriage vehicles are to carry the Council Approved sticker on the front passenger and driver doors at all times, in a central position. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.

(Applies to those new vehicles or replaced vehicles from XX date)

- 3.2 For a hackney carriage vehicle the Council will issue a rectangular white plate (with black lettering), which must be fixed securely to the exterior to the rear of the vehicle in such a position as to be visible from behind the vehicle.
- 3.3 A Hackney carriage vehicles shall carry a roof sign on the roof, which is illuminated when available for hire. The roof sign will carry the single word 'TAXI' in black capital letters which will be visible at the front and rear of the roof sign. No other lettering, numbers or symbols are to be allowed on the roof sign. The sign is to be red at the rear and white at the front.
- 3.4 Hackney carriage vehicles must at all times clearly display by firmly affixing on the centre of their dashboard the vehicle licence number issued by the Council.
- 3.5 Hackney carriage vehicles must be fitted with a taximeter that must be tested by one of the Council's approved MOT Inspectors.
- 3.6 London style taxicabs will be licensed if required by an applicant as hackney carriages only and will not be allowed for private hire purposes.
- 3.7 The Act provides that no person shall cause or permit any vehicle other than a hackney carriage to wait on any stand ("taxi rank") for hackney carriages.

Three stands exist in Ely - Market Place (east), Market Street and at the Railway Station. There are no stands elsewhere in the District. Those at Market Place, Ely and Market Street, Ely can be used by any licensed hackney carriage from anywhere in the District but the stand at Ely Station is available only to those owners of vehicles who obtain the consent of Railtrack.

4.0 **ADVERTISEMENTS**

- 4.1 The fixing of full colour third party advertisements on the rear doors of hackney carriages is allowed, subject to the approval of the Council. Such advertisements must not be greater than 28" x 12". Proprietors are permitted to choose their own suppliers provided there are no advertisements relating to alcohol, tobacco or gambling. Should the application be refused and the applicant disagrees with the council decision, he/she may request a hearing by Committee.

Third party advertisements are those that relate to advertisements other than the Taxi Company's own details.

APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.

Consultee name and address:

1	2	3	4	5
I Strongly Agree	I Agree	I neither agree nor disagree	I Disagree	I Strongly Disagree

For each of the following statements, please select the response that most meets your view and then provide additional comments in the space provided (please use a separate sheet of paper if necessary):

1a For a private hire vehicle, a roof sign must not be displayed at any time.

1	2	3	4	5
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1b Please make any comments here:

2a Private hire vehicles must carry the Council approved sticker on the front passenger and driver doors at all times, which includes the wording 'Advanced Bookings Only', the licence plate number, company name, company telephone number, excluding the word 'taxi' and 'cab'. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.

(See page 5 of document for example of stickers.)

1	2	3	4	5
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2b Please make any comments here:

APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.

For each of the following statements, please select the response that most meets your view and then provide additional comments in the space provided (please use a separate sheet of paper if necessary):

1	2	3	4	5
I Strongly Agree	I Agree	I neither agree nor disagree	I Disagree	I Strongly Disagree

3a **Private hire vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.**

1	2	3	4	5
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3b Please make any comments here:

4a **Private hire vehicles must not fix third party advertisements on any part of the vehicle.**

1	2	3	4	5
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4b Please make any comments here:

- PLEASE TURN OVER -

APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.

For each of the following statements, please select the response that most meets your view and then provide additional comments in the space provided (please use a separate sheet of paper if necessary):

1	2	3	4	5
I Strongly Agree	I Agree	I neither agree nor disagree	I Disagree	I Strongly Disagree

- 5a **Hackney carriage vehicles must carry the Council approved sticker on the front passenger and driver doors at all times. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.**

(Applies to those new vehicles or replaced vehicles from XX date)

(See page 5 of document for example of stickers.)

1	2	3	4	5
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- 5b Please make any comments here:

- 6a **Hackney carriage vehicles must carry a roof sign on the roof, which is illuminated when available for hire. The roof sign must carry the single word 'TAXI' in black capital letters, which must be visible at the front and rear of the roof sign. No other lettering, numbers or symbols are permitted on the roof sign.**

The sign must be red at the rear and white at the front.

1	2	3	4	5
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- 6b Please make any comments here:

APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.

For each of the following statements, please select the response that most meets your view and then provide additional comments in the space provided (please use a separate sheet of paper if necessary):

I Strongly Agree	I Agree	I neither agree nor disagree	I Disagree	I Strongly Disagree
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7a **Hackney carriage vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.**

1	2	3	4	5
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7b Please make any comments here:

8a **The fixing of full colour third party advertisements on the rear doors of hackney carriages is allowed, subject to the approval of the Council. Such advertisements must not be greater than 28" x 12". Proprietors are permitted to choose their own suppliers provided there are no advertisements relating to alcohol or tobacco. Should the application be refused and the applicant disagrees with the Council decision, he/she may request a hearing by Committee.**

1	2	3	4	5
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Third party advertisements are those that relate to advertisements other than the taxi company's own name and contact details.

8b Please make any comments here:

APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.



APPENDIX 2

CONSULTATION RESPONSE FORM: Proposed changes to hackney carriage and private hire vehicle licence conditions.

9. Please make any comments here about the hackney carriage and private hire stickers featured on page 5:

For each of the following statements, please select the response that most meets your view and then provide additional comments in the space provided (please use a separate sheet of paper if necessary):

I Strongly Agree	I Agree	I neither agree nor disagree	I Disagree	I Strongly Disagree
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10a The proposals are not likely to have an adverse impact on persons within relevant equality groups.

1	2	3	4	5
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10b If you disagree or strongly disagree, please explain where the proposals could have an adverse impact, and any ways in which these adverse impacts could be reduced or alleviated?

11 Are you aware of any other equality implications likely to arise from the proposals?

12 Do you have any other comments about the proposals?

Please complete and return your response by **26th April, 2011** marked for the attention of Mrs E A Bailey, Principal Environmental Health Officer, to:

(By post) East Cambs District Council (By email) elizabeth.bailey@eastcambs.gov.uk
 The Grange, Nutholt Lane,
 Ely, Cambridgeshire, CB7 4EE

- THANK YOU FOR YOUR COMMENTS -

Question	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree
1a For a private hire vehicle a roof sign must not be displayed at any time.	29	9	4	2	9
2a Private hire vehicles must carry the Council approved sticker on the front passenger and driver doors at all times, which includes the wording 'Advanced Bookings Only', the licence plate number, company name, company telephone number, excluding the word 'taxi' and 'cab'. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.	26	9	3	5	10
3a Private hire vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.	24	10	1	10	8
4a Private hire vehicles must not fix third party advertisements on any part of the vehicle.	21	8	11	6	8
5a Hackney carriage vehicles must carry the Council approved sticker on the front passenger and driver doors at all times. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered. (Applies to those new vehicles or replaced vehicles from XX date)	24	8	4	6	12

Licensing Consultation Response : Proposed changes to hackney carriage and private hire vehicle licence conditions.

Question	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree
<p>6a Hackney carriage vehicles must carry a roof sign on the roof, which is illuminated when available for hire. The roof sign must carry the single word 'TAXI' in black capital letters, which must be visible at the front and rear of the roof sign. No other lettering, numbers or symbols are permitted on the roof sign.</p> <p>The sign must be red at the rear and white at the front.</p>	28	11	3	3	9
<p>7a Hackney carriage vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.</p>	28	13	3	5	5
<p>8a The fixing of full colour third party advertisements on the rear doors of hackney carriages is allowed, subject to the approval of the Council. Such advertisements must not be greater than 28" x 12". Proprietors are permitted to choose their own suppliers provided there are no advertisements relating to alcohol or tobacco. Should the application be refused and the applicant disagrees with the Council decision, he/she may request a hearing by Committee.</p> <p>Third party advertisements are those that relate to advertisements other than the taxi company's own name and contact details.</p>	15	11	7	9	12

Licensing Consultation Response : Proposed changes to hackney carriage and private hire vehicle licence conditions.

Question	Comments received	Response.
<p>1 For a private hire vehicle, a roof sign must not be displayed at any time.</p>	<p>As this is a very rural area it would be great at times when picking up in very dark winter nights trying to find place.</p> <p>I have no signs or advertising but can see why some people may find them an advantage.</p> <p>Ensures a clear different between the two types of taxi.</p> <p>PH vehicles must be clearly advertised as such. If persons get in to one after flagging it down then they will not be covered by Insurance if injured in an accident. Therefore, all efforts should be made so that members of the public will instantly know the vehicle is a Private Hire one.</p> <p>There has to be identifiable vehicles.</p> <p>A roof sign makes if clear that the car is private hire care.</p> <p>Even private hire vehicles should be identifiable. Especially at night.</p> <p>I don't see that display of a roof sign is a problem. Helps public to recognise that if it is a licensed vehicle if not, a hackney.</p> <p>No PH vehicle should have a roof sign.</p> <p>Executive chauffeur companies must have plate/sign distinction.</p>	<p>Department of Transport Taxi and private Hire Vehicle Licensing Best Practice guidance, March 2010 states that HC and PH vehicles should be clearly distinguishable.</p> <p>Roof signs are not recommended for Private Hire Vehicles and are currently the requirement of existing ECDC Licence Conditions.</p>

<p>2 Private hire vehicles must carry the Council approved sticker on the front passenger and driver doors at all times, which includes the wording ‘Advanced Bookings Only’, the licence plate number, company name, company telephone number, excluding the word ‘taxi’ and ‘cab’. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.</p> <p>(See page 5 of document for example of stickers.)</p>	<p>I agree with the idea. But I have been trading with ‘cab’ in my trading name for 20 years and it is unfair.</p> <p>Most PH drivers advertise locally and get jobs on recommendation from satisfied customers. At a time of financial difficult the added cost for signs and replacement signs would put more pressure on them maybe causing an increase in prices- loss of business.</p> <p>Who supplies the stickers? How quickly can the suppliers replace the stickers when requested? The vehicle should not be put off road when a replacement stickers have been requested but the suppliers has not provided it.</p> <p>I’m not agree about size and colouring</p> <p>Again, make it clear to the public the difference.</p> <p>The signage on page 5 would seem appropriate.</p> <p>If is licenced there has to be proof for the customer.</p> <p>Again, this makes it clear that it is a bone fide hire car.</p> <p>With the exception of wording of ‘taxi’ IS an appropriate word</p> <p>Good for public recognition.</p> <p>I think it is unnecessary to use multi coloured signs in these days of economics etc</p>	<p>Current ECDC licence condition states that the use of words in any sign on a vehicle should be carefully considered so that no impression of plying for hire is given at any time. It is important that hackney carriage vehicles and private hire vehicles are easily identifiable.</p> <p>The proposed condition makes this requirement clearer and less ambiguous.</p>
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	<p>Add 'dirty' at end of sentence (older people may have weakened vision especially at night)</p> <p>Too much information in too small a space</p> <p>If this is not interfering with our signage</p> <p>I have no problem so long as signs displayed ate no more than £30 per set.</p> <p>Companies should be allowed to use their name they are registered with the Council at present.</p> <p>1. CEO's/Directors of accounts customers do not want signs/adverts on their cars.</p> <p>The company I work for has the name TAXI in its name</p> <p>They should be larger- there shouldn't be any other advertising</p>	<p>1. Private Hire vehicles are always private hire vehicles once licensed and as such are required to meet licence conditions. Where contract work is primarily carried out, then a vehicle exemption should be applied for, provided the relevant exemption criteria can be met.</p>
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<p>3 Private hire vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.</p>	<p>Fare card, A5 Licence and now licence number card- too much.</p> <p>Too many badges and notices on the dash.</p> <p>Disagree because if we have much more paperwork on the dashboard we won't be able to see out of the window.</p> <p>2. I feel this is against all of the rules of data protecting the picture and name on display for anyone to see, If you are wearing your neck ID that should be enough. Also if you drive more than one vehicle it is not possible.</p> <p>3.With all the other outward signs e.g. plate and badge round neck why have another badge. I have more than one vehicle and I find it difficult to sometimes to have it firmly fixed to one dashboard then have to move it for another vehicle. This could happen a few times in a day.</p> <p>I don't mind how many copies of the vehicle licence numbers are displayed as long as it can be read from all seats.</p> <p>4.This should be applied to HC</p> <p>5.Because it doesn't have to be on dashboard. It can be on windscreen.</p> <p>This will assist with identification of the vehicle and therefore is vitally important.</p>	<p>.</p> <p>2.This is not relevant to the proposed condition, as it is only the plate number. The number would remain in the car, as it relates to the car- not the driver.</p> <p>3.This sign would remain in the car as it is linked with the licence plate (same number) Not driver details.</p> <p>4. It is required for Hackney carriages as well</p> <p>5. It needs to be seen by passengers and windscreen stickers not recommended.</p>
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	<p>This is important for passengers so they know the same sides of the car.</p> <p>I thought that is was already a legal requirement</p> <p>Would have to be very large to be visible to those in rear.</p> <p>6.The vehicle licence number of the vehicle should also be included on the card.</p> <p>7.Sign not suitable for my work.</p> <p>With the A5 card this would make the dashboard cluttered and interior window sticker would be better</p>	<p>6. Vehicle registration on licence plate. Licence number lot easier to memorise, and can be identified on Councils database.</p> <p>7. would not be required to display if hold vehicle exemption.</p>
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<p>4 Private hire vehicles must not fix third party advertisements on any part of the vehicle.</p>	<p>This cannot be right. Why if we want to can we not advertise for a third party.</p> <p>I don't see a problem with third party adverts on private hire cars provided they are not too big.</p> <p>This should be left to personal choice.</p> <p>I have no signs on my vehicle however we should be allowed to take advantage of advertising revenue Council licensing costs have shot up recently and business has decreased therefore this gives an opportunity to supplement ones income. It should be an individual's choice as long as the signs meet size criteria.</p> <p>If it keeps costs down by providing revenue for taxi companies, I think it is acceptable to have adverts both inside and outside, providing they don't obscure the Council approved stickers.</p> <p>Disagree, as this would prohibit the taxi owners extra income, providing that it doesn't interfere with the Council official signage.</p> <p>Advertisements should be allowed but subject to approval at the Council in terns of content, size etc</p> <p>Third party adverts can block the driver view and also vehicle won't look tidy.</p> <p>HC must be clearly and easily identifiable 24/7 for the safety of the customer primarily and the driver. HC are not advertising</p>	
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	<p>hoardings.</p> <p>This is a good way for local businesses to advertise their services or products.</p> <p>Why not? If it increases awareness that if vehicle is sponsored then it is more likely to be genuine, Modestly displayed advertising is not a problem.</p> <p>I don't see this as a problem providing official signage is not obscured. Does it hurt? As long as ads are not offensive or political.</p> <p>Adverts make vehicles more tacky.</p> <p>Independent private hire drivers/firms need as much income possible.</p> <p>Surely this would discriminate against PH Vehicles.</p> <p>8.I am not going to pay £70,000- £80,000 for a car and affix signs/adverts/stickers/plates to it.</p> <p>To avoid confusion with company vehicles belonging to the business advertised</p>	<p>8.Private Hire vehicles that have a 'vehicle exemption' certificate would not be subject to the proposed conditions, and are covered by alternative licensing conditions</p>
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<p>5.Hackney carriage vehicles must carry the Council approved sticker on the front passenger and driver doors at all times. The stickers must not be defaced, altered or damaged in any way and must be replaced immediately if they become damaged, defaced or altered.</p> <p>(Applies to those new vehicles or replaced vehicles from XX date)</p> <p>(See page 5 of document for example of stickers.)</p>	<p>9.Car used for family as well.</p> <p>I don't agree with more signs on the car. Roof signs should suffice.</p> <p>The signs are too big and if they are sticky when removed they will take off the paint and damage car. A smaller one fixed on to the window front and back inside car would be better and could not be copied by any impostor who wants to earn himself pocket money and possibly put the general public in danger.</p> <p>10.I am not HC licensed however, it seems that all these signs are a money making exercise for the council we have to buy and pay to have them replaced.</p> <p>Should apply to all HC vehicles not just new or replaced vehicles.</p> <p>Approve of stickers but at what cost?</p> <p>Should be applied to all vehicle not just new or replacement.</p> <p>It should not be sticker on driver door and I disagree about size and also can be smaller on back door and magnet.</p> <p>This assists with easy identification for members of the public and assists the police with the identification of possible witnesses to criminal incidents.</p> <p>This shows it is a taxi.</p>	<p>9.Whilst a licensed driver may drive their licensed vehicle in connection with private duties, such as shopping etc, the vehicle itself is always a licensed vehicle so long as it is licensed, and as such is required to meet licensing conditions.</p> <p>10.The signs are not produced by the Council, and as such a profit will not be made.</p>
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	<p>Good idea, but not at the sacrifice of livery</p> <p>If they are stickers why are they not be added to existing cars it will be confusing if some have stickers and others don't. Again, no multicolours, just two tone.</p> <p>Add 'dirty' to end of sentence.</p> <p>Council stickers would be acceptable as long as company livery is allowed on the remainder of the vehicle as at present.</p> <p>HC vehicles must be clearly identifiable and different to PH Vehicles</p> <p>11.Would accept a magnetic sign as some corporate customers say no to livery (roof sign only)</p> <p>Would only agree if stickers were to be magnetic and could be removed when car is being used privately. Also when you have a decent car and want to sell it the proposed stickers would ruin the door.</p>	<p>11. Private Hire vehicles that have a 'vehicle exemption' certificate would not be subject to the proposed conditions, and are covered by alternative licensing conditions</p>
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<p>6. Hackney carriage vehicles must carry a roof sign on the roof, which is illuminated when available for hire. The roof sign must carry the single word 'TAXI' in black capital letters, which must be visible at the front and rear of the roof sign. No other lettering, numbers or symbols are permitted on the roof sign.</p> <p>The sign must be red at the rear and white at the front.</p>	<p>What is wrong with having your company name and numbers. Also, I have signs that are yellow front, red back. Again, more expense.</p> <p>Again, an impersonator can pick up a white taxi sign with taxi quite cheap or borrow someone's without his or her permission. I think the sign should have taxi and phone number on front ECDC council sign on each end</p> <p>This would make it easier for people to identify HC.</p> <p>OK for London style Cabs but in rural areas nearly all HC vehicles have telephone Nos etc on them</p> <p>12 Do not agree with part re no other letter, numbering or symbols are permitted on the roof sign. A wheelchair symbol (illuminated) should be shown next to TAXI if applicable.</p> <p>12 Also a separate illuminated sign stating for HIRE as this would make it easier on bright days to see the illuminated sign.</p> <p>This will distinguish taxi from private hire vehicles</p> <p>I agree about single word 'taxi' but I disagree about colouring. This is fair as it shows it is a genuine taxi.</p> <p>Yellow is also acceptable.</p> <p>I thought this was already a requirement?</p> <p>I have no objection to a telephone number on the sign.</p>	<p>12 Roof signs by law, must only be illuminated when available for hire.</p>
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	<p>The wording yes, but Council no. Top signs go from old to new vehicles. It would cost a lot of money for these to be changed. Small ones £75.00- £150.00.</p> <p>Colour immaterial- important aspect is that it is to be lit when available for hire.</p> <p>The colour i.e.- yellow would have to be replaced. 12 inch costs £75.00 24 inch costs £150.00</p>	
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<p>7 Hackney carriage vehicles must at all times clearly display by firmly affixing on the middle of the dashboard, so that it is visible to those passengers in the front and rear of the vehicle, the vehicle licence number card issued by the Council.</p>	<p>Again, too many items on dash.</p> <p>The dash is full enough now and will obstruct the view or sun shines on them and blinds you.</p> <p>This would make it easier to check the current licence for each vehicle.</p> <p>Because driver need to access to equipment on vehicle it can be on windscreen near side up.</p> <p>This shows it is a genuine taxi.</p> <p>Essential for public safety</p> <p>Why not one by the side passenger door it is a bit too late if you get into a fraudulent cab.</p> <p>But this should be as well as the plate which at present is attached to the rear of vehicle which carries the vehicle registration number of passengers and council details and the vehicle licence no.</p>	<p>The only item required on the dash under these proposals would be the vehicle plate number.</p>
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<p>8 The fixing of full colour third party advertisements on the rear doors of hackney carriages is allowed, subject to the approval of the Council. Such advertisements must not be greater than 28" x 12". Proprietors are permitted to choose their own suppliers provided there are no advertisements relating to alcohol or tobacco. Should the application be refused and the applicant disagrees with the Council decision, he/she may request a hearing by Committee.</p> <p>Third party advertisements are those that relate to advertisements other than the taxi company's own name and contact details.</p>	<p>Taxis should be able to advertise wherever. Look around there is no level playing field on this matter. Perhaps ECDC don't want taxi drivers to have any other income, they could make from advertising. Again, this is very unfair to the trade.</p> <p>This should be up to the individual HC owners.</p> <p>As this would give taxi owner extra revenue. It is legal to sell alcohol, so why is this not allowed?</p> <p>Provided ads are not party political or offensive</p> <p>They could relate to night clubs, brothels etc, even if they are respectable such as the Almonry or Cutlacks. It might appear if they are Council sponsored.</p> <p>Add 'gambling' to 3rd sentence</p> <p>With the proviso that PH and HC vehicles are treated the same.</p> <p>No 3rd party adverts, only company livery.</p> <p>I see no reason why this should be allowed for HC but not PH vehicles.</p> <p>There should be no requirement to advertise internally or externally</p>	<p>To protect children from harm</p> <p>Will suggest in wording.</p>
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<p>9 Do you have any other comments about the proposals</p>	<p>The private hire sticker does not need 2 crests (it looks silly) I should be allowed to put my name 'XXXXXCab'</p> <p>The Hackney carriage sign is too big and will make the cars look tacky. A smaller one like the Cambridge ones would be much more professional instead of this monstrosity.</p> <p>Owner-drivers would not want ECDC stickers on their cars as they use them for their own private use. Stickers could damage paintwork and going through car wash could deface them so replacing them could be an ongoing expense and more work for the licensing officers to keep checking them.</p> <p>PH stickers have too much information and looks busy and cluttered. Needs to be a simpler design. Hackney Carriage Sticker OK</p> <p>It would be difficult to put stickers on straight they would be defaced regularly and need replacing.</p> <p>When a vehicle is disposed of who is responsible for removing all signs that the vehicle was a taxi. Failure could lead to the vehicle being used in crime or as a fake taxi.</p> <p>Licensed HC does not display a number- could easily be transferred or forged as it is not specific to one vehicle.</p> <p>It clearly makes sense that measures in place and in use in other counties should work effectively in Cambridgeshire to promote safety and reassurance for taxi users.</p>	<p>Current ECDC licence condition states that the use of words in any sign on a vehicle should be carefully considered so that no impression of plying for hire is given at any time. It is important that hackney carriage vehicles and private hire vehicles are easily identifiable.</p> <p>The proposed condition makes this requirement clearer and less ambiguous.</p> <p>Whilst a licensed driver may drive their licensed vehicle in connection with private duties, such as shopping etc, the vehicle itself is always a licensed vehicle so long as it is licensed, and as such is required to meet licensing conditions.</p> <p>The stickers have been designed for use on vehicles.</p> <p>On a vehicle being disposed of it is a legal requirement for the vehicle plate to be returned within 7 days. An additional requirement that the 2 peeled stickers be returned would also be stipulated.</p> <p>The Hackney Carriage does have a number on its vehicle licence plate, which would be reproduced and be displayed on the</p>
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	<p>I think the advanced booking sticker is a good idea, but would be concerned about the cost.</p> <p>Size (of stickers) too big.</p> <p>The signs are clear and seem appropriate.</p> <p>I see the clear signage of private hire and hackney carriage as a positive move and will assist Cambridgeshire Constabulary and East Cambs Partnership ion the detection and prevention of crime.</p> <p>In general, they all seem okay. They are too politically correct as regards to alcohol and tobacco and indeed as regards advertising in general. In a market economy business should be free to advertise products= this is how we raise the money to pay for luxuries such as Council officials!</p> <p>Private Hire Stickers should show the number of passengers permitted also vehicle details i.e.- ford mondeo estate.</p> <p>Better than having to respray all cars to a uniform colour. But how much are stickers and who pays?</p> <p>They seem sound enough.</p> <p>As ever, why multicoloured in times of austerity</p> <p>HC sticker should have ref no to enable reporting of bad driving</p>	<p>dashboard for passengers to see.</p> <p>The Vehicle licence plate details the number of passengers that can be carried.</p> <p>The vehicle licence plate number would be on the dashboard as part of the proposed</p>
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	<p>etc</p> <p>Hackney carriages should not carry any stickers other than their own name, telephone numbers and council taxi plate front and back.</p> <p>PH vehicle stickers should carry the company name in full.</p> <p>Stickers need to be magnetic as could cause a loss of business due to many corporate customers i.e.- VIP collections requiring a plain vehicle with just a roof sign and taxi plate on the rear which they understand have to be displayed.</p> <p>Sticker for PH vehicle is visually confusing. Too much in the space. Does it need 2 ECDC logos?</p> <p>Could they be magnetic?</p> <p>No mention of cost of stickers</p> <p>They will rip off the paint.</p> <p>Stickers are very difficult to maintain and will not fit on most doors without going over the trim on the door and therefore they will split and look bad needing constant replacements and will remove paint when removed also they will allow grit and dirt under the sticker damaging the paintwork.</p> <p>Private hire sign should be blue not yellow. All wording should be black.</p>	<p>licence conditions.</p> <p>It is suggested that anyone furnishing regular contract work apply for a private hire exemption, provided that relevant licence criteria can be met.</p>
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11 APR 2011 09:35

7/4/2011

DISTRICT COUNCIL

Dear Mrs. Bailey,

Since receiving the Consultation Response Form I have been looking at signs on Private hire & hackney vehicles from lots of different areas / councils & I have the following views & proposals that I think should be mentioned.

The first point deals with the Private hire signage, I understand that Mogo have come up with this idea & I have seen a few of this style on vehicles & they look terrible. In a previous occupation I had dealings with graphic design & this design would never have got off the ground. The main point would be too much information in a small area. Do the plate details have to appear on it as the plate is fixed to the vehicle already why duplicate? What happens when the vehicle is changed the sign will have to be changed as the plate No. will be different, at whos cost?

Second point, why does the ECDC crest have to appear twice, with the badge we have around our neck that makes SEVEN ecde crests on the vehicle surely this is excessive!!

The third point is that when we sell the vehicle & take off the signs the paint underneath will be a different colour where it hasn't faded therefore the value of the vehicle will be diminished.

I would like to propose an alternative sign for Private hire vehicles. Have the same sign as hackney vehicles ie ecde crest but have "licensed private hire vehicle" in the top to replace hackney wording & at the bottom have either "advanced bookings only" or "pre booked only" which is what most other councils have.

Having to put anything on my vehicles will seriously damage my business as a large proportion of my work is business related & after speaking to these people & companies they tell me they don't want vehicles with signs on, that's why they book me now. I feel that a sign as proposed would be more pleasing on the eye & would hopefully not put off too many customers/ businesses.

The fourth point is that I find it strange that the words "taxi" & "cab" are deleted as this is what they are, other trades have their trade incorporated in the name ie builders could be "xxx building services" or plumbers could be "ely plumbing co." To not have these words on would mean some companies having to change their trading name ie "fencabs" & "acab" both have hackney & private hire vehicles & they are known locally & recognised by these names.

There doesn't seem to be any reason to change something that works well, a lot of time & energy for not a lot of gain from the council & expense on our part having to pay for this. I get the distinct impression that this is a way to get more money from the taxi proprietors at a time when business is difficult anyway.

Thank you for giving us the opportunity to give our views on this matter I hope this has been of some use.

Yours truly,

Martin Claydon

Address Redacted

East Cambs Taxi and Private Hire Association

EAST CAMBRIDGESHIRE

- 4 MAY 2011 DMS

DISTRICT COUNCIL

Address Redacted

25 April 2011

To Elizabeth Bailey

In reply to your consultation document

It must be remembered that more than 90% of the jobs done in this district that are done by hackney carriages are private hire jobs that is they are pre booked jobs or contract/ account work

It must also be remembered that most of the travelling public do not care if it is a hackney carriage or private hire car that picks them up provided that they get to their destination. But in this day and age perhaps the hackney carriages should be more easily identifiable from the private hire cars

Probably one of the best ways of doing this is to make it compulsory for the hackney carriages to have the same make/model of roof sign for example a 30" (760mm) roof sign could be approved that when divided into three sections has to bear the words 'East Cambs Licensed' in the left hand section the word 'Taxi' in the middle section and the proprietor/operators name on the right hand section with the phone numbers on the back of the sign on a similar basis to the front with the word 'Taxi' in the middle section after all this is one of the main ways that taxis are seen and is a major part of our advertising this could all be made compulsory by the licensing committee an example of this is attached

From the customers point of view this would enable anyone leaving a function to locate their taxi quickly and easily

At the rank people would have a better chance of knowing who has taken them home and the fact that the vehicle is licensed therefore instilling more confidence in the customer it would also aid in identifying the vehicle if any complaints are made

It is certain that to make the taxis invisible by not allowing them to have names and numbers on their roof signs is very dangerous

It is quite possible to get a roof sign for very little money and impersonate a taxi on a Friday or Saturday night swooping in when the ranks are empty or even driving around town with no problem

This leaves a possibility that for very little outlay it is possible to take money albeit illegally from the general public and also leaves passengers open to abuse in other ways

As for the signs on the doors the size and placement of the signs leaves a great deal to be desired

A sign of the type and design suggested will not fit on most car doors and would have to fit over whatever trim is on the door already

were the trim would be covered with the sign there would be a gap and no matter how small this is it would allow air and dirt behind the sign which would soon damage the paintwork and tear the sign leaving it unsightly and needing replacing fairly frequently also this could be imitated by a magnetic sign for those less scrupulous people who want to imitate a taxi

I suggest that a sign the size of A6 could be placed on the front top right side of the front windscreen with the club crest and the words 'East Cambs Licensed Hackney Carriage' on it and a similar one on the rear screen in the bottom left position neither position obscures the view from the mirrors or directly through the windows

On the private hire cars the proposed door sign could be placed on the rear window of the car at the bottom of the window this area is covered by the headrests and rear seats so therefore

oes not obscure the view for the driver

The private hire cars could also have a small front plate which must be displayed at all times even if the vehicle is exempt from displaying a rear plate and other signs

All these stick on signs could possibly be made from anti tamper material or incorporate a hologram

This also means that there will be no damage to the paintwork when the signs are removed

As well as all these measures a 'Know your taxi 'information campaign in the local press to inform the public telling people what type of car is what and what they can do would also help a great deal

From A L Cole
(secretary Ectapha)

FRONT OF SIGN

East Cambs Licensed
Hackney carriage

TAXI

Name of Cab co

REAR OF SIGN

01353 000000

TAXI

Ely 000000