

## **Changes to the Positioning of Door Signage**

### **SUMMARY**

- 1.1 At the Licensed Trade meeting on 15 August 2018, a request was made by Derby Area Taxi Association (DATA) for the Council's current Private Hire Vehicle Licence Conditions that relate to the positioning of door signage to be amended.
- 1.2 The amendment requested is that the doors signs should be allowed to be displayed on the rear side doors as opposed to the front doors.

### **RECOMMENDATION**

- 2.1 To approve the request for Condition 11(c) of the Council's Private Hire Vehicle Conditions to be amended as set out in Paragraph 4.5.
- 2.2 To approve the request for Condition 11(i) of the Council's Private Hire Vehicle Conditions to be amended as set out in Paragraph 4.6.

### **REASONS FOR RECOMMENDATION**

- 3.1 To ensure compliance with the Council's Private Hire Vehicle conditions and promote public safety.

### **SUPPORTING INFORMATION**

- 4.1 At the Licensed Trade meeting on 15 August 2018, a request was made by Derby Area Taxi Association(DATA) for condition 11 (c) "Operators company signs shall be displayed on both sides of the vehicle front doors and must be a minimum size of at least 40cm in width and 20m in height" and condition 11 (i) "The operator's company signs that include an approved advertising shall be displayed on both sides of the vehicle on the front doors and must be 50cm in width and 30cm in height" to be amended.

4.2 The reasons provided by DATA for the requested amendment are:

- Due to the shape of modern day cars, the door signs won't fit properly on the front doors this includes models of cars e.g. Citroen Picasso's and some BMW models.
- The Peugeot partners with sliding rear doors are better having door signs displayed on the rear doors for maximum visibility
- There are incidents where door signs have blown off because of them not fitting properly on the doors.
- For clarification the request is in relation to magnetic door signs.

4.3 The rationale previously for the requirement for operator's company signs to be displayed on both sides of the vehicle on the front doors has been to aid enforcement and easy recognition of Private Hire Vehicles by the public.

4.4 Derby is a city where licensed vehicles from neighbouring and other authorities pass through it due to its position within the country. It is therefore imperative to ensure public safety and enable the public to easily identify Private Hire Vehicles licensed by the authority. This can be achieved by consistency and pre-determined standard conditions.

4.5 If the request for the amendment is approved, condition 11 (c) would read;

11 (c) "Operators company signs shall be displayed on both sides of the vehicle on the rear doors and must be a minimum size of at least 40cm in width and 20cm in height".

4.6 If the request for the amendment is approved, condition 11 (i) would read;

11 (i) "The operator's company signs that include an approved advertising shall be displayed on both sides of the vehicle on the rear doors and must be a minimum size of at least 50cm in width and 30cm in height".

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| <b>OTHER OPTIONS CONSIDERED</b> |
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- 5.1 Retain the current wording set out in the Council's Private Hire Vehicle Licence Conditions.

**This report has been approved by the following officers:**

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|--------------------------------|-------------|
| <b>Legal officer</b>           | Olu Idowu   |
| <b>Financial officer</b>       | n/a         |
| <b>Human Resources officer</b> | n/a         |
| <b>Acting Director(s)</b>      | n/a         |
| <b>Other(s)</b>                | Michael Kay |

  

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|--------------------------------------|---|
| <b>For more information contact:</b> | Sandra Mansell 01332 641941 e-mail <a href="mailto:Sandra.mansell@derby.gov.uk">Sandra.mansell@derby.gov.uk</a> |
| <b>Background papers:</b>            | None  |
| <b>List of appendices:</b>           | Appendix 1 – Implications   |

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| <b>IMPLICATIONS</b> |
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**Financial and Value for Money**

- 1.1 None directly arising.

**Legal**

- 2.1 As the licensing authority, the Council is obliged to ensure that its licensing policies and related terms and conditions effectively safeguard the public interest.

**Personnel**

- 3.1 None directly arising.

**IT**

- 4.1 None directly arising.

**Equalities Impact**

- 5.1 The proposed changes will apply equally to those affected and no particular group(s) will be disadvantaged.

**Health and Safety**

- 6.1 As set out in the report.

**Environmental Sustainability**

- 7.1 None directly arising.

**Property and Asset Management**

- 8.1 None directly arising.

**Risk Management and Safeguarding**

- 9.1 As set out in the report.

**Corporate objectives and priorities for change**

- 10.1 The information set out in this report supports the corporate priorities so the people of Derby **enjoy being safe and feeling safe** and the Council provides **good quality services that meet local needs**.