

Report of	Meeting	Date
Director People & Places	Licensing & Public Safety Committee	15 September 2010

HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLE LICENCE CONDITIONS

PURPOSE OF REPORT

- To seek Member approval for a revision to the Hackney Carriage and Private Hire Taxi Licence conditions.

RECOMMENDATION(S)

- It is recommended that Members approve a revised condition relating to the display of relevant trade association membership within Hackney Carriage and Private Hire vehicles

EXECUTIVE SUMMARY OF REPORT

- The current conditions relating to signs, notices and advertising on or within licensed taxi vehicles are as follows:

SIGNS, NOTICES ETC

12. No signs, notices, advertisements, plates, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from the vehicle except as may be required by any statutory provision or required or permitted by these conditions, provided, however, that this condition shall not apply to a sign which:-

- Contains no words or numbers other than the name, address and telephone number of the operator of the vehicle or the name under which he carries on his business and his business address and telephone number; provided that in the opinion of the Council the wording of any sign does not appear to lead any person to believe that the vehicle is a hackney carriage;
- Displays sponsored commercial advertisements to be displayed on the rear passenger's doors, for which display prior written permission has been obtained from the Council.
- There may be displayed within the vehicle for the information of the passengers a table of fares in a form and type of printing previously submitted to and approved by the Council.
- Roof signs are not permitted on private hire vehicles.
- Any additional livery must not be above 12" measured from the bottom of the door, and in any case must not protrude higher than the bump bar strip fitted to the door, this area will be regarded as the lower panel of the door.

- Representation has been made from the trade to allow the display of membership of appropriate organisations relating to the taxi trade since the above condition would preclude any such display.
- It is therefore proposed to amend the above condition to allow the display of membership of trade bodies by the insertion of an additional exemption to the overall presumption that only licence details and livery is permitted as follows:

“(f) The display of an information sticker or disc describing membership of a taxi trade associations or similar taxi trade body is permitted in the windscreen of licensed hackney carriage and private hire vehicles provided that it is of such a size and in such a position so as not to obscure the field of vision of the driver. The display of such sticker or disc shall be limited to one per vehicle”

6. It is perceived that the presence of such information will promote public reassurance that the driver/vehicle operator conforms to a recognised standard of service notwithstanding the terms and conditions of holding the various Council hackney carriage. and private hire licences.

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

7. To allow hackney carriage and private hire vehicles to display appropriate trade membership details within vehicles

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

8. None

CORPORATE PRIORITIES

9. This report relates to the following Strategic Objectives:

Put Chorley at the heart of regional economic development in the Central Lancashire sub-region		Develop local solutions to climate change.	
Improving equality of opportunity and life chances		Develop the Character and feel of Chorley as a good place to live	x
Involving people in their communities		Ensure Chorley Borough Council is a performing organization	x

IMPLICATIONS OF REPORT

10. This report has implications in the following areas and the relevant Directors’ comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal	x	No significant implications in this area	

COMMENTS OF THE DIRECTOR OF TRANSFORMATION

11. Local Authorities are responsible for adopting reasonable and appropriate conditions dealing with the signage attached to Hackney Carriage and Private Hire Vehicles. The proposed amendment to the existing conditions is both reasonable and appropriate for the reasons given in the report.

JAMIE CARSON
DIRECTOR PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Simon Clark	5732	20 August 2010	vehiclecondition