



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE 19 OCTOBER 2005

Report of the Director of Corporate Services

DISPLAY OF DRIVER NAMES ON LICENCE IDENTITY BADGES

RECOMMENDATION

1. To retain the display of a driver's name on the front of their licence identity badge.

SUPPORTING INFORMATION

- 2.1 Members will be aware that, with effect from September 2004, the Taxi Licensing Section introduced an improved identity badge for licensed drivers. The previous card badge has been replaced by a hard wearing and easily legible plastic credit card sized badge, based on a template used by several other local authorities, including Manchester City Council.
- 2.2 To ensure ease of identification and in the interests of good customer care, the improved badges display the type of licence, the driver's licence number, their photograph and their name.
- 2.3 Before being introduced, the proposed design was subjected to a consultation process. It was shown to hackney carriage trade representatives, private hire trade representatives and elected members. The feedback at this stage was entirely positive and the new design was welcomed as a significant improvement compared with the previous badges.
- 2.4 The Taxi Licensing Section has received no complaints or adverse comments from individual drivers, the private hire trade or other major hackney trade associations such as the Derby Area Taxi Operator's Association (DATOA) regarding the positioning of the driver's name on the front of the badges in the year since their introduction.
- 2.5 Recently a letter and petition has been received from one trade association, the Derby Hackney Union. The letter and petition, which bears 152 signatures (approximately 40% of the approximately 380 licensed hackney carriage drivers), requests that driver's names are removed from the front of the badge. The accompanying letter suggests that display of the name on the front of the badge could lead to someone mocking the driver or discovering the driver's address.
- 2.6 There is no mention of the driver's address anywhere on the badge, which visibly displays only publicly available information contained within the council's public registers of licensed drivers.

- 2.7 Officers contest the DHU's opinion that the public does not need to know drivers' names. It is acknowledged that the public display of a driver's name may be a useful identifier in the event of a complaint where several drivers may drive the same hackney carriage, but more importantly, it improves the image of the profession and helps drivers to build better relationships with their passengers.

For more information contact:	Mr D Dowbenko Telephone number 01332 716268 e-mail dave.dowbenko@derby.gov.uk
Background papers:	None
List of appendices:	Appendix 1 - Implications Appendix 2 - Copy of letter from Derby Hackney Union (a copy of the petition will be available at the meeting for members to inspect)

IMPLICATIONS

Financial

1. None.

Legal

2. None.

Personnel

3. None.

Equalities impact

4. None.

Corporate objectives and priorities for change

5. The matter comes under the Council's Priority of **improving customer service, in the city centre and locally.**