

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 – Licensing & Trading Standards Manager 01628 683555
Member reporting	Cllr Asghar Majeed
For Consideration By	Licensing Panel
Date to be Considered	15 April 2014
Implementation Date if Not Called In	June 2014
Affected Wards	All
Keywords/Index	Private hire door signs

Report Summary

1. All private hire vehicles are currently identified by a licence plate only on the rear of the vehicle.
2. Members have suggested that in order to identify private hire vehicles more readily they should have identification on their doors.
3. January Licensing Panel recommended that the trade be consulted about this proposal.
4. This report details the representations made and asks Members to decide whether (and if so how) to implement the proposal.

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
If Members choose to implement some form of door signage then residents will immediately be able to identify that a vehicle is indeed a properly licensed RBWM Private Hire vehicle	June 2014

1. Details of Recommendations

RECOMMENDATION:

That Members consider the representations made during the consultation period and decide whether to implement one of the proposed options set out below.

2. Reason for Recommendation(s) and Options Considered

- 2.1 At the January Licensing Panel, Members authorised the Interim Head of Public Protection to consult regarding proposals to require all Private Hire vehicles to display a door sign bearing the RBWM logo and licence number.
- 2.2 This followed 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 All drivers/proprietors and operators licensed by RBWM were written to by way of a newsletter which informed them of the consultation and also provided links to the Council’s website. The responses to the consultation are contained in Appendices A and B.
- 2.4 The consultation produced strong opposition from the trade. The majority of currently licensed Private Hire Drivers and Operators responded and details of their replies are contained within Appendix A. This includes 4 petitions from the 4 largest Operators in the Borough.
- 2.5 A summary of the objections to the proposal is as follows:
 - a. The main objection is to attaching door signs to prestige vehicles which are used for corporate work. A large amount of business for Private Hire Vehicles comes from Directors and PA’s of Companies, Five Star Hotels and PLC’s which use the Private Hire Trade as more of a chauffeuring service. RBWM also licences several operators who provide vehicles for formal occasions such as Weddings. Private Hire operators such as Windsor Cars and Ascot Cars have made it very clear that if RBWM introduce a blanket policy for private hire vehicle door signage then they will lose valuable business. They suggest that it is the late-night town centre business which this proposal should be aimed at - not the corporate/formal market.
 - b. Fixing such signage to expensive prestige vehicles could cause damage to the vehicles and could affect any future resale value.
 - c. The possible cost implications to drivers/operators to recover the cost of the signage. Drivers have stated that costs have already risen with the implementation of the compliance garages as they are now forced to pay the set fee of £54.85.
 - d. A large number of the responses have suggested that a small discreet sticker on the inside of both the front and back windscreen could be an alternative, something along the lines of the current PCO London vehicle signs.
- 2.6 Thames Valley Police have strongly supported the proposal – the details are contained in Appendix B. Inspector Mike Darrah feels that such

signage would be a really positive step forward and would assist with public safety.

- 2.7 Members need to be aware that should a blanket policy for private hire vehicle signage be introduced, Private Hire operators could possibly move their businesses outside of the Borough and base themselves in a Local Authority which does not have such a policy. Should this be the case then RBWM could lose a substantial amount of revenue produced by licensing Private Hire Operators, Drivers and Vehicles.
- 2.8 Members could decide to introduce dispensation for those vehicles whose business is mainly corporate or formal occasional work. The existing policy already allows for such dispensation with the current plate system. Those vehicles who have dispensation could be given magnetic signs to attach to the vehicles when undertaking “normal”, non-corporate/formal cash jobs.

Option	Comments
1. Require all Private Hire vehicles to display a door sign bearing the RBWM logo and licence number	This would allow residents to readily identify private hire vehicles but could also lead to a substantial loss of revenue for RBWM should Operators move out of the Borough.
2. Do nothing	Members may consider that private hire vehicles are already adequately identifiable and choose not to implement any further requirements. This could however lead to further issues of public safety.
3. Require all Private Hire vehicles to display a door sign bearing the RBWM logo and licence number – but provide an exemption for vehicles undertaking corporate and formal work.	This would mirror the dispensation scheme that currently exists at the moment for vehicle plates.

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
Require private hire vehicles to display door signage	No change	New policy effective from June 2014	N/A	N/A	June 2014

4. Financial Details

Each door sign will cost £4.48 and each magnetic sign will cost £8.28. If Members decide to implement a door signage scheme then they will also need to consider increasing fees to cover the cost or, if the signs are to be paid for out of the existing budget, to request a supplementary estimate.

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
a. Judicial Review of Members decision to introduce a blanket door signage policy	MEDIUM	Allow dispensation for corporate/formal work	LOW
b. Major Operators leave the Borough and take their business to another Authority	HIGH		LOW

9. Links to Strategic Objectives

Private hire vehicle door signage should improve safety for residents

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 were consulted by way of a newsletter.

15. Timetable for Implementation

If a door signage policy is approved then it will be implemented with effective from June 2014

16. Appendices

Appendix A - Consultation objections and petitions

Appendix B - Email from TVP in support

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	07/04/2014	08/04/2014	
Cllr Cox	Lead Member	04/04/2014	06/04/2014	
Cllr Majeed	Licensing Panel Chairman	04/04/2014	07/04/2014	
Cathryn James	Strategic Director of Operations	07/04/2014		
Maria Lucas	Head of Legal Services	08/04/2014		

Report History

Decision type:	Urgency item?	
	No	
Full name of report author	Job title	Full contact no:
Steve Johnson	Licensing & Trading Standards Manager	01628 683555



Reliable & Executive Service
- For People on the Move



Licensing Section
Royal Borough of Windsor & Maidenhead
Town Hall
St Ives Road
Maidenhead
SL6 1RF

RECEIVED

LICENSING

Thursday 20th February 2014

Dear Sirs,

Re: Proposal of affixing identity stickers to RBWM Licensed private Hire vehicles

The directors of Windsor Cars Limited wish it to be known of their strong objection to the proposed use of identity stickers affixed to all vehicles employed on their behalf.

Quite frankly we are at a loss to understand the logic in having a sticker saying "pre-booked only" displayed on our vehicles. Windsor Cars, being a licenced private hire operator, accepts in the region of 2,000 pick ups per day which can only be pre-booked either by telephone, e-mail, fax or online, so to re-iterate "pre-booked only" when the booking has already been made, we see as a pointless exercise.

For over two decades Windsor Cars has loyally served the public of the Windsor area during which time we have evolved into the largest provider of ground transport to a large number of Blue Chip corporations, PLC's and five and four star hotel chains who, by their very nature, demand a high standard of cars and drivers and of course total discretion at all times.

Directors and PA's of such companies are using Windsor Cars essentially for the image we project and to use a vehicle adorned as you propose would lead directly to them quickly using another company from out of the RBWM area where such identity is not compulsory. This action could affect up to 80% of our business.

Windsor Cars vehicles are already identifiable by our name in the Windscreen and drivers are always in possession of their council issued I.D. badges. The drivers representing us have purchased executive vehicles valued up to £30,000.00 and constant removal and re-fixing of door stickers will inevitably lead to damage and decolourisation of paintwork especially as their vehicles are used in the pursuit of pleasure and family business whenever they have free time.

Windsor Cars Limited, 59b St Leonards Road, Windsor, Berkshire. SL4 3BX

Tel: (01753) 677 677 / 84 14 14 Fax: (01753) 833 266 Email: bookings@windsorcars.com www.windsorcars.com

Company Registered in England and Wales No: 06476337

VAT Registration No: 674 1082 40

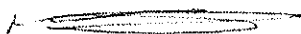
We would suggest there is no credence in this proposal. It is unworkable and Impractical.

You may also wish to take into account our vast income generated for the council, in licensing fees and badges etc. by Windsor Cars on an annual basis which I would suggest, you consider to be a considerable amount.

We await your decision on progressing with your proposal which we are certain you will find as unworkable and not to be reconsidered.

Finally, may we suggest the idea of a Windscreen circular disc proposed by the licensing team is sufficient unto the need.

Yours faithfully,



Mohammed Hanif
Managing Director

- 187 OBJECTIONS WERE RECEIVED FROM WINDSOR CARS DRIVERS, ALL OF A SIMILAR WORDING.
- FOR REASONS OF SPACE JUST THIS ONE IS INCLUDED BY WAY OF EXAMPLE

Licensing Section
Royal Borough of Windsor & Maidenhead
Town Hall
St Ives Road
Maldenhead
SL6 1RF

Date: 11-02-2014

PETITION AGAINST THE PROPOSAL TO IDENTIFY RBWM LICENCED PRIVATE HIRE VEHICLES BY OBTRUSIVE STICKERS AFFIXED TO DOOR PANELS

Dear Sirs,

I strongly object to the above proposal and herewith give my reasons for doing so.

The vehicle I own is a prestige executive one which I use essentially for corporate travel for directors, management and guests of four and five star Hotels and blue chip companies where discretion is of major importance.

Windsor Cars has always maintained the highest standards and I believe such a proposal would reduce the appearance of my vehicle to that of just another cab company.

To constantly use adhesive or magnetic sticker's removal or otherwise would lead to damage and discoloration of my paintwork rendering my vehicle unsalable.

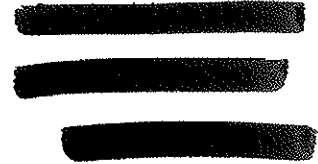
The design of the proposed stickers could easily conflict with those of Hackney carriages leading to confusion by the public believing my vehicle being hailed and me being accused wrongly of touting for business.

Badge Number: PD 6748 Plate Number: PR 5112

Name: SHAR JAMAY

Signed: 

Atlas Cars of Sunningdale



Dear taxi licensing

I am writing to you regarding the recent letters you have posted to all licensed drivers on the consultation of putting door signs on the private hire cars. I would like to **oppose** this decision strongly and will list my reasons for doing so below. If this decision is made for the stickers of any sort to go on private hire cars this will affect my business in a severe way.

Reasons against stickers on cars:

1. Our business is based in prestige's area of the borough and our clients like exclusive service with VIP cars only.
2. We run a fleet of very expensive cars – putting stickers on would ruin the image and service we provide.
3. If we were made to put signs on cars our customers would most certainly leave us and use London based chauffeurs.

I attach a petition from all of our drivers from atlas cars and they also agree to all the above terms.

If need be i will also ask our customers to write letters reconfirming my concerns.

I hope you will look in to my views and give us feedback.

Kind regards

Mr Iqbal Khan – Director

A handwritten signature in black ink, appearing to read 'Iqbal Khan', is written below the typed name.

Petition For Car Signs
ATLAS CARS

NAME	BADGE NUMBER:
RASHID SHAH	PD6004
SHAH NAWAZ KHAN	PD7626
SYED HUSSAIN	PD7556
KHALID MAHMOOD	PD7282
MUHAMMAD UMER	PD2008
SHAZIB RAFIQUE	PD6369
SYED HUSSAIN ABID JAFRI	PD5086
AUTAR SING GILL	PD7655
FAZAL RAZIQ	CD6951
M IMRAN KHAN	PD6908
MUBEEN TUFAIL	PD7583
SYED SALEEM	PD7529
HAMZA	PD5333
KAMRAN AHMED	PD5833
SHAMIN AKHTAR	PD6028

please also find enclosed a letter with this petition from the director of atlas cars and the reason for why we are opposing the signs for cars.

ASCOT CARS

Petition Against Stickers On Private Hire Vehicles

	Name	Badge Number	Plate Number	Signature
1	Syed uddin		2514	[Signature]
2	MUHAMMAD ASCHUR	2857	5070	[Signature]
3	SHAHZAD RIAZ	PD6101	5523	[Signature]
4	RAJA KULMAN	PD7492	5678	[Signature]
5	Yamin HASSORA	PD7334	5705	[Signature]
6	BAKHT BHADAR	PD6894	2808	[Signature]
7	MOHAMMED ASLAM	PD5342	5783	[Signature]
8	ABIB AHMAD	PD7637		[Signature]
9	MUHAMMAD ARBAB NADEEM	PD5792	3350	[Signature]
10	MOHAMMAD ASHAQ AWAN	PD7169		[Signature]
11	SARFARAZ SIDDIQUE	PD7578	5747	[Signature]
12	SYED S.A BUKHARI	PD5850	5756	[Signature]
13	MOHAMMAD SHAHZAD	PD6922	5566 3124	[Signature]
14	ARON IDRAL	PD6979	5566	[Signature]
15	M. K. SHAHZAD	PD6543	5077	[Signature]
16	MUHAMMAD BASHIR ALVI	PD6023	5492	[Signature]
17	OMAR ALI	PD7565	5040	[Signature]
18	EHTISHAM ZAFAR	PD5435	5168	[Signature]
19	MOHAMMED AZRAM	PD5657	5647	[Signature]
20	YABIR SHEIKH	PD5809	2657	[Signature]
21	IJAZ AHMAD	PD7331	5520	[Signature]
22	Fa-ud-zahani	PD7170		[Signature]
23	M ASLAM	PD6608	5834	[Signature]
24	M. S. A TAPADER	PD7674	5646	[Signature]
25	RAO KHAN	PD7372		[Signature]
26	MOHAMMAD S. ALI	PD6852	5247	[Signature]
27	MOHAMMAD U. ALI			[Signature]
28	M. AFZAL	PD5745		[Signature]
29	UMAR SAID	PD7369	5890	[Signature]
30	MUHAMMAD AFZAL	PD2594	1322	[Signature]
31	ALI AHMED	PD2824		[Signature]
32	SOHAIL ZAFAR	PD6360		[Signature]
33	Zulfiqar Ahmed	PD5338	5777	[Signature]
34	ABID RASHID	PD7571	5755	[Signature]
35	Sifat Khan	PD7573	5757	[Signature]
36	M. RAUF	PD5134	2523	[Signature]
37	ARFAN HUSSAIN	PD7344	5829	[Signature]
38	SHAKIL AHMED	PD5367	2988	[Signature]
39	TAHIR MANSOOR	PD7029		[Signature]

Mohammad
Abdul
Majid

Petition Against Stickers On Private Hire Vehicles

	Name	Badge Number	Plate Number	Signature
40	SHAHID H. SHAH	PD5743	2102	Shahid Shah
41	JOHAR BUKHARI	PD6210		Johar Bukhari
42	MOHAMMAD SARWAR	PD5724	5084	M. Sarwar
43	MOHAMMED YASIN	PD7563	YX09XHZ	Yasin
44	ASAD RASHID	PD7561	3334	Asad Rashid
45	MARSOOL AHMED	PD5654		Marsool Ahmed
46	FAHAN AMTAD	PD7106		Fahan Amtad
47	AMTAD HUSSAIN	PHD. 5353		Amjad Hussain
48	MOHD CHOUDRY	PHD5955	2774	Mohd Choudry
49				
50	MAHMOOD RIAZ	PD7539		Mahmood Riaz
51	SAFAR HUSSAIN	PD5906		Safar
52	ZAKI AHMED	PD6079		Zaki Ahmed
53	Mohammad Tariq Anwar	PD4959		Tariq Anwar
54	TARIA MIRZA			Taria Mirza
55	OMAR RIAZ	PD7474		Omar Riaz
56	MANMEET SINGH	PD7328	YX09XHZ	Manmeet Singh
57	MURIM AHMED	PD8835	SE 08 1234	Murim Ahmed
58	TARIA MAHMOOD			T. H. Chaudhary
59	Mansoor Yaqub	PD8003		Mansoor Yaqub
60	RIZWAN KHAN	PD	YX09XHZ	Rizwan Khan
61	KHURRAM SHAHZAD	PD6186		Khurram Shahzad
62	AFTAB MALIK	PD5985	2521	Aftab Malik
63	KHALID MASALD	PD5886		Khalid Masald
64	TANVEER ASLAM			Tanveer Aslam
65	ARSHAD ALI CHATNA	PD7389	5803	Arshad Ali
66	YASIR QURESHI	PD6347	83079	Yasir Qureshi
67	LOVEJEET SINGH	PD6364		Lovejeet Singh
68	M. SIDDIQUE	PD5386		M. Siddique
69	S.A. ALI	PD5425		S.A. Ali
70	M. TARIQ			M. Tariq
71	ZAHUR AHMED	PD5604	5530	Zahur Ahmed
72	NIZAR MUHAMMAD	PD6911		Nizar Muhammad
73	MUHAMMAD AZHAR	PD7114	5408	Muhammad Azhar
74	MASOOD AHMED			Masood Ahmed
75				
76				
77				
78				



Licensing Section,

RBWM

Town Hall

St Ives Rd

MAIDENHEAD

SL6 1RF

27th February 2014

REF: Consultations Private Hire Door Signs and Penalty Points for Parking Illegally.

Dear sir/madam,

Thank you for inviting us to express our views and comments regarding the above consultations.

Five Star Corporate Cars has been established in Windsor since 1981 and has built its reputation around customer service and safety. We are primarily an executive chauffeur service and hence we require the use of prestige vehicles such as Mercedes with the addition of RBWM private hire plate dispensation.

We are not a minicab service which would see the benefits of private hire door stickers on their fleet of regular saloon vehicles (eg. Ford Mondeo and Toyota Avensis type vehicles). The likely benefits to them with such a policy would be to confuse the public especially during the night economy as they would look more like a hackney carriage vehicle and this would encourage illegal touting activity.

We have invested heavily in technology over the last few years and all our chauffeurs carry a pda device enabling them to receive jobs electronically. This technology automatically sends a text on arrival of the vehicle to our customer. We can further enhance this to include details such as vehicle registration numbers etc.

Kardelton House, Vansittart Estate, Arthur Road, Windsor, Berkshire SL4 1SE
Tel: Windsor - 01753 858 888, Staines - 01784 892 892 Email:
sales@5starwindsor.com
www.5starwindsor.com



We feel that the introduction of private hire door signs will result in a loss of work from our corporate clients who do not wish to travel in such branded vehicles. Furthermore the use of magnetic identifiers will damage paintwork and affect resale values of the vehicles.

We feel that with the proposed permanent sticker identification cars will be prone to an increase in break in whilst left unattended.

The main problem we are faced with during Friday and Saturday nights, is the lack of official private hire pick up and drop off points in Windsor town centre, specifically in Victoria St and High St.

Customers leaving establishments such as Liquid, William St are left wondering up and down Victoria Street flagging down any passing vehicle as available Hackney carriage driver's demand exorbitant fares. This is an extremely dangerous environment and leaves vulnerable lone females unable to source a pre booked licensed private hire vehicle through our 24 hour control centre.

More must be done by all stakeholders to provide customers with telephone numbers of local private hire providers so that the customer can make an informed choice between using a hackney carriage or a RBWM licensed private hire vehicle.

Night time economy establishments should run regular campaigns for example, "get home safely" and make regular announcements to inform passengers about and using either a RBWM licensed hackney or making a quick call to a private hire control centre.

A private hire passenger pick up/drop off point should be identified in Victoria St, Windsor so that customers using this option have an easy to find convenient place to wait in. We feel rather than spending £7k on stickers, the budget would be better spent on an additional taxi marshal on Friday and Saturday nights in this location. The marshal will be in a position to aid these passengers in visually checking the private hire drivers' badge and plate ensuring passengers get into the vehicle they have pre-booked.

With the Law Commission consultation into the future of taxi licensing the interim report has stated that cross border hiring is acceptable and therefore we will have to consider re-licensing with another council. It also recommends that a restriction of hackney carriage licenses

FIVE STAR CORPORATE CARS, WINASCA.

PETITION AGAINST PRIVATE HIRE STICKERS + PENALTY POINTS

NAME	BADGE NO	PLATE NO	SIGNATURE	DATE
ZAFER SHAH YOUSAF	PD 7145	KUDB 2RW	Zafar	05-02-14
AAMIR RANA			Aamir	05-03-14
MOHSIN KHAN	PD 7166	5541	Mohsin	05-03-14
OBAYDULLAH	PD 6531	5511	Obaydullah	05-03-14
S.S. DHINDIA	PD 7073	5241	S.S. Dhindia	05-03-14
KATIEF MOOSA	PD 7242	5089	Katief	05-03-14
SYED HUSSAIN ALI	PD 7376	5830	Syed Hussain	05-03-14
MAHJUB SALAM ARSHAD	PD 6991	5430	Mahjub	05/03/14
ANSAR MAHMOOD	CD 6930	5858 5858	Ansar	05/3/14
PERVEZ AZIZ	PD 7201		Pervez	05/03/14
MOHAMMAD ATIQ			Mohammad	05/03/14
Naveen Kapoor	PD 7523	5694	Naveen	05-03-14
DR. SHAMSHAD KHAN		5290	Dr. Shams	5-3-14
MUHAMMAD NADJEEM	CD 6941	5623	Muham	5-3-14
I.M. JUNAID	PD 7370		I.M. Junaid	05/03/14
M. ASIF	PD 6250	2117	M. Asif	05/03/14
M. AHMAD	CD 7025	3007	M. Ahmad	05/03/14
N. AHMED	PD 7434	5798	N. Ahmed	05/03/14
N. AKRAM	PD 6449	3179	N. Akram	05/03/14
I. AZIZ	PD 5950	2594	I. Aziz	05/03/14
SHAHID MAHMOOD	PD 7007		Shahid	05/03/14
J. WHITE	PD 5736	2718	J. White	6-3-14
M. YAGOOB		5458	M. Yagoo	6-3-14
NAVEED MAQSOOD			Naveed	06/03/14
MA SUDD MUSTHAFA			M. Sudd	06/03/14
ADMAN SHABBAR	PD 7141	KR07 UBB	Adman	06/03/14
F. P. LAH	PD 5576	FIVE STAR	F. P. Lah	6/3/14
KHIZR KHAN	PD 7349	FIVE STAR	Khizr	6/3/14
M. MAZHAR	PD 712	5580	M. Mazhar	6/3/14
S. HUSSAIN			S. Hussain	6/3/14
M. KHAN	PHD 5776	KV07 GUB	M. Khan	6/3/14
E. HUSSAIN	PD 5464	5770	E. Hussain	
Sulekha Aary	PD 5740	2114	Sulekha	6/3/14
M. H. HISHAM		OV57 KVK	M. H. Hisham	
M. HAROON	PD 5279	3020	M. Haroon	06/03/14
R. KHAN	CD 6936		R. Khan	06/03/14
M. YOUSAF	PD 5437	5415	M. Yousaf	06/03/14
S. AHMED	PD 7342		S. Ahmed	06/03/2014
M. NAWAZ	PD 5898		M. Nawaz	06/03/14
ADMAN SHABBAR			Adman	07/03/2014
R. LATIF	PD 7088		R. Latif	07/03/14

Mr R ~~GM~~ Singh

Britannia EYE. CARS

[REDACTED]
[REDACTED]
[REDACTED]

Licensing Dept

RBWM

Maidenhead

3rd March 2014

Dear Mr Johnson

Consultation on Door Signs

I run a small Chauffeuring service for corporate clients in Maidenhead. I am unhappy about the proposed door signs idea. I do not wish to put a green RBWM logo on my Mercedes. I am very concerned that if this goes ahead it will ruin my car and any future resale value. My car is prebooked by company persons and in most cases they recognise me and my car. My customers do not wish to travel in a car with logos and I feel this will have a negative affect on my business.

Local private hire companies who take bookings from the general public already identify them selves with their company logos, so really there is not need to introduce this.

Yours sincerely

R. Singh

Mr Ragbir Singh ~~GM~~

Ascot Dear Sirs, Cars



The Courtyard
Station Hill, Ascot
Berkshire SL5 9EG
Tel: **01344 872 472**
Fax: **01344 872 787**

I write further to the recent proposals concerning the use of stickers on private hire vehicles in the Ascot area. I am the proprietor of Ascot Cars Ltd and would like to have placed on record my firm and unequivocal objection to these proposals. Ascot Cars is an established and essential service in the Ascot area and provides executive and bespoke vehicles as per our customers needs.

It is one of the primary requirements of our customers that our vehicles be unmarked which is why we receive special dispensation from the local authority to not display the taxi plate on the outside of the vehicle. The Local Authority understands the needs of the local customers and all our vehicles are required to pass stringent tests to ensure that they are executive vehicles. Placing unsightly and unnecessary stickers on the doors of these vehicles will deter the majority of our customers from using our vehicles as they rely on arriving at their destinations in unmarked vehicles.

Our business thrives on its 'prestige' status as backed up by our fleet of largely Mercedes vehicles. This proposal would be catastrophic to our business and would lead to a loss of revenue that the business simply could not afford. Considering the amount of revenue that this business generates for the Local Authority, it is in everyone's interests that nothing is done to impede the critical service which we provide.

I have conducted an informal survey of our regular customers, many of whom have informed me with regret that should these proposals go ahead, they will no longer avail our services. Consequently, should these proposals be ratified, Ascot Cars would have no option but to seek a more amenable Local Authority.

I trust that good sense will prevail and these proposals will be rejected. Failing this, we will have to consider all options open to us including moving the business or possibly Judicial Review of the decision.

I would appreciate you keeping me appraised as to any developments.

Kind regards,

Tariq Chaudhry

A handwritten signature in black ink, appearing to read 'T. Chaudhry', written over a horizontal line.

U WANT TAXIS

The reason for the proposal is that the public may easily differentiate between a Hackney Carriage and a Private Hire Car

Hackney Carriages are easily identified as they now have the RBWM livery

Private Hire cars have a plate on the rear.

Is there any evidence that the door is a better position for a sign?

Is it the intention to replace the licence plate with the door sign?
Why not use the design of the door sign for the plate?

Why are the words "pre Book Only" necessary when all jobs are pre-booked. It isn't possible to hire a car without booking it.

The signs would need to be on the rear of the vehicle, and removable as the plates are at the present, for the following reasons;

In order to be able to comply with section 75 of the Miscellaneous Provisions Act Customers who require a vehicle without signage need to be considered. These include corporate accounts and "special occasion" bookings.

Lease vehicles could not be returned to the lease company with a permanent door sign and the cost of removal would be prohibitive.

Similarly the cost of removing a permanent sign from a temporary hire car would be prohibitive.

Private Hire companies are permitted to advertise their own information /logos on their vehicles and therefore this requirement would prevent companies from advertising their company information

Individual proprietors would be prevented from advertising their own details.

Individual private hire vehicle licence holders vehicles are not used solely for private hire work. The vehicles are also for private use and the owner has the prerogative to use the vehicle without any signs on the vehicle when they are not working. (On average vehicles are used for Private Hire work for less than one third of the week)

Sarah Conquest

From: Licensing
Sent: 05 March 2014 10:20
To: Sarah Conquest
Subject: FW: STICKERS ON CAR SIDE DOORS..

Sarah

This is another one to add to the list.

Many thanks

Alan

From: ansar ali [REDACTED]
Sent: 04 March 2014 13:40
To: Licensing
Subject: STICKERS ON CAR SIDE DOORS..

Hello, just wanted to express my feelings about the idea/issue of stickers on the side doors of all Private Hire vehicles.

I am against this idea as it will have minimal effect on customers and make all cars look Tacky aswell as a possible rise in cost for both parties. A small discreet sticker on the inside of both front and back windscreen would be a better idea as discussed amongst the 44 drivers at U-want taxis, something similar to the London private hire vehicles, small but more effective.

Here at u want taxis we have a computerised system were the customer receives a text message with the private hire vehicles registration and other details of the car that will be arriving to pick up the customer, this works very well and to be honest most customers check the registration plate rather then the council license plate issued by the council not to mention the yellow u want sticker in the window as a back up to make sure this is the car picking them up.

Most companies have this system in place now as it benefits both the taxi company and customer, so therefore we are against this idea and I am speaking on behalf of all 44 u want drivers aswell as other smaller companies around the borough.

We think that nearly all the people (99%) using private hire cars Know the company and their drivers and don't really have a difficulty in recognising their car or a private hire vehicle when they book one or see one.

Many thanks.

Mr Ansar Ali.....
Employee at U-Want Taxis

Jennifer Brown

From: Triple-Ace Executive Cars <[REDACTED]>
Sent: 07 March 2014 09:39
To: Licensing
Subject: Window Stickers

Dear Mike,

I am writing to register my views regards to your proposal for private hire vehicles to display window stickers. I wish to register my objection to this plan, for several reasons.

The plan addresses a problem which either does not exist to the extent accepted by most people, and where it possibly would be an issue is in a geographical limited area i.e. the town centre where it is a lack of enforcement that needs to be rectified rather than by such a clumsy method. I simply do not think that Maidenhead has a big problem on this issue, especially one that warrants such a solution. If there is a possibility of this being a problem, this would more than likely be in the vicinity of the town centre, and especially at late at night when the bars/clubs are busy. As an operator that is neither based in the town centre or one that picks up from the town centre as frequently as others, this is simply not an issue that is pertinent to us. Therefore, I consider it extremely unfair that instead of adequate enforcement, Licensing chooses to use such a clumsy way that will impact drivers and operators who ensure that they are fully compliant. Given the abundance of CCTV, I consider that remedy lies in exploring enforcement deficiencies rather than this method. E.g. spot checks on drivers picking up to confirm that they do have a legitimate booking.

For reasons of aesthetics, the stickers would completely spoil the vehicle, and impact our existing Corporate and executive clientele who simply do not like "vulgar" markings, not to mention other niche users such as weddings etc. Unlike other towns, I believe the Royal Borough should encourage drivers and operators to minimise vulgar advertising and marking on vehicles, unless tastefully done, as I believe this adds to the "quality" and reputational value of the town, rather than a "race to the bottom" approach which impacts the look of the whole Borough. Instead of attempted to maintain certain standards, in recent years, the Licensing department has abrogated this important responsibility allowed what was once a very "quality" public and private hire offering to deteriorate to a stage where Maidenhead and Windsor vehicles resemble other not so "picturesque" towns. This proposal will

exacerbate this trend to the detriment of the reputation of the borough.

The majority of owners and drivers are against this proposal due simply to the terrible aesthetics, which will ruin the look of a vehicle, and in the case of clients who do not wish to be driven in a mobile advertising hoarding will also impact the quality of service we are able to offer. There are only a few private hire operators in the town centre that I believe this affects, and so I think the better solution would be to check on and enforce infringements where they occur. To be blunt, in an affluent area such as the Royal Borough, the aim should be to increase the quality of vehicles, not a gimmicky solution such as this which will do nothing to address the problem it is attempting to solve. Much better to have an information campaign targeting pubs/bars, and other establishments in the town centre, to ensure people either pre-book or make sure they use a public hire vehicle rather than this option.

For the above, and I am sure other reasons, I vigorously oppose this proposal

Yours Sincerely,

Saeed Iqbal

PROCESSED

14/03/2014

Jennifer Brown

From: Zafar Iqbal <[REDACTED]>
Sent: 06 March 2014 17:50
To: Licensing
Subject: Private hire signs

Dear Alan Barwise

I am a private hire driver badge number pd 5111

I wish to express my displeasure at your proposal to have livery on private hire vehicles. we are serving private clients who wish not to use vehicles with livery.

Our clients pre-book their vehicles and details of client are available to driver and customer is also made aware of vehicle details allowing for smooth operation.

Any private hire operators wishing to advertise on vehicles are free to do so currently. There should not be any compulsion for others who wish not to do so.

The justification of customer security is a weak argument as the issue is one of toting from busy venues and licensing enforcement to prevent non hackney carriage vehicles from taking fares off streets without being pre booked.

Zafar Iqbal

لظفر اقبال

Jennifer Brown

From: Zafar Iqbal <[REDACTED]@yahoo.co.uk>
Sent: 06 March 2014 17:54
To: Licensing
Subject: Private hire livery

Dear Alan Barwise

I am a private hire driver badge number pd 5725

I wish to express my displeasure at your proposal to have livery on private hire vehicles. we are serving private clients who wish not to use vehicles with livery.

Our clients pre-book their vehicles and details of client are available to driver and customer is also made aware of vehicle details allowing for smooth operation.

Any private hire operators wishing to advertise on vehicles are free to do so currently. There should not be any compulsion for others who wish not to do so.

The justification of customer security is a weak argument as the issue is one of toting from busy venues and licensing enforcement to prevent non hackney carriage vehicles from taking fares off streets without being pre booked.

Mohammad Nazir Shan

RECEIVED

LICENSING

Jennifer Brown

From: Ashfaqmuhammad <[REDACTED]>
Sent: 06 March 2014 18:02
To: Licensing
Subject: Private hire livery

Dear Alan Barwise

I am a private hire driver badge number cd 6472

I wish to express my displeasure at your proposal to have livery on private hire vehicles. we are serving private clients who wish not to use vehicles with livery.

Our clients pre-book their vehicles and details of client are available to driver and customer is also made aware of vehicle details allowing for smooth operation.

Any private hire operators wishing to advertise on vehicles are free to do so currently. There should not be any compulsion for others who wish not to do so.

The justification of customer security is a weak argument as the issue is one of toting from busy venues and licensing enforcement to prevent non hackney carriage vehicles from taking fares off streets without being pre booked.

Muhammad Ashfaq

Mrs. Kamaljit Kang



RBWM Licensing Section

Town Hall
St Ives Rd

Maidenhead

SL6 1RF

19th February 2014

Dear Mr Johnson

Consultation on Door Signs

I write in response to the newsletter sent out regarding the door signs for Private Hire vehicles. How will this affect vehicles with Dispensation? There is no information provided on this.

All our cars are prebooked, by corporate clients, the reason they use our company is because we provide them with clean, smart executive cars for their journey. Our customers are normally greeted at the airports with a Name board or the company Name board, normally the return or any local trips are prebooked and we try to send the same car and driver. Most of our customers recognise our drivers as we only have a fleet of 6 cars.

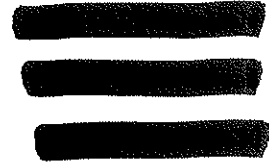
Our cars are also used for weddings, especially the S class. If we have Green signs on the sides of the vehicles then we will lose this valuable work.

In Maidenhead Private Hire companies that provide a taxi service to the public, (where they pick up random people from town and pubs) already identify themselves with Bright orange and pink cars. Others already have logos identifying their companies, so really there is no need to introduce this door signage.

Yours sincerely

Mrs K Kang

Mr. Rachhpal Singh Kang



RBWM

Licensing Section

Town Hall
St Ives Rd

Maidenhead

SL6 1RF

19th February 2014

Dear Mr Johnson

Consultation on Door Signs

I am writing to you regarding the proposal for Door signs on Private Hire Vehicles. I do not agree with this idea, mainly because Private Hire vehicles are rebooked and should not need identification to the public, the person booking the car will know that they have booked the car and at what time it will arrive. In most cases the person booking the car will be informed of the car registration number on booking.

I run a service for corporate clients most of my trips are from the business premises to London or Heathrow, I also have a dispensation on my cars, my customers do not want to be picked up in a car that is painted with logos or coloured in orange or purple paint. They expect a clean, executive car, they expect a Mercedes, with leather seats.

I am extremely worried that if this goes ahead then my business will be at risk of closing. My cars are used for wedding functions also, no bride wants to sit in an S class Mercedes with an ugly green RBWM sign attached to the side of the doors.

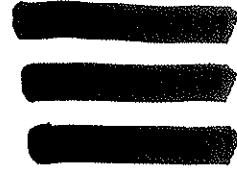
I would like you to reconsider this proposal.

Yours Sincerely

Handwritten signature of Rachhpal Singh Kang.

Mr. R S Kang

Mr. Jagjodh Shergill



RBWM

Licensing Section

Town Hall
St Ives Rd

Maidenhead

SL6 1RF

19th February 2014

Dear Mr Johnson

Proposed Door Signs

I am writing regarding the proposals for Green Door signs for Private Hire vehicles. I am concerned about the effect this will have on my business. I currently run a Chauffeuring service for Corporate clients, most of my journeys are from the Offices to Heathrow. My customers expect executive cars with no logos or signs. I do not see the need for identifying the vehicle with a sign, if the client knows that they have booked the car, there is no danger of my customer getting into the wrong car as I am not collecting them from a public crowded area.

Most of my passengers recognise me and the vehicle so there is no need to identify the vehicle with the proposed signs. Other Local private Hire companies who take any local bookings from the public are already identifying themselves with logos and signs on their cars, but since I am not aiming to service the general public but only a few corporate clients I do not wish to ruin my car with these signs.

Yours sincerely

Handwritten signature of Jagjodh Shergill.

Jagjodh Shergill.

Alan Barwise

From: Licensing
Sent: 12 February 2014 11:33
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: No for door sign [REDACTED]

Christine Harvey

Licensing
Direct Line [REDACTED]

-----Original Message-----

From: Omer [mailto:[REDACTED]]
Sent: 12 February 2014 11:29
To: Licensing
Subject: No for door sign and penalty points

To whom it may concern

Dear sir or madam

I want to say its just a bogus idea for introducing a door sign on the cars, dont undestrnd what the point for it if there is private plate is attached at the back of the vehicle why there is a need of door signs.

[REDACTED]

[REDACTED]

Many thanks
Umer farooq
[REDACTED]

Sent from my iPhone

Alan Barwise

From: Jennifer Brown on behalf of Licensing
Sent: 11 February 2014 08:33
To: Alan Barwise
Subject: FW: (no subject)

Jen Brown ; Licensing Support Assistant/System Development Officer
Licensing | Public Protection| Royal Borough of Windsor & Maidenhead
Town Hall, St Ives Road, Maidenhead, SL6 1RF
Tel: 01628 68 (5709) ; Fax: 01628 685508
Email: Jennifer.brown@rbwm.gov.uk
Web Site: http://www.rbwm.gov.uk/web/licensing_taxi_privatehire.htm

From: Windsoroyal [REDACTED]
Sent: 10 February 2014 19:40
To: Licensing
Subject: (no subject)

Dear Mr barwise

[REDACTED]

[REDACTED] in reference to the silly sticker idea i feel that it would make our very expensive mercedes look cheap and nasty by making us put stickers on our paintwork.We pride ourselves on providing an executive service for the so called royal bouough which will be deminished by mini cab style stickers.Lets not forget that its up passenger to ask the driver who they are picking so they get into the correct pre booked car/company.Maybe owners of the companys should give some driver training as how to communicate with the public and a much higher percentage of customers will get into the right taxi/company.Im one of very few long standing professional drivers in this borough and feeling victimised by your changes.You need to educate the windsor public by putting signs up and telling taxi marshalls to ask the often intoxicated passenger to ensure they get into the taxi they have booked,and have a word with the taxi company owners to try to get some sort of training programe for new applicants.Back to the pre book only signs the way to do it would be not to make drivers put the stickers on the paintwork but to put the sticker right where the passenger can see them which would be on the inside of the window in the rear quarter above the door rear door handle as i have seen this technic with other boroughs.This would prevent any damage in taking magnectic ones on and off and be better for when cleaning vehicles.Dont forget all drivers use the vehicles for perssonal use as well as work and would be forever having to take them on and off.please contact me if you need toon [REDACTED] Mr brian hutching

Alan Barwise

From: Licensing
Sent: 10 February 2014 14:41
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: Vehicle door livery

Christine Harvey

Licensing
Direct Line 01628 685704

-----Original Message-----

From: John [mailto:chauffeurstyle@redacted]
Sent: 10 February 2014 13:59
To: Licensing
Subject: Vehicle door livery

Dear Sirs

I have read the consultation document at http://www.rbwm.gov.uk/public/licensing_consultation_door_signs.pdf, and wish to make a few observations relating to this.

By implication, the suggestion is that the existing vehicle identification plate is inadequate, although you have not gone so far as to actually state this.

A rape offence in Windsor or indeed anywhere is one rape too many, but is the suggestion that placing identifiers on some or even all of the doors going to stop this absolutely?

We do not know enough about the circumstance of this particular offence, and we do not know for example whether the individual concerned was excessively tired, and/or drunk, and/or indeed stepped into a vehicle in poor lighting conditions which prevented the vehicle from being identified properly.

If this was indeed the case, would plastering signs all over the vehicles prevent a re-occurrence? Does the Council have statistics available to them about the occurrence of this type of offence, and how it has been reduced elsewhere. Indeed are these claims still being made where door signs are in use? I am not playing Devils Advocate, however it seems that an excessively Health & Safety conscious approach appears to be considered here.

In my particular case, as a sole trading Operator, with a single high class limousine only, currently covered by an exemption certificate, is the suggestion that my vehicle be included within this scheme? As things stand, that appears to be the case, and I believe that many of my select clients who take advantage of the present exemption arrangement to travel in a "plain clothes" vehicle would take a dim view of it. Such a ruling would additionally force me to reconsider driving under the remit of RBWM.

[Redacted signature block]

Christine Harvey

From: Muhammad Zahoor <[REDACTED]>
Sent: 20 February 2014 17:13
To: Licensing
Subject: No no to new licensing laws

I oppose the new laws for private hire door signs [REDACTED] It's all evil. Thanks.

Sent from my iPhone

Alan Barwise

From: fahim muhammad <[REDACTED]>
Sent: 22 February 2014 02:15
To: Licensing
Subject: about newsletter 2014

Hi, its Muhammad ,working for Windsor car as private hire driver

I am writing this email regarding licensing newsletter 2014.

About 1st consultation I am totally disagree there is several reason for it

1, our cars are very expensive so we can't afford to have sticker or any extra thing which will caused to scratches our car.

2 we are working for big hotels & corporate clients it does not look good they don't like to these stickers or any publicity things

3 we don't want to invite burglars or robbers to show our cars such like taxi stickers & also houses they thought we keep cash & navigations in the car & in the night time they try to open or damage our car.

4 our families feel not secure because most of taxi drivers are Asian they already been effected there are number of complains & this action increase more.

5 if we are going with our own family people saw these sign even we are not working they disturb us by asking taxi & also they start misbehave in front of kids & family.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

I am very straight to say what I feel & I have full right to write so if heart any one I am sorry for that .

Christine Harvey

From: Mike Foster <[REDACTED]>
Sent: 17 February 2014 19:58
To: Licensing
Subject: Consultation

Sirs,

Having received your newsletter, I followed the link described for the full proposals - and came up with nothing! I must therefore make my comments on rather less than optimum data.

Regarding the proposal for side plates for Private Hire Vehicles, I have to wonder exactly what useful purpose they are meant to achieve. Assuming that the idea is to increase the identification of the vehicles as legitimate Private Hire vehicles, either design would do the job. However, merely duplicating the vehicle plate number on the doors would appear to serve no useful purpose, as the information is already displayed on the rear. You could simply leave it blank, but there might actually be more mileage in attaching the plates to the DRIVER's badge details. If you look back in your records, I am sure that there will be more instances where identification is required of misbehaving drivers than misbehaving vehicles.

Put simply, if you make the plates magnetic and make them the property and responsibility of the DRIVER to attach to whatever legitimate vehicle they are driving, the driver can be more easily identified (let's face it; the badges themselves are virtually impossible for a passenger to read in the car) and cannot claim that he was driving a different vehicle at the time. It would also avoid difficulties with courtesy vehicles used on a short-term basis. It might also mean that drivers who are simply trying to make a bit of cash at weekends that HMRC won't find out about might be dissuaded. Mike would then be able to check that the driver who is IN the car is the same driver whose details are ON the car.

[REDACTED]

[REDACTED]

Kind regards,

M J FOSTER
[REDACTED]

Christine Harvey

From: hanaa.m14 <[REDACTED]>
Sent: 17 February 2014 11:09
To: Licensing
Subject: Door sign

I wanted to tell you about having a door sign on my car I do not think this is a good idea [REDACTED]

[REDACTED]
Please can you take this in mind.

Sent from Samsung tablet

Alan Barwise

From: Zeeshan Yousaf <[REDACTED]>
Sent: 12 February 2014 20:37
To: Licensing
Subject: NO NO to new plans for licensing

Hi, I m a private hire driver and I dont understand from where new bizarre ideas come in councillors tables for taxi and private hire licensing. First of all, I would say NO to PRIVATE HIRE VEHICLE DOOR SIGNS completely, because we provide executive chauffeur service in the area as its been provided in london which is complementary to windsor and Maidenhead council. Moreover, blue chip companies like Akzo Noble, Telefonica and others uses us from Slough even we are not based in Slough, its all we provide very private and executive service. [REDACTED]

[REDACTED]
Finally, if this would be the case and you want to destroy our business, I better off getting a license in london and move there. I understood that any case of rape is not acceptable in anywhere but any passenger shouldn't get into illegal cab in any case. And why I want to get suffered, so again I would say NO NO to it.

Regards,
Zeeshan.

Alan Barwise

From: Ghulam Mohyuddin <[REDACTED]>
Sent: 11 February 2014 14:54
To: Licensing
Subject: New changes

Dear sir/madam

I am one of the taxi driver who work for one of the big company in Windsor . [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

I also think putting these signs on cars dose not make Any difference because I already have taxi plate display on my car and what you can do add pre book only on that plate . Or any small stickers which London cabs have which say pre book only, rather then these big stickers .

Sent from my iPhone

Alan Barwise

From: saad Ali <[REDACTED]>
Sent: 15 February 2014 08:13
To: Licensing
Subject: For the attention of Alan Barwise

Dear Alan,

Firstly I would like to say that my response to the consultation letter is later regarding door signs is because I received the letter just now.

I think it may be a good idea according to the councillors but would it really be as helpful practically as it is assumed to be theoretically? If you would like the drivers to display the signs then what would be the difference in private hire vehicles and hackney vehicles? Customers would keep approaching private hire vehicles and drivers will continue to work illegally taking the rightful share of hackney drivers. (I am aware that it is already happening but the scale of it is less than what it would be in future with these signs)

As well as what would drivers do who cover account work for companies whom require executive service? Surely companies will lose work and if they lose work, number of drivers will reduce resulting in reducing revenue for the borough licensing department. RBWM has much better standard of private hire service as compared to many other boroughs and I think by introducing this system it would de-value the standard of service.

Overall my view is that as part of the system I would request to not implement the proposed plan! This view is not only mine many of my fellow colleagues share the same opinion. Surely they must have written to you.

[REDACTED]

My badge number is pd6852

Kind regards,

Ali (Ascot Cars)

Jennifer Brown

From: David Almond <[redacted]@btinternet.com>
Sent: 26 February 2014 11:56
To: Licensing
Subject: Private Hire Vehicle Door signs

Sirs, regarding the above. My business aims at a certain level of client and not at general hire and to have signs similar to those proposed would make me look like another taxi/private hire vehicle, which is not the type of impression that I am wanting to portray to my clients. I would require dispensation (as I do now) so would not be having permanent signs fixed to my vehicles. I think the licensing panel should be taking my type of business into account when making decisions, even if it is done on a one to one discussion basis by licensing officers with operators concerned in this area of business.

regards

David,

David Almond - British Chauffeur Guild trained, IAM Advanced driver, Private Hire licensed (RBWM), Enhanced CRB, First aid trained, Clean driving licence, Driving 4 Tomorrow Advanced driver.

[redacted] Littleport Spu

[redacted] Slough

[redacted] SL1 3JD

Mobile: 07730 768673

email: [redacted]@btinternet.com

email: [redacted]@btconnect.com

visit our website: www.davidalmondexecutivedriver.co.uk



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LICENSING

CONFIDENTIALITY NOTICE

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Christine Harvey

From: Naveed Akram <[REDACTED]>
Sent: 20 February 2014 15:01
To: Licensing
Subject: Door signs

Dear sir/madam

It is Naveed Akram with badge #PD6449 .i am not in favor of door signs as we do lot of corporate work and it don't look professional Thanks Naveed Akram

Sent from my iPad

Christine Harvey

From: Chris Santley-Dilley <[REDACTED]>
Sent: 25 February 2014 11:16
To: Christine Harvey
Subject: Door Sign Consultation

Hello Christine

Further to our telephone conversation, i have read the councils report on door signs and obviously have some concerns.

My main concern/question is still about dispensation from displaying door signs and licence plates. This is something you currently offer and i make full use of, as it allows me to operate my business as a Chauffeur company, not a pre-booked taxi company. As there is no "Chauffeur licence" available, by Law i have to have a "Private-Hire licence".

We brand and market ourselves as a "Bespoke, Discrete, professional and experienced" chauffeur service, this can not be achieved if we have numerous signage attached to our vehicles.

If the councillors could recognise there is a genuine need for discretion, then displaying a sign or plate would not be a problem. All TFL licenced vehicles display window stickers. The public recognise these as licenses and they are discrete, and i would have no problem with something like that - as we see more and more of them in our area anyway!!

I am sure we are not the only company to point out these concerns, as todays economic climate makes it increasingly difficult to trade in a very competitive and saturated market.

Kind Regards

Chris Santley-Dilley
PD7135

Peter Santley-Dilley
PD7177

Pete7 Chauffeur Services

Jennifer Brown

From: Kam Kang <[REDACTED]>
Sent: 19 February 2014 20:02
To: Licensing
Cc: Cllr Cox; Cllr Majeed
Subject: Fwd: Doors signs for Private Hire

Sorry resending this as my previous email was rejected!

-----Original Message-----

From: Kam Kang <[REDACTED]>
To: licensing <licensing@rbwn.gov.uk>
CC: [REDACTED]
Sent: Wed, 19 Feb 2014 19:57
Subject: Doors signs for Private Hire

Dear Sirs

I write in response to the newsletter sent out regarding the door signs for Private Hire vehicles. How will this affect vehicles with Dispensation? There is no information provided on this.

All our cars are prebooked, by corporate clients, the reason they use our company is because we provide them with clean, smart executive cars for their journey. Our customers are normally greeted at the airports with a Name board or the company Name board, normally the return or any local trips are prebooked and we try to send the same car and driver.

Most of our customers recognise our drivers as we only have a fleet of 6 cars.

Our cars are also used for weddings, especially the S class. If we have Green signs on the sides of the vehicles then we will lose this valuable work.

In Maidenhead Private Hire companies that provide a taxi service to the public, (where they pick up random people from town and pubs) already identify them selves with Bright orange and pink cars. Others already have logos identifying their companies, so really there is no need to introduce this door signage.

Yours sincerely

Mrs K Kang

Jennifer Brown

From: Chaudhry <[REDACTED]>
Sent: 18 February 2014 17:53
To: Licensing
Subject: Licensing newsletter 2014

As a member of Ascot cars you may know that 90per cent of our cars are mercedes Benz.

After talking to some of our regular and premier clients they are not happy at all for your suggested stickers to be banded around on our cars as you would be lowering both our standard and the councils image as the cars will be running with your plates.

Thanking you for your consideration

Sincerely yours

Ulfat Chaudhry Badge number PD7404

Christine Harvey

From: atif shabbir <[REDACTED]>
Sent: 17 February 2014 17:59
To: Licensing
Subject: Consultations private hire vehicle door signs

To Mr Alan Barwise,

I am replying on propels of door signs on private hire. I am sorry to say that i am not supporting your propels because we don't need any signs on the vehicle. We are already doing 100% of the pre book jobs. please think about this propels again..

Thank You
Atif Shabbir

Christine Harvey

From: Amjad Hussain <[REDACTED]>
Sent: 17 February 2014 12:06
To: Licensing
Subject: Disagreement with the councils new private hire vehicle sticker proposal

To Licensing section,

Badge number :PHD5353

I, Mr Amjad Hussain, a private hire driver of Ascot Cars, disagree with your new proposal that every private hire vehicle needs to have signs displayed on the front doors. This is because all our customers require our cars to be private and discreet when they are using our service. They are determined that they will not use our services if we are no longer able to provide that element of discretion. Therefore we will be losing a major part of our overall work which will not be helpful for anyone, especially us at Ascot Cars.

Regards,
Amjad Hussain

Alan Barwise

From: East Cars <[REDACTED]>
Sent: 17 February 2014 11:46
To: Licensing
Subject: EAST CA11

EAST CARS
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

To whom it may concern.

This letter is in reference to having door signs on our Private Hire Vehicles.

We have been with the R.B.W.M for 23 years now and have put up with a lot of changes over the years some good some bad.

But with the introduction of door signs would affect our work greatly.

We are a small company offering executive work and for many years have had exemption for having our plates on the back off our cars.

If you do go ahead with this we feel we would loose a lot of our work.or even have to shut down as most off our companies don't want to be seen they are in a private hire vehicle as we carry a big medical company and they are very tight on security when we take them for meetings.

Iam asking you to think twice on these plates as it could hurt a lot off our executive companys.

Thanks.

Harry/Stephen East.

EAST CARS

Alan Barwise

From: SL1 CoffeeStation <[REDACTED]>
Sent: 16 February 2014 19:46
To: Licensing
Subject: Disagree with your new idea of putting signs on private hire vehicles

To The Licencing Section,

my plate number: 2688
my badge number : PD7500

I,Mr Nadeem Afzal, private hire driver with your borough strongly disagree with your new proposal to stick signs on the front doors of private hire vehicles since I work around the ascot area with Ascot Cars. The customers here prefer all the private hire vehicles picking them up to be discreet as it is a well to do area. If you were to pass this law we are more than likely to lose a lot of business revenue because of this.

Regards,

Nadeem Afzal

Alan Barwise

From: Haseeb Chaudhry <[REDACTED]>
Sent: 15 February 2014 17:04
To: Licensing
Subject: Licensing newsletter 2014

To whom it may concern

I am writing this e-mail in regards to the proposed door signs/stickers for private hire vehicles.

I am dismayed that this proposal has been put forward. I work for Ascot Cars which is an executive private hire company. The area we operate in is Ascot where the customer when booking a private hire vehicle expects vehicles unmarked and to a high standard.

All of our vehicles are very expensive, clean new cars and the proposed door signs would defeat the purpose of having these cars as they are aesthetically very displeasing and this will definitely lead to us losing customers.

Also there is no real reason for these door signs to be implemented in the first place anyway.

Having spoken to other drivers and also passengers none of them have liked this idea and were quite opposed to it.

This proposal is absurd and could be hugely detrimental to our business.

Should these proposals be accepted then we would have no option but to look for a different licensing authority.

Kind regards,

Haseeb Chaudhry
License Number: PD6794
(Ascot Cars)

Jennifer Brown

From: Anthony Sayle <[REDACTED]>
Sent: 13 February 2014 11:36
To: Licensing
Subject: January Newsletter Issue

Dear Alan, Mike and the team

Thanks for the latest Licensing newsletter, i have some views on some of the subjects which i would like to share with you.

Regarding the Private Hire Door signs, this is something that I'm strongly against, for my type of vehicle. I run an executive chauffeur service my only clients are a pharmaceutical company operating out of the Vanwall business estate which generate about 90% of my business, Reading University which makes up 5% and i then occasionally get booked for weddings, so the remaining 5% for that, outside of them i don't even consider any other bookings as they keep me very busy, everything is pre-booked in advance and i mainly operate monday to friday with some weekends thrown in when people are returning or going on business trips, so basically running to and from the airport to the homes. I don't act in anyway as a minicab style of driver so there is no late night pick ups on friday or saturday nights from towns taking people home from pubs and clubs etc.

I feel having these graphics on my car could potentially affect my business as my clients are of a professional level, its mainly senior management, directors and CEO's, and by having dispensation allowing me to store my official plate in the boot of my car it allows me to operate discreetly which is what my clients want. Putting these graphics on my car is going to make me look like a local taxi company, which is not what i am, above i mentioned being booked for weddings, im actually taking a bride to the church on Saturday, on these occasions i deck the car out with the ivory ribbons etc, having these graphics on my car isn't going to look good for a wedding car.

If these graphics fall under the cover of dispensation then that would be great and ill have nothing to worry about.

On another note i do feel that perhaps maybe there should be another category of classification of private hire driver, having spoken with other private hire drivers we do strongly feel that we are being penalised by legislation that is set out for other types of driver that we don't really fit into. Perhaps there could be 3 categories, Hackney Carriage, Private Hire and Executive Chauffeur. Hackney Carriage covering the mini cab style taxis, Private Hire covering the pre-booked taxi category and finally Executive Chauffeur basically covering the style of work that i do. Please let me know what you think on this, I would be more than happy to come down to town hall and have a consultation meeting with you guys for how the category could be set up, i feel it would be in the best interest in a lot of drivers and im sure quite a lot would rather be listed under that category than either of the other two, they just dont cover the style of work that we do.

My second point is again returning to how i feel im being penalised, regarding the compliance test now in affect, im more than 100% happy to abide by the rules and regulations set out by the council, however i have always had my car serviced and MOT'd by Mercedes, given the mileage i do in a year which averages between 40-50K as you can imagine i can put quite a few miles on the clock in the short space of time i have the car, i tend to only keep them 3 to 4 years, 5 at a maximum. When it comes to sell the car its always a bonus that i have full service and MOT history that goes along way when part exchanging a car as well. Having to use a non Mercedes garage for my MOT takes this benefit away from me and even de-values the car, would it not be possible to just have a regular MOT and then when i come to the town hall to renew my plate bring in the necessary items to show i have them? fire extinguisher, first aid kit etc.

Another benefit for always going to Mercedes for my servicing and MOT is that Greenoaks in Slough now offer a Chauffeur discount (James in servicing can verify this), given i sometimes can quite easily have 2 services a year i need to make the most of this to help keep me on the road, as im sure you'll agree its tough for drivers in the UK

these days with the ever escalating fuel cost etc if someone is going to offer me a good discount im going to want to take it.

For someone like me operating on my own, i have one vehicle and i am my own company yet i feel like im falling under the categories that cover larger operating companies such as Golden Executive and Windsor Cars, perhaps the Executive driver category i mentioned earlier could be what you use for operators that have just the one vehicle, as soon as they have a second they then move to the Private Hire category.

I would be interested in any feedback that you have on the points i've raised so feel free to get in touch, if you would like me to come down to discuss anything further please say, i would be more than happy to do so.

Regards
Anthony

Christine Harvey

From: jsexecutivecars1 <[REDACTED]>
Sent: 13 February 2014 12:31
To: Licensing
Subject: Licensing

Hello Alan

Could I Please put my name onto an email sent to yourself by Anthony sayle today.

Its regarding the propsed private hire signs for our vehicles, I feel they are completely unnecessary for my line of work, Anthony and I do very similar jobs and these signs would greatly effect my business .

My customer base is one of either cheif executives or very successful individuals who require a professional executive service.

We spoke back in November regading a few issue's and I would be great full to discuss some alternative ideas towards different categories of licences.

Kind regards

John Collins

Sent from Samsung Mobile

Alan Barwise

From: mhmoood parwane <[REDACTED]>
Sent: 12 February 2014 22:44
To: Licensing

Dear Sir/Madam

I am writing to you with regards to Licensing Newsletter 2014, which explains the "Door Signs" to be put on private hire vehicles.
i would like to give my opinion, that i disagree with the idea as it will not look nice on our expensive cars.

I am working for a company who use prestigious cars for their corporate clients. If these stickers are applied than straight away it would leave an extremely bad impression on our clients. Therefore i completely resent this idea and if enforced it will leave me no option but to leave the trade altogether.

I once again request you that private hire vehicles should be exempted from this iconic ridiculousness.

Best Regards,

Tofan parwane

[REDACTED]

[REDACTED]

[REDACTED]

Alan Barwise

From: [REDACTED]
Sent: 13 February 2014 00:14
To: Licensing
Subject: Consultation PH door signs

Hi RBWM licensing.

I am a private hire driver working for Ascot Cars. I would like to express that the idea of door signage is a bad idea and I am very much against it.

It will deface a prestigious Mercedes-Benz. Account and hotel customers will not like this. I believe drivers would not want to put a door sign on their £16k Mercedes-Benz. Also this increases the risk of the vehicle being broken into.

I would be grateful if my response can be mentioned at the meeting.

Many thanks.

Sent from my HTC

Alan Barwise

From: Licensing
Sent: 12 February 2014 08:31
To: Alan Barwise
Cc: Michael Johnson
Subject: FW:

Christine Harvey

Licensing
Direct Line 01628 685704

-----Original Message-----

From: tafhimi abidullah [redacted]
Sent: 12 February 2014 08:26
To: Licensing
Subject:

Dear sir / madam!

Pls do not force a huge number of drivers give up their work by implementing new suggestion of placing a private hire door sign which is under consideration and u r seeking views from registered drivers with rbwm.
I hope again this plan do not go forward as our will.

Thanks

Abidullah Tafhimi

Sent from my iPhone

Alan Barwise

From: Licensing
Sent: 12 February 2014 08:32
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: Private Hire Door Signs

Christine Harvey

Licensing
Direct Line 01628 685704

From: 4 Gees Ltd. [REDACTED]
Sent: 11 February 2014 16:02
To: Licensing
Subject: Re: Private Hire Door Signs

Dear Sir,

Thank you for the latest Licensing Newsletter.

May I point out that I had a lot of trouble finding the reports on the website as the underscore between "licensing_consultation" in the web address is not visible due to the text being underlined.

As a Private Hire Driver (plate number PV5128) I would like to register my objection to the proposed "Door Signs" for Private Hire Vehicles. Most of my passengers are business executives and I already have to pay extra, not to display my registration plate on the rear of my vehicle, following their requests. Will I have to pay more not to display these door signs if they come into force?

While I do understand the reasons for this proposal, I do feel that there is a vast gap between the Mini-cab type and the Executive Private Hire Drivers and vehicles. Could it now be the time to distinguish between the two types of service as we do between Taxi's and Private Hire? Working with a few other local companies who also provide executive transport, I am not alone and feel that it is unfair to impose door signs on our vehicles.

Best regards

Chris Gladden

4 Gees Ltd.
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Alan Barwise

From: Bruce Palmer <[REDACTED]>
Sent: 12 February 2014 11:36
To: Licensing
Subject: Signs on Private Hire Vehicles.

Dear Sirs /Madam.

Why oh why do councils have to copy other councils.

There is, in my opinion no need to put signs all over the car, as it makes it look as though it is a taxi. Unfortunately Joe Public cannot differentiate from a TAXI Sign and a Private Hire Sign. They see a sign and wave you down.

No sign on Private hire will solve the problem, then they know.
Plus the cost i presume will be put on each owner.

I would be happy to have sign in the front Window like a tax disc size. That would solve the problem of dispensation, and keep the costs lower than the current Plastic Plates

As you can gather i am dead against the idea.

Kindest Regards
Bruce Palmer

Operator of B.Palmer Chauffeur Services Op No PO1182

Alan Barwise

From: tafhimi abidullah <[REDACTED]>
Sent: 12 February 2014 08:26
To: Licensing

Dear sir / madam!

Pls do not force a huge number of drivers give up their work by implementing new suggestion of placing a private hire door sign which is under consideration and u r seeking views from registered drivers with rbwm.

I hope again this plan do not go forward as our will.

Thanks

Abidullah Tafhimi

Sent from my iPhone

Alan Barwise

From: Licensing
Sent: 12 February 2014 12:27
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: consultation - door stickers

Christine Harvey

Licensing
Direct Line 01628 685704

From: Flsltd [REDACTED]
Sent: 12 February 2014 12:03
To: Licensing
Subject: consultation - door stickers

To whom it may concern,
Can you confirm that the door stickers will not be mandatory for vehicles that have an exemption or dispensation letter?

Kind regards

John Richardson

Fleetline Solutions (Ascot)
[REDACTED]

www.fleetlinesolutionsascot.com

Alan Barwise

From: Licensing
Sent: 10 February 2014 15:43
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: Phv door signs

Christine Harvey

Licensing
Direct Line 01628 685704

-----Original Message-----

From: shah rouf [REDACTED]
Sent: 10 February 2014 15:11
To: Licensing
Subject: Phv door signs

Further to your news letter, re phv door signs, i think magnetic ones defy the object of the exercise, because most phv drivers will not display it , whenever they feel like. I.e if they wanted to tout ect ect. It should remain on the vehicle at all times, just like the hackney carriages and like 99% of all other boroughs in the uk.

Regards
Shah

Alan Barwise

From: Licensing
Sent: 10 February 2014 14:29
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: Private Hire Door Signs

Christine Harvey

Licensing
Direct Line 01628 685704

-----Original Message-----

From: Star Cars [REDACTED]
Sent: 10 February 2014 14:13
To: Licensing
Subject: Private Hire Door Signs

Me and my drivers are NOT keen on the door signs. A lot of our customers use us cause our cars are sign free & feel more comfortable sitting in our cars. If we start using door signs, they will feel uncomfortable which will have a lot of effect on our work?

Sent from my iPhone

Alan Barwise

From: Licensing
Sent: 10 February 2014 14:30
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: Private Hire door sign

Christine Harvey

Licensing
Direct Line 01628 685704

-----Original Message-----

From: Abidullah Tahimi [REDACTED]
Sent: 10 February 2014 14:13
To: Licensing
Subject: Private Hire door sign

Dear sir/madam!

I m writing concerning your sugestion to introduce private hire door signs which are under consideration to be placed. I would like to suggest you that please leave the private hire as it is simple. My simple advise for it DO NOT DO.

As I have been working in Windsor as a private hire for a decade I don't see it attractive or letting customer know about only advance booking which they already know. I hope this new suggestion will not go forward. We don't want our vehicle look like a sign board as many other councils have done with their drivers.

Why do we need it now if work is going well and smoothly and drivers are all happy? Pls take majority of drivers in confidence before taking any decision.

Many Thanks

Abidullah tafhimi
[REDACTED]

Sent from my iPad

Alan Barwise

From: John Richardson [REDACTED]
Sent: 12 February 2014 13:46
To: Alan Barwise
Subject: Re: consultation - door stickers

Dear Mr Barwise.

I operate as an independent operator, and most of my clients are senior managers in large companies or people/families that I know personally. I have no doubt that there will be other independent operators like myself, and a door sticker could potentially put off customers that have historically used our services. I fully understand why stickers would be a good idea in ensuring that the general public do not engage the services of an unlicensed driver. And of course, we have seen the dreadful consequences in the newspapers. However, these events generally take place when the night clubs close, and young people just want to get home, and don't necessarily take the care that they should when choosing their method of transport. I am not in the business of collecting young people from night clubs at 2am, nor would I wish to be. However, if the aim of the door stickers is to ensure that tourists and youngsters only get into licensed vehicles, perhaps there should be a campaign to educate people particularly youngsters, as to what they should do to book and check that they are getting into a licensed vehicle. All too often, in London particularly, bouncers put their customers into the first car that pulls up, licensed or not. I have seen it happen, and I have, when in London, been approached by unlicensed drivers asking if I need a lift any where. More often than not, the vehicle would not have passed an Mot let alone been licensed.

Kind regards

John Richardson
[REDACTED]
www.fleetlinesolutionsascot.com

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Licensing
Sent: 12 February 2014 12:27
To: Alan Barwise
Cc: Michael Johnson
Subject: FW: consultation - door stickers

Christine Harvey

Licensing
Direct Line 01628 685704

From: Flsltd [REDACTED]
Sent: 12 February 2014 12:03
To: Licensing
Subject: consultation - door stickers

To whom it may concern,
Can you confirm that the door stickers will not be mandatory for vehicles that have an exemption or dispensation letter?

Kind regards

John Richardson

Fleetline Solutions (Ascot)
[REDACTED]

www.fleetlinesolutionsascot.com

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Thank you <http://www.rbwm.gov.uk>

.....

Alan Barwise

From: Darrah Mike <[REDACTED]>
Sent: 30 January 2014 16:14
To: Alan Barwise
Cc: [REDACTED]
Subject: RE: Re: Windsor & Maidenhead

Alan,

I personally feel these are a really positive step forward and feel they would assist public safety.

A 'yes' from me!

Sergeants - FYI

Inspector Mike Darrah | Maidenhead Neighbourhood Policing Team | External telephone 01628 645870 |
[REDACTED] | Address Maidenhead Police Station, Bridge Road, Maidenhead, SL6 8LP.

From: Alan Barwise [REDACTED]
Sent: 30 January 2014 11:33
To: Darrah Mike
Subject: FW: Re: Windsor & Maidenhead

From: Alan Barwise
Sent: 30 January 2014 11:12
To: [REDACTED]
Subject: FW: Re: Windsor & Maidenhead

Emily and Mike

At yesterday's joint tasking, I mentioned that Councillors are consulting about the proposal to have door signs on our private hire vehicles. These will be displayed on the front doors of the vehicles although I am sure some dispensation will be given for those vehicles being used for corporate or contract work. We are sending out newsletters to all our drivers and the relevant documents are on our website.

As the police inspectors responsible for the area, I welcome your views on whether you consider that such signs would assist public safety from the point of view of the travelling public.

I look forward to hearing from you.

Regards

Alan Barwise
Team Leader - Licensing
RBWM

[REDACTED]

ASSISTANT