



DOOR SIGNAGE ON PRIVATE HIRE VEHICLES

SUMMARY

- 1.1 A request has been received from a local private hire company for Committee to consider changing private hire vehicle condition 11(e) that relates to specific wording required on private hire vehicle door signage.

RECOMMENDATION

- 2.1 To maintain the current requirements relating to door signage on private hire vehicles, specifically to require the words 'Advanced Bookings Only' to be displayed in accordance with private hire vehicle condition 11(e).
- 2.2 To refuse the request to vary private hire vehicle condition 11(e).

REASONS FOR RECOMMENDATION

- 3.1 To ensure the Council maintains its obligation to safeguard public safety.

SUPPORTING INFORMATION

- 4.1 The Council has received a request from Albatross Cars to consider allowing the wording 'Advance Bookings Only' currently required to be displayed on the door signs of private hire vehicles to be removed and replaced with the wording 'Book Now' and 'Be Safe and Insured'. The request and a rough sketch of the proposed door sign is attached at Appendix 2.
- 4.2 The current private hire vehicle conditions are very specific in the requirements for door signage. For information, Condition 11 (a) through to (i) has been reproduced at Appendix 3.
- 4.3 Private Hire Vehicles must be pre-booked in advance and the wording currently required on the door signs reinforces this requirement. Potential passengers might be tempted to enter a vehicle bearing the words 'Book Now' believing they can simply approach it and book the journey, which they cannot.

- 4.4 The Licensing Team have never received any complaints from the general public stating that they were unaware of what 'Advance Bookings Only' means.
- 4.5 Contact has been made with other local authorities about the wording used on their door signage. Early indications suggest that they contain very similar wording to the ones required by ourselves.

OTHER OPTIONS CONSIDERED

5.1 Not applicable

This report has been approved by the following officers:

Legal officer	Olu Idowu
Financial officer	N/A
Human Resources officer	N/A
Service Director(s)	John Tomlinson
Other(s)	N/A

For more information contact:	Michael Kay 01332 641940 e-mail michael.kay@derby.gov.uk
Background papers:	None
List of appendices:	Appendix 1 – Implications Appendix 2 – Information from Albatross Cars Appendix 3 – Private Hire Vehicle Condition 11

IMPLICATIONS

Financial

1.1 None.

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.

Equalities Impact

4.1 None.

Health and Safety

5.1 As set out in the report.

Carbon commitment

6.1 None.

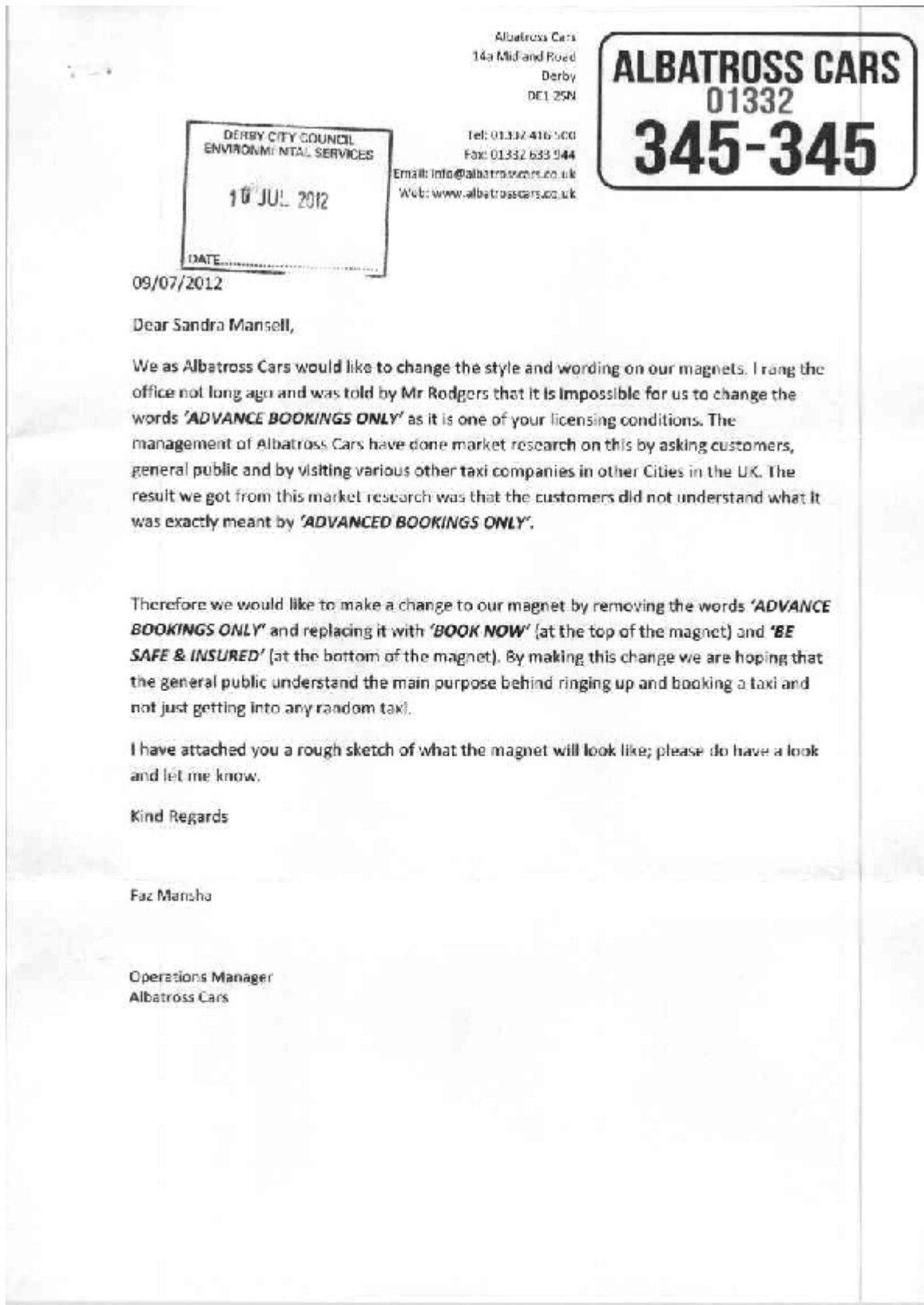
Value for money

7.1 None.

Corporate objectives and priorities for change

8.1 The proposal supports the corporate priorities to ensure the people in Derby will enjoy **good quality services that meet local needs** and **being safe and feeling safe**.

Information provided by Albatross Cars



BOOK NOW

ALBATROSS CARS

01332

345-345

BE SAFE, BE INSURED

Private Hire Vehicle Condition 11

11. Signs/Notices/Advertisements etc

- (a) Company signs must be displayed at all times when a vehicle is working for a particular company.
- (b) Should a company vehicle be used by a driver for other work (e.g. the driver's own school contract work, for which they hold a separate operator's licence), appropriate signage for their own company must be displayed – the 'main' company signs shall not be displayed.
- (c) Company signs shall be displayed on both sides of a licensed private hire vehicle, on either front or rear doors and must be a minimum size of at least 40 cm by 20 cm, with a minimum height of lettering for the company named being 4 cm.
- (d) Any typeface used on signs shall be clear and easily legible. No italicised letters or numbers will be permitted.
- (e) The words "Advanced Bookings Only" shall be present on each door sign.
- (f) The combination of typeface colour and background colours used should be high contrast (e.g. dark letters on a light background). Reflective backgrounds will be acceptable.
- (g) Each private hire operator shall have only one design of door sign which must be used by all vehicles in its fleet.
- (h) No such sign shall include the words "TAXI" or "CAB" whether in the singular or plural or the words "FOR HIRE" or any other word or words of similar meaning or appearance likely to cause a person to believe the vehicle is a hackney carriage or is presently available to carry any passengers wishing to hire it.
- (i) No other externally visible sign, notice, advertisement, plate, mark, number, letter, figure, symbol or emblem shall be displayed on, in or from the vehicle except as may be required by any statutory provision or as may be required or permitted by these conditions or as may be otherwise be approved from time to time by the Council in writing.