



FORMAT OF COMPANY DOOR SIGNS ON PRIVATE HIRE VEHICLES

RECOMMENDATION

- 1.1 To approve the proposed format for company signs on private hire vehicles licensed by the Council.
- 1.2 To request the Director of Corporate Services to amend the Council's specifications, Conditions and Supplementary Testing Manual, where necessary, to account for the proposed format.

MATTERS FOR CONSIDERATION

- 2.1 At recent private hire trade meetings, licensed operators proposed that company door signs should be standardised and subject to criteria regarding the minimum size of the sign and the legibility of the text.
- 2.2 The issue has arisen because, although many existing private hire vehicles carry reasonable company signage, an increasing trend has been noted where vehicles are either not fitted with company door signs, or are displaying signs which are difficult to read from a distance. This is due principally to the small size of the signs in question. However, some signs have been noted that have unusual typefaces or which are very similar in colour to the vehicle on which they are displayed.
- 2.3 Trade representatives have proposed that the following criteria should be applied to company signs:
 - Company signs must be displayed at all times when a vehicle is working for a particular company
 - 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.
 - 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 40cm by 20cm, with a minimum height of lettering for the company name being 4cm.

- Any typeface used on signs shall be clear and easily legible. No italicised letters or numbers will be permitted.
- The words “Advanced Bookings Only” shall be present on each door sign.
- 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.
- Each private hire operator shall have only one design of door sign which must be used by all vehicles in its fleet.
- The existing conditions allowing the display of company names on windscreen stickers shall be deleted and replaced by the requirements detailed above.

2.4 Officers propose that the new format for door signs comes into effect on 1 April 2007.

2.5 The trade’s proposal has the full support of licensing officers and if implemented, will result in improved identification of licensed vehicles and increased safety for members of the public.

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Background papers:	None
List of appendices:	Appendix 1 – Implications

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IMPLICATIONS

Financial

1. None. Private hire operators will be expected to meet the costs of providing the improved signage.

Legal

2. None

Personnel

3. None

Equalities impact

4. None

Corporate Priorities

5. The proposal supports the council's priority of delivering excellent services, performance and value for money.

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