

Report for: ACTION
Item Number:



Contains Confidential or Exempt Information	NO PART 1
Title	Door Signs for Private Hire Vehicles
Responsible Officer(s)	Craig Miller - Interim Head of Public Protection
Contact officer, job title and phone number	Steve Johnson – Trading Standards & Licensing Manager 01628 683555
Member reporting	Cllr Asghar Majeed and Cllr Carwyn Cox
For Consideration By	Licensing Panel
Date to be Considered	14 January 2014
Implementation Date if Not Called In	April 2014
Affected Wards	All
Keywords/Index	Private Hire door signs

Report Summary

1. All RBWM-licensed Private Hire vehicles are currently identified by a licence plate only.
2. Members have suggested that in order to identify Private Hire vehicles more readily they should have identification on their doors

If recommendations are adopted, how will residents benefit?	
Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
Authority is being sought for consultation only at this stage – but if eventually approved the recommendation will enable residents to immediately identify that a vehicle is indeed a properly licensed RBWM Private Hire vehicle	April 2014 - if the proposed amendment is approved.

1. Details of Recommendations

RECOMMENDATION:

That the Interim Head of Public Protection be authorised to consult with the Private Hire trade about the proposal to have door signs for Private Hire vehicles and to then report back to the next meeting of the Licensing Panel in April 2014.

2. Reason for Recommendation(s) and Options Considered

- 2.1 Newly licensed RBWM Hackney Carriages are now required to have a full livery, a measure introduced following a full survey of the trade and residents. The livery condition was introduced to ensure that there is no doubt about which vehicles can ply for hire.
- 2.2 Following the successful introduction of the Hackney Carriage livery, Members have suggested that Private Hire vehicles should also be identified more clearly. This is partly in response to a serious incident in Windsor in which a young woman was raped after getting into an unmarked vehicle which was alleged to be a “taxi”.
- 2.3 The suggestion from members is that all Private Hire vehicles should have door signs which will bear the RBWM logo and the licence number. The suggested wording is “Private Hire Vehicle – pre-booking only” to distinguish these vehicles from Hackney Carriages so that the public will appreciate they can only be pre-booked.
- 2.4 Initially, the recommendation is to write to all those involved in the trade as they have a reasonable expectation of being consulted.
- 2.5 The signs can cost as little as £4.48 each and Members will – after consultation – undoubtedly be requested to consider whether the fee for a Private Hire vehicle licence should be increased to cover the extra cost.
- 2.6 Amongst other licensing authorities local to RBWM, only South Bucks District Council require Private Hire vehicles to have door signs.
- 2.7 Two examples of possible signs are attached to this report as Appendix A by way of background information. Following consultation, members may well be requested to consider approving a specific design.

Option	Comments
1. Carry out the recommendation above	The recommendation is to consult only at this stage – but is the first step towards the possible introduction of consistent door signage for RBWM Private Hire vehicles
2. Do nothing	Members have expressed the view that RBWM Private Hire vehicles are currently inadequately identified. Without the first step of consultation, the situation will remain “as is”.

3. Key Implications

What does success look like, how is it measured, what are the stretch targets

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
At this stage authority is only sought for consultation	No response from RBWM’s Private Hire trade	A response from representatives of the Private Hire trade	Responses from the majority of Private Hire operators	Responses from all Private Hire operators	April 2014 – the matter will be reported back to the

– and so the main defined outcome is to receive feedback from across the Private Hire trade.					next Licensing panel in April 2014
--	--	--	--	--	------------------------------------

4. Financial Details

None at this stage but, Members may subsequently be requested to consider increasing the fee to cover the cost of any approved door signs

5. Legal Implications

Section 55 Local Government (Miscellaneous Provisions) Act 1976 allows Councils to attach conditions as they may consider reasonably necessary.

6. Value for Money

N/A.

7. Sustainability Impact Appraisal

There are no significant sustainable development impacts resulting from this.

8. Risk Management

Risks	Uncontrolled Risk	Controls	Controlled Risk
None	None		

9. Links to Strategic Objectives

Having door signs for Private Hire vehicles should improve the safety of residents and users, in as much as they will be certain that they are getting into an RBWM-licensed vehicle.

Our Strategic Objectives are:

Residents First

- Support Children and Young People
- Encourage Healthy People and Lifestyles
- Improve the Environment, Economy and Transport
- Work for safer and stronger communities

Value for Money

- Deliver Economic Services
- Improve the use of technology
- Increase non-Council Tax Revenue
- Invest in the future

Delivering Together

- Enhanced Customer Services
- Deliver Effective Services
- Strengthen Partnerships

Equipping Ourselves for the Future

- Equipping Our Workforce

- Developing Our systems and Structures
- Changing Our Culture

10. Equalities, Human Rights and Community Cohesion

None.

11. Staffing/Workforce and Accommodation implications:

None

12. Property and Assets

None

13. Any other implications:

None

14. Consultation

Drivers and proprietors will be consulted by way of a newsletter.

15. Timetable for Implementation

It is envisaged that the results of the consultation will be reported back to the April 2014 Licensing Panel for Members to consider.

16. Appendices

Appendix A - Two examples of possible door signs.

17. Background Information

Sections 55 Local Government (Miscellaneous Provisions) Act 1976

18. Consultation (Mandatory)

Name of Consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Burbage	Leader of the Council	06/01/2014	06/01/2014	
Cllr Cox	Lead Member	03/10/2014	05/01/2014	
Cllr Majeed	Licensing Panel Chairman	03/01/2014	06/01/2014	
Cathryn James	Strategic Director of Operations	24/12/2013	27/12/2013	
Wendi Batteson	SLS	03/01/2014	03/01/2014	

Report History

Decision type:	Urgency item?
	No

Full name of report author	Job title	Full contact no:
Steve Johnson	Trading Standards & Licensing Manager	01628 683555

Schedule for writing and reviewing report

Stages in the life of the report (not all will apply)	Date to complete
1. Officer writes report (in consultation with Lead Member)	18/12/2013
2. Report goes for review to head of service or DMT	24/12/2013
3. To specialist departments: e.g. legal, finance, HR (in parallel)	03/01/2014
4. To lead member	03/01/2014
5. To SMT or CMT	n/a
6. To the leader	06/01/2014
7. To overview or scrutiny, if a cabinet report	n/a
8. To cabinet	n/a



PRE BOOK ONLY

PLATE NUMBER



MOGO

**MOsign
SYSTEM**
UK Patent NO: 2552678

The Royal Borough



Windsor &
Maidenhead

The Royal Borough



Windsor &
Maidenhead

MOGO
**MOsign
SYSTEM**

PRIVATE HIRE VEHICLE