

Taxi Consultation

SURVEY RESPONSE REPORT

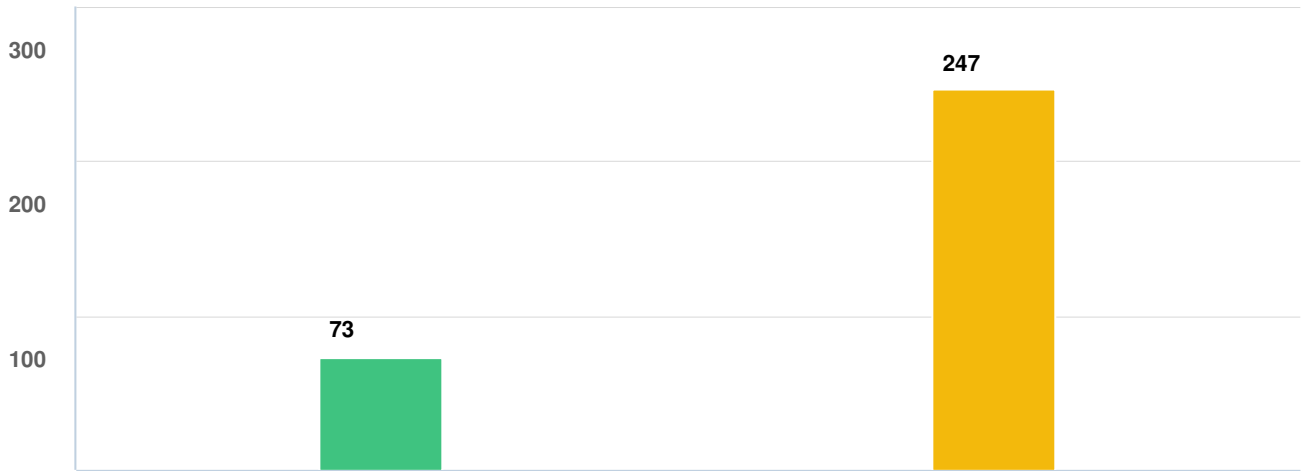
15 December 2020 - 04 January 2024

PROJECT NAME:
Taxi Consultation



SURVEY QUESTIONS

Q1 Are you a RBWM licenced hackney carriage or private hire driver?

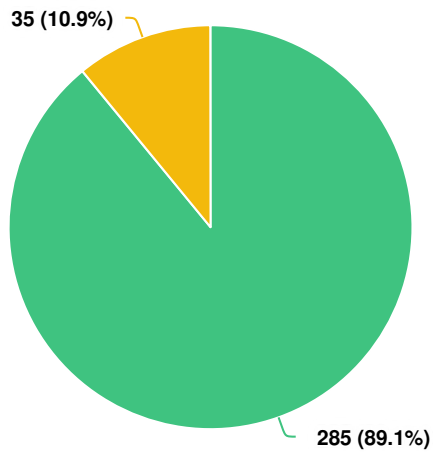


Question options

- Yes
- No

Mandatory Question (320 response(s))
Question type: Checkbox Question

Q2 Were you aware that RBWM licenced hackney carriages (taxis) are required to be white with a purple bonnet and boot and a la...



Question options

- Yes
- No

Mandatory Question (320 response(s))
Question type: Dropdown Question

Q3 What benefits, if any, do you think this livery provides?

Anonymous
11/13/2023 09:31 AM
I don't think it provides any benefit. Infact I think it looks abut extreme and outdated.

Anonymous
11/13/2023 09:36 AM
There is no benefit from this if you can take a survery from customers they only reason they use hackney carriage is convince they dont give us bookings as they dont like the white and purple look of cars as it does not look professional.

Anonymous
11/13/2023 09:33 AM
Not much

Anonymous
11/13/2023 09:44 AM
Safety for passengers as vehicles are identifiable as licensed

Anonymous
11/13/2023 10:42 AM
None at all. No benefit has been achieved on having livery placed on the vehicles.

Anonymous
11/13/2023 10:06 AM
Easy identification

Anonymous
11/13/2023 10:11 AM
None

Anonymous
11/13/2023 10:45 AM
Makes it easier for customers to know what is a taxi

Anonymous
11/13/2023 10:59 AM
No benfeits

Anonymous
11/13/2023 11:16 AM
Gives distinction to a hackney

Anonymous
11/13/2023 11:23 AM
None

Anonymous
11/13/2023 11:59 AM
None

Anonymous 11/13/2023 12:16 PM	Shows who the licenced Hc drivers are easily
Anonymous 11/13/2023 12:50 PM	Not looks good
Anonymous 11/13/2023 01:25 PM	Any colour like London taxi
Anonymous 11/13/2023 01:36 PM	None most customers think it looks horrible
Anonymous 11/13/2023 01:37 PM	None
Anonymous 11/13/2023 01:48 PM	Instantly recognised as a licensed taxi
Anonymous 11/13/2023 01:53 PM	Safer - passenger knows it is a licensed cab. Also reflects the RBWM community.
Anonymous 11/13/2023 02:00 PM	Easy to identify as licensed taxi and know which local authority. Advertises the RBWM. Looks smart.
Anonymous 11/13/2023 02:04 PM	It makes them easily identifiable as RBWM approved taxis
Anonymous 11/13/2023 02:14 PM	Gives the public confidence that they are legitimate taxis who can pick up roadside
Anonymous 11/13/2023 02:22 PM	Easily identifiable to residents and visitors. Strengthens branding of the Borough of which we should be proud and promoting not erasing. A smart and uniform appearance carrying strong values and heritage currently, which will be erased if you delete it.
Anonymous 11/13/2023 02:27 PM	Helps to identify official RBWM cabs. Provides a uniform and distinct Hackney carriage. Feels a more professional and safe service therefore encourages responsible transportation.

Anonymous

11/13/2023 02:54 PM

I think it serves as a quality trust mark, and that cabs sporting this livery are less likely to bring themselves and RBWM into disrepute.

Anonymous

11/13/2023 03:06 PM

This is special. For residents, local customers and visitors to have this special identity, and feeling of pride for our town.

Anonymous

11/13/2023 03:03 PM

That RBWM taxis can stand out from non RBWM taxis

Anonymous

11/13/2023 03:39 PM

it is a clear visual clue that the car is a licenced RBWM taxi and not an un-licenced car. You have to be careful these days about getting into cars with no clear markings.

Anonymous

11/13/2023 03:21 PM

Certainty for the customer, recognisable, safe, branded for visitors

Anonymous

11/13/2023 03:52 PM

Pride in residing in a royal borough, easy identification of a licensed taxi at a distance useful for the sight impaired

Anonymous

11/13/2023 03:59 PM

They are easily identifiable.

Anonymous

11/13/2023 04:09 PM

None.

Anonymous

11/13/2023 04:11 PM

Making taxis for secure..

Anonymous

11/13/2023 04:26 PM

I think the coat of arms is ok. But the 2 color white and purple does not look very nice. A vehicle all one color ie white. Or all black looks more and more executive. The purple and white looks like gone back in time

Anonymous

11/13/2023 04:42 PM

The taxi can be immediately and easily identified as a properly licensed vehicle.

Anonymous

11/13/2023 04:33 PM

As a local resident it is clear which are the licensed taxis,

Anonymous

11/13/2023 04:49 PM

Increased confidence in licensed vehicles and checks carried out

Anonymous

11/13/2023 08:29 PM

Nothing

Anonymous

11/13/2023 05:45 PM

No benefits at all as the vehicles are unable to be used for personal use as taxis go we have clearly marked taxi ranks and the taxi lights are always on so they can be identified as taxis and the cost of the vehicles are significantly higher and devalues them with the two colour combination

Anonymous

11/13/2023 06:09 PM

None - if anything their not so good practices detract from the royal borough

Anonymous

11/13/2023 06:16 PM

I see no benefits as the taxi ranks are clearly marked outside the castle and maidenhead station

Anonymous

11/13/2023 06:37 PM

I am proud to be a resident of a Royal borough and identification and reinforcement that taxis are licenced by RBWM is important

Anonymous

11/13/2023 06:40 PM

It instills confidence that you're getting into a taxi that is safe, and authorised. There are too many dodgy unofficial drivers out there. The livery creates a sense of pride and security - especially for women. They also look nice for visitors and support our heritage!

Anonymous

11/13/2023 07:07 PM

Recognition of a licensed vehicle

Anonymous

11/13/2023 07:13 PM

Makes them stand out and provides certainty.

Anonymous

11/13/2023 07:37 PM

The licensed vehicles are distinctive for members of the public. They know a licensed cab from private hire or Uber type vehicles. This is an important branding for the public.

Anonymous

11/13/2023 07:55 PM

Benefits the Borough as a tourist attraction. Good for business.

Anonymous

It identifies a taxi

11/13/2023 07:52 PM

Anonymous

11/13/2023 07:57 PM

Easily recognisable as a licensed taxi for RBWM and allows passengers to feel comfortable that they are known to and registered with RBWM.

Anonymous

11/13/2023 08:33 PM

It indicates that the vehicle is more likely to be a licensed vehicle thereby providing some assurance to users.

Anonymous

11/13/2023 08:49 PM

Makes it clear this is a licenced vehicle. Creates a sense of safety and security

Anonymous

11/13/2023 08:56 PM

Nothing car does not like beautiful

Anonymous

11/13/2023 09:16 PM

Recognised!!

Anonymous

11/13/2023 09:36 PM

One may argue that the livery provides certain assurances such as fair charging, enhanced safety/proof of licence.

Anonymous

11/13/2023 09:35 PM

Easily identifiable

Anonymous

11/13/2023 09:39 PM

Easily identifiable. Difficult for rouge non- drivers to easily replicate - improves passenger safety

Anonymous

11/13/2023 09:39 PM

Easily identifiable as a licensed cab

Anonymous

11/13/2023 10:24 PM

It shows people (residents & visitors to Windsor) that these taxi's are properly licenced, insured and safe to use. It also visibly displays a brand logo of the Royal Borough Council that residents should be proud of.

Anonymous

11/13/2023 10:47 PM

Identity

Anonymous

Adds to the Royal Borough status and is a wonderful marketing

11/13/2023 10:54 PM

symbol for our Royal town. Makes visitors feel even more special when using taxis in Windsor adds to their Royal experience in visiting the town .the logo is in keeping with the prestige of a Royal town

Anonymous

11/13/2023 11:17 PM

It is a clear statement for visitors of the taxi 'belonging' to Windsor. It 'sells' the borough.

Anonymous

11/13/2023 11:13 PM

Helps identify licenced vehicles

Anonymous

11/13/2023 11:13 PM

Familiarity and a sense of safety and security

Anonymous

11/13/2023 11:21 PM

Easy to identify licensed cars

Anonymous

11/13/2023 11:26 PM

Noticeable

Anonymous

11/13/2023 11:45 PM

Identifying official taxis

Anonymous

11/13/2023 11:51 PM

Easily identifiable Branded livery gives Windsor a special and distinguished identity and strong brand

Anonymous

11/14/2023 05:04 AM

Easy identification

Anonymous

11/14/2023 06:31 AM

As a woman, I find the livery very reassuring. Being able to differentiate easily who is a properly licensed taxi is so important. Violence against women and girls is a huge issue, and particularly late at night it's a huge positive to give women an easily identifiable safe route home. It also serves to act as a source of advertising and pride in our Royal Borough.

Anonymous

11/14/2023 07:10 AM

Easily highlights on a busy road which taxis are reputable and safe, those sporting this livery demonstrate their commitment to be a licensed Hackney carriage.

Anonymous

Easily identifies them as genuine registered taxis.

11/14/2023 07:34 AM

Anonymous

11/14/2023 08:02 AM

Huge benefits. It is recognisable in town late at night. It makes me feel safe. It is the branding of RBWM which should be valued

Anonymous

11/14/2023 08:07 AM

Uniformity, easily identifiable and promotes the Borough. In the event of complaints in or out of RBWM it makes our taxis easily identifiable.

Anonymous

11/14/2023 08:50 AM

It makes licenced taxis easy to identify, raising passenger confidence in the vehicle, charging scale, and driver

Anonymous

11/14/2023 08:40 AM

Prevents bogus drivers pretending to be official licensed taxi drivers

Anonymous

11/14/2023 08:46 AM

Endorsement of being Borough regulated

Anonymous

11/14/2023 08:48 AM

Recognition as a reputable taxi

Anonymous

11/14/2023 08:56 AM

Brand image is positive and gives a sense of security and legitimacy to hirers

Anonymous

11/14/2023 09:22 AM

None

Anonymous

11/14/2023 09:33 AM

Pride in working in the Royal Boriugh and displaying that fact.

Anonymous

11/14/2023 09:46 AM

It makes them easily identifiable. I have more confidence in using a Hackney carriage taxi due to them being registered and knowing I would be getting into a recognised vehicle.

Anonymous

11/14/2023 10:06 AM

Being honest no benefits for residents let alone tourists.

Anonymous

11/14/2023 10:28 AM

Easy Identification. Safety.

Anonymous 11/14/2023 11:20 AM	It identifies the vehicles as Hackneys and for which borough they are licenced to
Anonymous 11/14/2023 11:33 AM	Noticeable
Anonymous 11/14/2023 11:32 AM	we know they are licenced. look smart.
Anonymous 11/14/2023 11:54 AM	Easy for customers to identify a hackney taxi from RBWM,
Anonymous 11/14/2023 12:06 PM	I think it is easy to be recognised by people
Anonymous 11/14/2023 12:02 PM	It provides comfort to know the Taxi is licensed. It gives a strong brand for the Borough. It demonstrates reliability. It demonstrates long-term commitment by the driver.
Anonymous 11/14/2023 12:00 PM	Safe to use taxi
Anonymous 11/14/2023 12:03 PM	Distinctive and reassuring that it has been approved by the council
Anonymous 11/14/2023 12:14 PM	No
Anonymous 11/14/2023 12:50 PM	We don't want the d b s to done every six months at my cost but if You wish to do at on your own cost I don't mind.
Anonymous 11/14/2023 01:14 PM	It differentiates them from private hire and Uber cars and let's the customer know that it "should " be a metered fare and they are subject to tighter regulations as RBWM licensed. Reassuring the public .
Anonymous 11/14/2023 01:27 PM	It make them stand out as Windsor taxis
Anonymous	It identifies a taxi as licensed by RBWM, and where the main taxi

11/14/2023 02:27 PM ranks, ie outside Windsor Castle (includes W&E station)
Maidenhead station, that local taxis are knowledgeable and as good as the renown London taxis.

Anonymous
11/14/2023 03:16 PM Brand awareness, you know you are getting into an official licensed cab

Anonymous
11/14/2023 03:23 PM None

Anonymous
11/14/2023 03:30 PM Makes people aware what kind of taxi this is

Anonymous
11/14/2023 03:59 PM Not many

Anonymous
11/14/2023 03:51 PM Makes it clear it's a proper taxi

Anonymous
11/14/2023 04:57 PM Easily identify licensed taxis, particularly local tourist, and gives a professional image.

Anonymous
11/14/2023 05:25 PM Makes the cars look professional

Anonymous
11/14/2023 05:52 PM None.

Anonymous
11/14/2023 06:43 PM Clearly marked as RBWM taxis so identifiable on ranks etc.

Anonymous
11/14/2023 07:21 PM Easy id of regulated taxis, at some cost to the drivers (which they presumably pass on)

Anonymous
11/14/2023 07:41 PM Easily identifiable

Anonymous
11/14/2023 09:11 PM N/A

Anonymous

11/14/2023 09:06 PM

Easily identified

Anonymous

11/14/2023 11:11 PM

The driver can do the private job as well customer don't like the purple and white colour

Anonymous

11/14/2023 11:42 PM

Licensed and regulated taxis clearly standout.

Anonymous

11/14/2023 11:45 PM

Identifies as a licensed vehicle

Anonymous

11/15/2023 07:37 AM

Having the livery sign indicates that the taxi is bona fida and the driver has passed the criminal checks and that the vehicle has MOT, insurance and is safe to travel i,.

Anonymous

11/15/2023 08:59 AM

We'll know they're approved vehicles and drivers

Anonymous

11/15/2023 11:56 AM

There might not be an actual benefit but cars in that color scheme dont look good specially bit older ones. And it is an extra expense for taxi drivers while joining

Anonymous

11/15/2023 12:28 PM

Easily identifiable for customers - including pupils and school sites

Anonymous

11/15/2023 01:21 PM

I do not think it provides any benefit as people know a hackney Carriage has a meter and taxi sign. It cost the drivers a lot of money anywhere between £1500/£2000 to wrap car and stickers cost £200.

Anonymous

11/15/2023 05:33 PM

Allows taxis to be seen and recognised.

Anonymous

11/15/2023 06:06 PM

Makes the taxi stand out, can be confident it is a RBWM hackney carriage, with safety and prices mopre assured

Anonymous

11/15/2023 07:45 PM

Branding and confirmation of an official licensed taxi visible from afar, which is safer to travel in

Anonymous

11/15/2023 10:22 PM

Looks official

Anonymous

11/16/2023 09:12 AM

It seems an unnecessary complication

Anonymous

11/16/2023 02:40 PM

Easy identification and security for users

Anonymous

11/16/2023 06:50 PM

Differentiates between hackney carriages and private hire vehicles.
Makes it very clear what vehicles are taxis.

Anonymous

11/16/2023 11:31 PM

Safe identification for customers of local cabs for area knowledge and reassurance for wheelchair users.

Anonymous

11/17/2023 12:13 AM

Reassurance as to licensing etc

Anonymous

11/17/2023 03:48 PM

safety

Anonymous

11/17/2023 03:51 PM

It should ensure courtesy and professionalism in the drivers. It's should ensure clean tidy cabs. Unfortunately this is not always the case

Anonymous

11/17/2023 03:52 PM

These are instantly identifiable to residents so they know where they may need to report a taxi too or if they require a taxi it makes easily identifiable as safe

Anonymous

11/17/2023 04:05 PM

Lends some uniformity to local transport. May lead to vulnerable people feeling safer if they use transport with a familiar livery. It's quite striking.

Anonymous

11/17/2023 03:54 PM

I know that these cabs are the ones that will cost me a fortune!

Anonymous

11/17/2023 03:57 PM

It enables the cars to be readily identified as checked and licensed drivers and vehicles. It enables poor driving by cab drivers to be easily identified and reported, so encourages them to behave responsibly.

Anonymous

11/17/2023 04:01 PM

It provides a clear indication of which taxis to avoid

Anonymous

11/17/2023 04:09 PM

Assurance that the vehicle is a licensed taxi within Windsor and Maidenhead authority area.

Anonymous

11/17/2023 04:23 PM

Clear indication that these vehicles are used by RBWM and are licensed

Anonymous

11/17/2023 04:19 PM

This clearly identifies taxis as being genuine RBWM taxis and also given the Royal connections of the Borough and quantum of tourists passing through the area every year is seen as a major asset

Anonymous

11/17/2023 04:21 PM

Immediately identifiable as a licensed taxi

Anonymous

11/17/2023 04:18 PM

Easily recognisable

Anonymous

11/17/2023 04:41 PM

It makes safe locally licensed taxis easily identifiable. This is extremely important for users.

Anonymous

11/17/2023 04:33 PM

It shows that they will pretend they cannot take card payments in order that they can take cash only. This is after saying they take card payments and massively overcharging.

Anonymous

11/17/2023 04:34 PM

Easy to identify a licensed taxi

Anonymous

11/17/2023 04:44 PM

Easy to identify

Anonymous

11/17/2023 04:47 PM

trust that it is licensed.

Anonymous

11/17/2023 04:49 PM

Instant recognition. Trust. Good for the Royal Borough especially for tourists

Anonymous 11/17/2023 04:55 PM	Easy to spot and to confirm that it is a council-approved carrier
Anonymous 11/17/2023 05:09 PM	Avoids rogue operators in unmarked cars.
Anonymous 11/17/2023 05:08 PM	Easy To identify as licensed taxi driver
Anonymous 11/17/2023 05:24 PM	It should show all the correct mechanical checks & insurances are in place but I have limited confidence in this !!
Anonymous 11/17/2023 05:23 PM	Easily recognisable and should be a trusted service for the public including vulnerable people eg the elderly
Anonymous 11/17/2023 05:33 PM	Piece of mind for passengers knowing that the taxi is bona fide
Anonymous 11/17/2023 06:18 PM	Clarity of registration and RBWM licensed
Anonymous 11/17/2023 06:31 PM	The only benefit it has is the public notices we are from the RBWM.
Anonymous 11/17/2023 06:29 PM	Approved vehicle with the liveru shows it is a legitimate taxi to tourists
Anonymous 11/17/2023 07:15 PM	Trustworthy and reliable drivers and service because those taxis are licensed and endorsed by the council RBWM.
Anonymous 11/17/2023 07:12 PM	Stops rogue drivers plying for hire
Anonymous 11/17/2023 07:14 PM	Helps people easily identify a safe carriage method.
Anonymous 11/17/2023 07:51 PM	It gives reassurance that the vehicle and driver are fully cleared and endorsed by The Royal Borough - and is a low-key form of promotion for the Borough and for the drivers.

Anonymous 11/17/2023 08:07 PM	It provides security, as you know that RBWM should support any complaints. Clearly, it makes the taxis easily identifiable.
Anonymous 11/17/2023 08:23 PM	Clearly identifiable taxi. That's about it.
Anonymous 11/17/2023 09:10 PM	Clear that the taxi driver is approved as safe by RBWM.
Anonymous 11/17/2023 09:08 PM	It's obvious that they're RBWM licensed taxi drivers,
Anonymous 11/17/2023 10:15 PM	Reassurance, particularly for women, that its a reputable company to use and properly licensed and safe.
Anonymous 11/17/2023 10:19 PM	Nothing
Anonymous 11/17/2023 10:29 PM	Clear identification
Anonymous 11/18/2023 06:40 AM	A very professional look. Also easy to send the message along the lines 'Look for the Livery' or similar, if a need to publicise the need to avoid rip-offs and be assured that you are getting into a 'safe' vehicle.
Anonymous 11/18/2023 07:48 AM	Very little other than to identify taxis
Anonymous 11/18/2023 10:22 AM	Extremely distinctive and avoids scam taxis. Very easy to spot in traffic
Anonymous 11/18/2023 12:37 PM	Easily identify a hackney carriage. Some assurance that checks on the driver have been done. Safety for passengers.
Anonymous 11/18/2023 01:10 PM	Feeling safe entering a known and properly licensed vehicle.
Anonymous 11/18/2023 01:24 PM	no benefits of purple bonnet. The coat of arms is significant for the borough

Anonymous 11/18/2023 02:46 PM	Confidence that the taxi is licensed
Anonymous 11/18/2023 03:08 PM	No benefit as Costs us drivers to wrap and family don't want to sit in it as ot stocks out
Anonymous 11/18/2023 04:35 PM	Easily identifiable. They have been checked and deemed safe by RBWM. They are properly licensed
Anonymous 11/18/2023 05:09 PM	Easy to identify bona-fide taxis
Anonymous 11/18/2023 06:14 PM	Governance and accountability. Easily recognised. Excludes rogue taxi drivers
Anonymous 11/18/2023 06:44 PM	Zero benefit
Anonymous 11/18/2023 06:49 PM	Safety, easy to spot and identify, good to know approved drivers and can report if issue
Anonymous 11/18/2023 10:44 PM	Recognition and council branding
Anonymous 11/19/2023 07:03 AM	Easily identifiable Expect a standard of service
Anonymous 11/19/2023 10:47 AM	Pride in the borough; safety for passengers in knowing they are booking an RBWM licensed cab.
Anonymous 11/19/2023 11:31 AM	Easily recognisable
Anonymous 11/19/2023 01:47 PM	easily identifiable
Anonymous 11/19/2023 02:57 PM	No benefits.

Anonymous

11/19/2023 09:20 PM

The vehicle is identifiable as a taxi by anyone who is concerned about personal safety

Anonymous

11/19/2023 11:08 PM

Ease of identification, reassurance of genuine.

Anonymous

11/19/2023 11:19 PM

Reassurance as a resident that these cabs have safety checks (or so I thought!) A type of branding which gives credibility to the taxi.

Anonymous

11/20/2023 08:51 AM

Easy identification, which it's hoped would make the drivers of such vehicles drive in an appropriate manner and give customers a feeling of safety knowing the taxi driver is a proper taxi driver for RBWM.

Anonymous

11/20/2023 12:33 PM

Shows they are the official taxi service rather than a private hire company.

Anonymous

11/20/2023 03:27 PM

To be able to identify a taxi; safety and assuring customers it's bone fide

Anonymous

11/20/2023 03:54 PM

It is a sign that this is a genuinely licensed taxi and gives a sense of security to users

Anonymous

11/20/2023 08:25 PM

I don't really see any particular benefits other than it makes them recognisable.

Anonymous

11/21/2023 07:40 AM

The branding clearly identifies taxis that are licenced by the local authority to operate in the borough. It gives assurance that the necessary checks have been carried out, that they are safe for passengers to use and that they're less likely to be "ripped off" by rogue operators. It's also more welcoming to visitors to the borough especially from overseas. It also helps to deter operators from outside the borough from straying onto borough taxi ranks.

Anonymous

11/21/2023 07:52 AM

Reassurance that the drivers and vehicles are safe, checked and approved. SO important especially for female, elderly or vulnerable passengers.

Anonymous

Easily identifiable, especially to visitors to the area that they are

11/21/2023 09:22 AM

taking a licensed vehicle.

Anonymous

11/21/2023 11:44 AM

None - it should be redacted to encourage more drivers

Anonymous

11/21/2023 11:47 AM

Certifies that they are properly licensed by RBWM.

Anonymous

11/21/2023 12:08 PM

It should provide reassurance that a woman travelling alone is safe and that they will take credit card and that I had the ability to raise issues . Therefore i feel it is essential, especially as I have some awful unacceptable and unfriendly experiences in taxis from Windsor and Maidenhead stations - I do feel it is extremely important Living near the station it also helps identify those loitering, idling and parking in residential roads, often in groups ! I've also experienced last minute u turns or turning at inappropriate places with lack of awareness for pedestrians so white and purple means they are more visible when making these manoeuvres in highly pedestrianised areas. White and purple is more visable for pedestrians.

Anonymous

11/21/2023 12:08 PM

obviously a taxi

Anonymous

11/21/2023 12:16 PM

This shows that your taxi is a safe and validated one

Anonymous

11/21/2023 12:36 PM

It makes it clear to customers that they are a bonified service and brings reassurance to lone females travelling alone

Anonymous

11/21/2023 12:48 PM

Easily identifiable

Anonymous

11/21/2023 01:17 PM

Recognition by the public Distinctive for the Royal Borough

Anonymous

11/21/2023 01:30 PM

None

Anonymous

11/21/2023 02:36 PM

Easy identification so you know it is an approve and trusted provider

Anonymous 11/21/2023 02:45 PM	Easily identified as approved by the council - known driver with regular checks so makes me feel safer
Anonymous 11/21/2023 03:51 PM	Ease of identification Peace of mind /safety/comfort Beautiful
Anonymous 11/21/2023 03:57 PM	Recognition
Anonymous 11/21/2023 04:30 PM	A trusted registered vehicle
Anonymous 11/21/2023 04:37 PM	Ease of recognising licenced taxi's
Anonymous 11/21/2023 04:50 PM	A clear identity that shows vehicles and taxis are registered within the RBWM - Safety in knowing these vehicles are registered, maintained, insurance and certified
Anonymous 11/21/2023 06:34 PM	easy identification and who you are riding with
Anonymous 11/21/2023 06:52 PM	Clarity that they are a licensed and therefore (I would hope) safe.
Anonymous 11/21/2023 08:08 PM	Easy to spot and reassuring to know it's a licenced taxi
Anonymous 11/21/2023 08:30 PM	It really makes no difference to me
Anonymous 11/21/2023 09:17 PM	An alleged standard of service, safety and professionalism.
Anonymous 11/21/2023 09:32 PM	Easily identified
Anonymous 11/22/2023 05:30 AM	easy identification, providing safety when using one. And one point of contact when you need to track down a vehicle (after an accident for example) rather than trying multiple companies.

Anonymous 11/22/2023 08:44 AM	It makes them easily identifiable and matches the Royal town theme
Anonymous 11/22/2023 12:08 PM	It is easy to tell if it is a registered and local taxi. Not sure if helps with driver identification but makes using one feel safer.
Anonymous 11/22/2023 02:51 PM	Easily identifiable as licensed vehicle so good for safety of users. It is smart and brings a corporate look to our local fleet.
Anonymous 11/22/2023 10:45 PM	Clearly recognisable as legitimate and safe
Anonymous 11/23/2023 09:27 AM	clear identification
Anonymous 11/23/2023 01:12 PM	We know they're licensed
Anonymous 11/23/2023 01:16 PM	Benefit that it's local and recognised easily
Anonymous 11/23/2023 01:49 PM	Easy to see
Anonymous 11/24/2023 09:54 PM	Instant recognition that the driver/ taxi is licensed by RBWM which implies security, safe to use and agreed tariffs.
Anonymous 11/25/2023 07:49 AM	Identifies a safe and secure taxi service that answers to a reputable source, I.e the local authority licencing officer.
Anonymous 11/25/2023 01:45 PM	None only RBWM add u should pay for it it makes no difference at all
Anonymous 11/27/2023 03:32 AM	it allows customers to identify its a taxi
Anonymous 11/27/2023 12:17 PM	Valid identity and passenger safety

Anonymous

11/27/2023 01:15 PM

More recognisable

Anonymous

11/27/2023 06:44 PM

Easy identifiable

Anonymous

11/27/2023 10:21 PM

It provides a quick way to identify a safe and endorsed way to travel

Anonymous

11/28/2023 10:10 AM

none

Anonymous

11/28/2023 01:37 PM

At night especially , the distinctive livery stands out. I know there are many fake taxi drivers out especially on a Friday or Saturday night. Having a clearly branded taxi is reassuring to people looking for a taxi.

Anonymous

12/01/2023 12:16 PM

Customer safety and security. Visual identity for RBWM. Brighton has the same strategy using Aqua-coloured bonnets.

Anonymous

12/03/2023 07:09 PM

None

Anonymous

12/04/2023 01:50 PM

Easy identification of taxis

Anonymous

12/05/2023 08:19 AM

identification

Anonymous

12/05/2023 04:19 PM

Know the taxi is legitimate and therefore trust

Anonymous

12/05/2023 04:49 PM

Easy for customers to identify a valid RBWM taxi. Hard to counterfeit.

Anonymous

12/06/2023 12:39 PM

N/A

Anonymous

12/06/2023 12:40 PM

N/A

Anonymous 12/06/2023 09:59 PM	It is clear to visitor that a car is a hackney carriage rather than a private hire vehicle.
Anonymous 12/07/2023 01:41 PM	Knowledge of the security that the vehicle is licensed
Anonymous 12/07/2023 02:26 PM	Easily identifiable, iconic
Anonymous 12/07/2023 05:23 PM	Safety and security to users
Anonymous 12/08/2023 01:04 PM	The livery highlights they are regulated and checked by Borough officials and that there is a safer control then other driving firms.
Anonymous 12/10/2023 03:28 PM	Confidence that the taxi is well regulated.
Anonymous 12/10/2023 06:09 PM	Easy recognition, a feeling of safety and security being local authority licenced. The branding adds strength to the Borough as 24/7 advertising
Anonymous 12/11/2023 08:08 AM	A level of safe recognisable environment.
Anonymous 12/11/2023 10:16 AM	I personally think and believe this livery has no benefits.
Anonymous 12/15/2023 04:54 PM	Safety feature
Anonymous 12/15/2023 05:18 PM	Clearly identifies licensed taxis operating in area
Anonymous 12/15/2023 05:34 PM	makes taxis stand out but look expensive for taxi owners, there must be better and more cost effective options. User or private hire don't need anything apart from a small plate or label
Anonymous 12/15/2023 05:57 PM	Registered drivers, licensed, insured, drivers are DBS checked. Professional and secure.

Anonymous 12/15/2023 06:03 PM	Reassurance
Anonymous 12/15/2023 06:23 PM	They can be easily recognised.
Anonymous 12/15/2023 06:33 PM	Easily recognised
Anonymous 12/15/2023 07:01 PM	Instantly recognisable, not easy to fake so provides feeling of security
Anonymous 12/15/2023 07:58 PM	Ability to recognise the vehicle as a taxi - to be sure its licenced - to promote a sense of community due to branding - can be reported if they drive dangerously
Anonymous 12/16/2023 08:23 AM	Distinctive look.
Anonymous 12/16/2023 10:35 AM	Should indicate high standards and approved drivers/vehicles.
Anonymous 12/16/2023 01:08 PM	Trust and reassuring
Anonymous 12/16/2023 02:12 PM	Clearly identifying livery gives a feeling of confidence
Anonymous 12/16/2023 06:36 PM	Identity
Anonymous 12/16/2023 07:32 PM	Security
Anonymous 12/17/2023 12:55 AM	Ensures using registered vehicle
Anonymous 12/17/2023 11:45 AM	Personal security

Anonymous 12/17/2023 01:30 PM	Reassurance of an official RBWM recognised service. This increases the feeling of safety for vulnerable groups such as women and young people.
Anonymous 12/18/2023 08:56 AM	None
Anonymous 12/18/2023 09:51 AM	It is branding for the borough which is a positive. It stops rogue taxis from operating?
Anonymous 12/18/2023 10:07 AM	I'm not sure, if it's a benefit but it shows they are part of the same organisation.
Anonymous 12/18/2023 12:45 PM	Reassurance that this is a reputable legal service provider
Anonymous 12/18/2023 07:48 PM	It
Anonymous 12/19/2023 07:58 AM	Strong brand and would be more willing to get into one
Anonymous 12/21/2023 04:48 PM	Instantly recognisable
Anonymous 12/21/2023 05:24 PM	Helps identify licenced cabs - good.
Anonymous 12/21/2023 11:40 PM	It is obvious which taxis are licenced to RBWM
Anonymous 12/25/2023 10:50 AM	None expect extra cost for the driver
Anonymous 12/26/2023 04:59 PM	Enables vehicles to be instantly recognisable when looking out for a taxi especially for a female who needs to know that they are entering a bona fide vehicle.
Anonymous 12/30/2023 05:18 PM	Ease of identification

Anonymous

12/31/2023 03:47 PM

Identification Safety Attractive look Branding value for the Borough
Quality service offering for taxi drivers

Anonymous

1/03/2024 11:19 PM

Easily recognised Official Trustworthy

Optional question (284 response(s), 36 skipped)

Question type: Essay Question

Q4 | What detriments, if any, do you think this livery causes?

Anonymous

11/13/2023 09:31 AM

Not being able to get any private work. High costs for owners for repairs required.

Anonymous

11/13/2023 09:36 AM

There is no benefit from this if you can take a survey from customers they only reason they use hackney carriage is convince they dont give us bookings as they dont like the white and purple look of cars as it does not look professional.

Anonymous

11/13/2023 09:44 AM

Drivers are restricted from carrying out extra corporate work , which many do

Anonymous

11/13/2023 10:42 AM

There are many downwards and negative detrimental causes due to livery: as mentioned below: 1. It devalues the car immediately. 2. It limits the opportunity to have more regular work and return bookings. 3. The colour is made in comparison to bin Lorrys. 4. The needles large amount of repeated cost and expenses incurred on placing livery on and off each time you purchase another vehicle. 5. The extra cost separately have the logo placed on the car, an additional needles cost. 6. The consist strain only has negative effect on mental health. The money saved could have been use for utilities bills, food, family. We are in process of unprecedent living crisis in which all of us have not experienced. This is the time council need to support and encourage growth. But we are being burden down with cost that can save hackney driver thousands over time.

Anonymous

11/13/2023 10:06 AM

None

Anonymous

11/13/2023 10:11 AM

None

Anonymous

11/13/2023 10:45 AM

Looks unprofessional in my view

Anonymous

11/13/2023 10:59 AM

Look very old

Anonymous

11/13/2023 11:16 AM

Can't think of any

Anonymous

11/13/2023 11:23 AM

Doesnt look nice

Anonymous

11/13/2023 12:16 PM

They look naff

Anonymous

11/13/2023 12:50 PM

Not a executive looks

Anonymous

11/13/2023 01:25 PM

Funny colour

Anonymous

11/13/2023 01:36 PM

Most of us have lost the private work that we used to get

Anonymous

11/13/2023 01:37 PM

The cost is abig factor and I don't see any benefit

Anonymous

11/13/2023 01:48 PM

None other than a cost to owner / driver

Anonymous

11/13/2023 01:53 PM

Cost?

Anonymous

11/13/2023 02:00 PM

None.

Anonymous

11/13/2023 02:04 PM

I don't think it does.

Anonymous

11/13/2023 02:14 PM

Cost to taxi drivers?

Anonymous

11/13/2023 02:22 PM

None

Anonymous

11/13/2023 02:27 PM

None.

Anonymous

11/13/2023 02:54 PM

Should the behaviour and standards of the drivers of liveried vehicles fall below the required standard and the standards are not regularly inspected and reviewed then this could bring RBWM into disrepute. For example if a driver parks their vehicle without consideration for other users, this could be seen as an RBWM endorsed activity. Similarly if the driver was driving the taxi without due care this could reflect badly on RBWM.

Anonymous

11/13/2023 03:06 PM

None. Unless you are one of those "not my King" types or other rebellious persons.

Anonymous

11/13/2023 03:03 PM

None

Anonymous

11/13/2023 03:39 PM

Maybe extra initial cost to the owner of the car , I can't think of any other bad points.

Anonymous

11/13/2023 03:21 PM

None

Anonymous

11/13/2023 03:52 PM

None

Anonymous

11/13/2023 03:59 PM

Expense.

Anonymous

11/13/2023 04:09 PM

Expense

Anonymous

11/13/2023 04:11 PM

None..

Anonymous 11/13/2023 04:26 PM	This causes a problem to drivers as thief's can see a taxi from far whilst they parked up and can easily brake in thinking to take money. Also and added cost to poor drivers.
Anonymous 11/13/2023 04:42 PM	None that I can think of.
Anonymous 11/13/2023 04:33 PM	I would suggest the livery is not very clear to out of borough visitors.
Anonymous 11/13/2023 04:49 PM	Increased costs to license holders putting livery on new vehicles
Anonymous 11/13/2023 08:29 PM	Burden on drivers unnecessarily
Anonymous 11/13/2023 06:09 PM	Cheapens brand value Poor practice from drivers then reflects on us
Anonymous 11/13/2023 06:16 PM	They make the town look disgusting and it costs the drivers a lot to carry out the changes and in the current financial climate its not feasible
Anonymous 11/13/2023 06:37 PM	None
Anonymous 11/13/2023 06:40 PM	None!
Anonymous 11/13/2023 07:07 PM	Potential cost to driver.
Anonymous 11/13/2023 07:13 PM	None
Anonymous 11/13/2023 07:37 PM	None.
Anonymous 11/13/2023 07:55 PM	None

Anonymous
11/13/2023 07:52 PM

Nothing really

Anonymous
11/13/2023 07:57 PM

None.

Anonymous
11/13/2023 08:33 PM

None other than the cost for the driver.

Anonymous
11/13/2023 08:49 PM

I understand that to sell cars after use, body panels need to be resprayed. This causes extra expense to the taxi drivers.

Anonymous
11/13/2023 08:56 PM

No good

Anonymous
11/13/2023 09:16 PM

None

Anonymous
11/13/2023 09:36 PM

The colour scheme is outdated much like the fleet of vehicles displaying it. I can only speak of my experience as a Windsor resident but the cars parked on Castle Hill area are ancient and don't reflect a modern and safe vision. The drivers that often congregate are untidy and don't convey much professionalism or pride to carry the livery.

Anonymous
11/13/2023 09:35 PM

These are personal cars as well as work vehicles. Something removable would be better

Anonymous
11/13/2023 09:39 PM

None

Anonymous
11/13/2023 09:39 PM

None

Anonymous
11/13/2023 10:24 PM

None one so ever but stands out visibly and promotes the Royal Borough

Anonymous
11/13/2023 10:47 PM

None

Anonymous

11/13/2023 10:54 PM

None

Anonymous

11/13/2023 11:17 PM

None.

Anonymous

11/13/2023 11:13 PM

I cannot see any reason not to have vehicle display logo.

Anonymous

11/13/2023 11:13 PM

None

Anonymous

11/13/2023 11:21 PM

None

Anonymous

11/13/2023 11:26 PM

None

Anonymous

11/13/2023 11:45 PM

none

Anonymous

11/13/2023 11:51 PM

Cost to owner of new taxis to add livery but this is not enough to do away with it. Every business has set up costs that are then amortised over the life of the vehicle.

Anonymous

11/14/2023 05:04 AM

None

Anonymous

11/14/2023 06:31 AM

I'm sure it adds cost to taxi drivers.

Anonymous

11/14/2023 07:10 AM

None.

Anonymous

11/14/2023 07:34 AM

May be more expensive for the taxi drivers themselves.

Anonymous

11/14/2023 08:02 AM

None.

Anonymous

None

11/14/2023 08:07 AM

Anonymous

11/14/2023 08:50 AM

It seems likely to be costly. There's no need for them to be 2 colours, and the large borough crest is not strictly necessary.

Anonymous

11/14/2023 08:40 AM

None

Anonymous

11/14/2023 08:46 AM

None

Anonymous

11/14/2023 08:48 AM

None

Anonymous

11/14/2023 08:56 AM

none

Anonymous

11/14/2023 09:22 AM

I think the current livery could be confused for official vehicles.

Anonymous

11/14/2023 09:33 AM

Promotes the Royal Borough to everyone who lives, works and visits.

Anonymous

11/14/2023 09:46 AM

None.

Anonymous

11/14/2023 10:06 AM

Many detriments have been told in past from residents and been on social media. Residents know painted ones prices are expensive and prices different everytime for no reason. They have been rude to people even when parked up in marked ranks. There is no save service like online services. More cab they can give to other people and it wouldnt get checked. Most taxi in area licences are not on show to customers. Taxi companies have semi improved in recent years. But tourist even get told not to use them as being unfair and not helping the town.

Anonymous

11/14/2023 10:28 AM

None

Anonymous

11/14/2023 11:20 AM

None

Anonymous 11/14/2023 11:33 AM	Unattractive. Lessens the likelihood of me wanting to be Hackney carriage in W&M borough
Anonymous 11/14/2023 11:32 AM	cost to taxi drivers of implementing
Anonymous 11/14/2023 11:54 AM	None
Anonymous 11/14/2023 12:06 PM	I think if this livery is used by PHV ,it will be misused and will be no difference in Hackney and PH.
Anonymous 11/14/2023 12:02 PM	None
Anonymous 11/14/2023 12:00 PM	None
Anonymous 11/14/2023 12:03 PM	None.
Anonymous 11/14/2023 12:14 PM	No
Anonymous 11/14/2023 12:50 PM	Living crisis
Anonymous 11/14/2023 01:14 PM	These drivers could purport to be PHV and avoid use of meters which protect the public (tourists usually) from over charging . The livery offers reassurance to the public and prevent the vehicles plying for hire illegally, out of the borough .
Anonymous 11/14/2023 01:27 PM	None
Anonymous 11/14/2023 02:27 PM	None what's so ever. The complete opposite.
Anonymous 11/14/2023 03:16 PM	None

Anonymous 11/14/2023 03:23 PM	None
Anonymous 11/14/2023 03:30 PM	N/a
Anonymous 11/14/2023 03:59 PM	Your more of a target for other road users and it devalues the look of a high end luxury car
Anonymous 11/14/2023 03:51 PM	None
Anonymous 11/14/2023 04:57 PM	None. Taxis should be proud to identify as being from Windsor and if anything it means people are more likely to use their services.
Anonymous 11/14/2023 05:25 PM	None
Anonymous 11/14/2023 05:52 PM	Not very attractive to tourists, especially lined up outside the castle.
Anonymous 11/14/2023 06:43 PM	None
Anonymous 11/14/2023 07:21 PM	Increased fare costs
Anonymous 11/14/2023 08:51 PM	Gives a bad name to the town as the driving is so bad
Anonymous 11/14/2023 09:11 PM	- Targeted Break In/Burglary of Taxis - Purchasing white vehicles add roughly an additional £2000 to the purchase of a vehicle, as white vehicles are more difficult to find/acquire. - Livery costs £1000 in total to apply to vehicle - Due to the lack of street business, most of the vehicles operate on designated taxi ranks, which already make it clear that the vehicles are taxis. The addition of the livery does not offer anything substantial, with respect to both the driver's (no increase in business) and customer's (they either are already using taxi apps on the streets, or use Hackney carriages at the designated taxi ranks) - Other neighbouring boroughs such as Slough, Runnymede, Bracknell Forest, High Wycombe, Beaconsfield,

Amersham, do not have a colour/ livery requirement.

Anonymous

11/14/2023 09:06 PM

Taxi light on the roof

Anonymous

11/14/2023 11:42 PM

None (not my taste of colour).

Anonymous

11/14/2023 11:45 PM

Cost to driver may be prohibitive. Prevents them from doing private jobs outside RBWm

Anonymous

11/15/2023 07:37 AM

NONE - the livery confirms and recognises the link to the Royal Borough.

Anonymous

11/15/2023 08:59 AM

None

Anonymous

11/15/2023 11:56 AM

Prominent taxis are more vulnerable for night time burglaries as drug addicts are looking for easy money and they think they can find cash or cowns in a taxi

Anonymous

11/15/2023 12:28 PM

None, although it could be reduced to the RBWM logo

Anonymous

11/15/2023 01:21 PM

It costs a lot of money which drivers find hard to pay as like everyone we to feel the cost of living crisis. It is hard to make private customers and for a lot of us it is our family car as well. Private hire companies and bolt and Uber do not have these restrictions which helps them take most of the executive customers which means we lose out and solely rely on the station to provide our income which can be really tough as most people only travel to work 2/3 times in a week. Also if a customer loses something in a car they cannot remember which car they traveled in apart from saying it was a white and purple car.

Anonymous

11/15/2023 05:33 PM

This prevents taxi drivers from using their cars privately, or they may feel uncomfortable driving their cars for private use due to the colour and recognition it brings.

Anonymous

11/15/2023 06:06 PM

none

Anonymous 11/15/2023 07:45 PM	None
Anonymous 11/15/2023 10:22 PM	None I can think of
Anonymous 11/16/2023 09:12 AM	The vehicle is never 'off duty' and owner/drivers can't quietly use the vehicle for SDLP when not working
Anonymous 11/16/2023 02:40 PM	None
Anonymous 11/16/2023 06:50 PM	Can make these vehicles easy targets for vexatious complaints. Cost involved can be a disadvantage when compared to those who have private hire vehicles.
Anonymous 11/16/2023 11:31 PM	Difficulty in finding suitable secondhand vehicles to licence.
Anonymous 11/17/2023 03:48 PM	none
Anonymous 11/17/2023 03:51 PM	None
Anonymous 11/17/2023 03:52 PM	None - as the Hackney Carriages are instantly identifiable
Anonymous 11/17/2023 04:05 PM	Not a good look if the livery is dirty. Suggests sloppiness of how things are done.
Anonymous 11/17/2023 03:54 PM	None
Anonymous 11/17/2023 03:57 PM	None.
Anonymous 11/17/2023 04:09 PM	None

Anonymous 11/17/2023 04:23 PM	None
Anonymous 11/17/2023 04:19 PM	None that I can think of
Anonymous 11/17/2023 04:18 PM	None
Anonymous 11/17/2023 04:21 PM	higher charges
Anonymous 11/17/2023 04:41 PM	None.
Anonymous 11/17/2023 04:33 PM	The association with overcharging and insisting on cash only to avoid tax on income
Anonymous 11/17/2023 04:34 PM	Cost of the vehicle
Anonymous 11/17/2023 04:44 PM	Seen as more expensive than ubers
Anonymous 11/17/2023 04:47 PM	the way they drive has meant that when you see this livery you get a bit nervous.
Anonymous 11/17/2023 04:49 PM	None
Anonymous 11/17/2023 04:55 PM	None
Anonymous 11/17/2023 05:09 PM	None, but I suspect rogue drivers may be operating in marked cars giving false sense of security.
Anonymous 11/17/2023 05:08 PM	None

Anonymous 11/17/2023 05:24 PM	It stop decent individuals like UBER drivers from earning a living
Anonymous 11/17/2023 05:23 PM	None
Anonymous 11/17/2023 05:33 PM	None
Anonymous 11/17/2023 06:18 PM	None
Anonymous 11/17/2023 06:31 PM	If we are to purchase a new car it will cost us more money. Professional customers who require elegant cars will not sit in a purple and white car, they argue and insult us. We are losing customers.
Anonymous 11/17/2023 06:29 PM	The current livery looks cheap and not representing the Royal Borough
Anonymous 11/17/2023 07:15 PM	Nothing I can think of.
Anonymous 11/17/2023 07:12 PM	None
Anonymous 11/17/2023 07:14 PM	None
Anonymous 11/17/2023 07:51 PM	None. I can't think why it would. The livery is well-designed. What's not to like?!
Anonymous 11/17/2023 08:07 PM	None for the client. Perhaps the owner would prefer it to be more anonymous.
Anonymous 11/17/2023 08:23 PM	None
Anonymous 11/17/2023 09:10 PM	None

Anonymous 11/17/2023 09:08 PM	Can't think of any
Anonymous 11/17/2023 10:15 PM	Might be a bit old fashioned now colour wise.
Anonymous 11/17/2023 10:19 PM	Unsure
Anonymous 11/17/2023 10:29 PM	None
Anonymous 11/18/2023 06:40 AM	None
Anonymous 11/18/2023 07:48 AM	Extra unnecessary cost
Anonymous 11/18/2023 10:22 AM	None at all
Anonymous 11/18/2023 12:37 PM	None
Anonymous 11/18/2023 01:10 PM	NONE!
Anonymous 11/18/2023 01:24 PM	The purple of irrelevant and old fashioned
Anonymous 11/18/2023 02:46 PM	None
Anonymous 11/18/2023 03:08 PM	Costs money for the driver Hard to make executive customers or private customers. For most it is our only car and the family don't like to travel in it. We have to reply on only station work which is hard.
Anonymous 11/18/2023 04:35 PM	None

Anonymous

11/18/2023 05:09 PM

None

Anonymous

11/18/2023 06:44 PM

Excessive cost to Taxi Drivers

Anonymous

11/18/2023 06:49 PM

None

Anonymous

11/19/2023 07:03 AM

Expense in maintaining it

Anonymous

11/19/2023 10:47 AM

Additional unnecessary financial cost on the tax drivers

Anonymous

11/19/2023 11:31 AM

None

Anonymous

11/19/2023 02:57 PM

Too much loss and downfalls. I.e. we have to pay for the purple boot and bonnet and for the ugly livery. That is a huge loss to us. We shouldn't have to ruin the looks of our cars. If the council want vehicles looking like this they should pay for it. Also work loss, can't build private clients work as customers say they do not like the look of the cars, find cars embarrassing and horrible because of the livery and purple.

Anonymous

11/19/2023 09:20 PM

Painting a vehicle is an additional expense for taxi drivers and whilst I fully agree with the coat of arms The purple bonnet and boot seem to be an unnecessary expense and unnecessary requirement

Anonymous

11/19/2023 11:08 PM

Costs passed on to taxi users.

Anonymous

11/19/2023 11:19 PM

None

Anonymous

11/20/2023 08:51 AM

The white colour makes the livery look cheap. Vehicles would be better painted yellow with the purple livery,, as yellow & purple colours compliment each other.

Anonymous

None

11/20/2023 12:33 PM

Anonymous

Cost

11/20/2023 03:27 PM

Anonymous

It certainly doesn't provide a feeling of safety- the drivers are so incredibly rude that I avoid these taxis and use alternatives.

11/20/2023 08:25 PM

Anonymous

Can't think of any.

11/21/2023 07:40 AM

Anonymous

None

11/21/2023 07:52 AM

Anonymous

Maybe perceived as more expensive than online bookable options such as uber.

11/21/2023 09:22 AM

Anonymous

As above it forces drivers into a single line of work, and risks damaging the vehicle they use. It does not instill confidence. It just makes me think they'll be expensive

11/21/2023 11:44 AM

Anonymous

None

11/21/2023 11:47 AM

Anonymous

I do not see any downsides from this livery.

11/21/2023 12:08 PM

Anonymous

none

11/21/2023 12:08 PM

Anonymous

I cant think of any detriments at all

11/21/2023 12:16 PM

Anonymous

None whatsoever

11/21/2023 12:36 PM

Anonymous

none

11/21/2023 12:48 PM

Anonymous

Expense for implementation Expense when drivers want to sell the

11/21/2023 01:17 PM

car

Anonymous

11/21/2023 01:30 PM

None

Anonymous

11/21/2023 02:45 PM

Means drivers are limited to driving inside the borough for that recognition.

Anonymous

11/21/2023 03:57 PM

The white colour can easily show dirt

Anonymous

11/21/2023 04:30 PM

Can look scruffy if vehicle needs a wash

Anonymous

11/21/2023 04:37 PM

none

Anonymous

11/21/2023 04:50 PM

None

Anonymous

11/21/2023 06:34 PM

none

Anonymous

11/21/2023 06:52 PM

Can't think of any..

Anonymous

11/21/2023 08:08 PM

None

Anonymous

11/21/2023 09:17 PM

When a customer experiences a number of distasteful incidents it tarnishes the the brand and what it is meant to represent.

Anonymous

11/21/2023 09:32 PM

None to my opinion

Anonymous

11/22/2023 05:30 AM

cost to drivers?

Anonymous

11/22/2023 08:44 AM

It could potentially push up the cost of using one

Anonymous

11/22/2023 12:08 PM

Can't think of any other than reduced car value on resale and additional expense on starting up. But these are business cost which should be factored in and lots of business carry them.

Anonymous

11/22/2023 02:51 PM

Drivers are limited as to what they can do with their vehicles outside of working as an RBWN taxi driver. They cant supplement their income with chauffeuring /Private hire.

Anonymous

11/22/2023 10:45 PM

Currently it represents the most expensive way to get home! They seem to be charging vast amounts compared to other less trustworthy options

Anonymous

11/23/2023 09:27 AM

Expensive to the drivers

Anonymous

11/23/2023 01:12 PM

None

Anonymous

11/23/2023 01:16 PM

Nothing much

Anonymous

11/23/2023 01:49 PM

None

Anonymous

11/24/2023 09:54 PM

None

Anonymous

11/25/2023 07:49 AM

None

Anonymous

11/25/2023 01:45 PM

Only eye sore not even TFL don't have it what's so special about RBWM

Anonymous

11/27/2023 03:32 AM

I dont think everyone want s to travel in a vehicle which sticks out so much.

Anonymous

11/27/2023 12:17 PM

The taxis are clearly identified as being very very expensive

Anonymous 11/27/2023 01:15 PM	none
Anonymous 11/27/2023 10:21 PM	None
Anonymous 11/28/2023 10:10 AM	it looks tackey
Anonymous 11/28/2023 01:37 PM	None whatsoever.
Anonymous 12/01/2023 12:16 PM	Limits market drivers can serve. Cars need to have white bodies white makes them look dirty.
Anonymous 12/03/2023 07:09 PM	Expense, ugly vehicles, drivers are unable to change vehicles easily
Anonymous 12/04/2023 01:50 PM	Cost to drivers
Anonymous 12/05/2023 08:19 AM	none
Anonymous 12/05/2023 04:19 PM	cost to taxi owners
Anonymous 12/05/2023 04:49 PM	Expensive for taxi drivers/owners. Lower resale values.
Anonymous 12/06/2023 12:39 PM	N/A
Anonymous 12/06/2023 12:40 PM	N/A
Anonymous 12/07/2023 02:26 PM	None
Anonymous 12/07/2023 05:23 PM	None

Anonymous 12/08/2023 01:04 PM	Being prescriptive in colour is I'm sure a pain for purchasing the vehicle. I wonder if RBWM could meet drivers "Half Way" by relaxing the colour of the body work but still insisting that the vehicle is adorned with RBWM signage (perhaps of the metallic branding that is removeable) when "at work"
Anonymous 12/10/2023 03:28 PM	None to the client.
Anonymous 12/10/2023 06:09 PM	none
Anonymous 12/11/2023 08:08 AM	I don't think this livery causes any detriments
Anonymous 12/11/2023 10:16 AM	It is a loss to us as we pay for this when we should not be paying for this. It costs us. Customers do not like it and makes us in loss.
Anonymous 12/15/2023 04:54 PM	None
Anonymous 12/15/2023 05:18 PM	None
Anonymous 12/15/2023 05:34 PM	devalues cars, looks cheap. adds cost which customers ultimately pay for
Anonymous 12/15/2023 05:57 PM	None
Anonymous 12/15/2023 06:33 PM	Some say they are more expensive than a mini cab
Anonymous 12/15/2023 07:01 PM	none
Anonymous 12/15/2023 07:58 PM	Cost to taxi owners

Anonymous

12/16/2023 10:35 AM

It's ok but prefer something more refined for Windsor

Anonymous

12/16/2023 01:08 PM

Fake copies

Anonymous

12/16/2023 02:12 PM

None

Anonymous

12/16/2023 06:36 PM

None

Anonymous

12/16/2023 07:32 PM

None

Anonymous

12/17/2023 11:45 AM

Additional cost to vehicle owners

Anonymous

12/17/2023 01:30 PM

None

Anonymous

12/18/2023 08:56 AM

None

Anonymous

12/18/2023 09:51 AM

Only when it starts looking faded and old as some of the current taxis are getting old

Anonymous

12/18/2023 10:07 AM

It's difficult to differentiate between them, if some has an issue inside a vehicle or if someone leaves something behind in one of the taxis. It's very difficult to identify the vehicle. But if the taxis were of different colour, for example someone left something behind in a silver coloured taxi, at least you can rule out checking or asking majority of the drivers, who have different coloured vehicle.

Anonymous

12/18/2023 12:45 PM

None

Anonymous

12/18/2023 07:48 PM

It takes suitcases and people and so it does more better to have them there

Anonymous

12/19/2023 07:58 AM

More expensive than an uber

Anonymous

12/21/2023 05:24 PM

Cost to the driver?

Anonymous

12/21/2023 11:40 PM

I can't think of any.

Anonymous

12/25/2023 10:50 AM

No executive work

Anonymous

12/26/2023 04:59 PM

None

Anonymous

12/30/2023 05:18 PM

They're incredibly old fashioned, awful colours, often not well maintained.

Anonymous

12/31/2023 03:47 PM

None

Anonymous

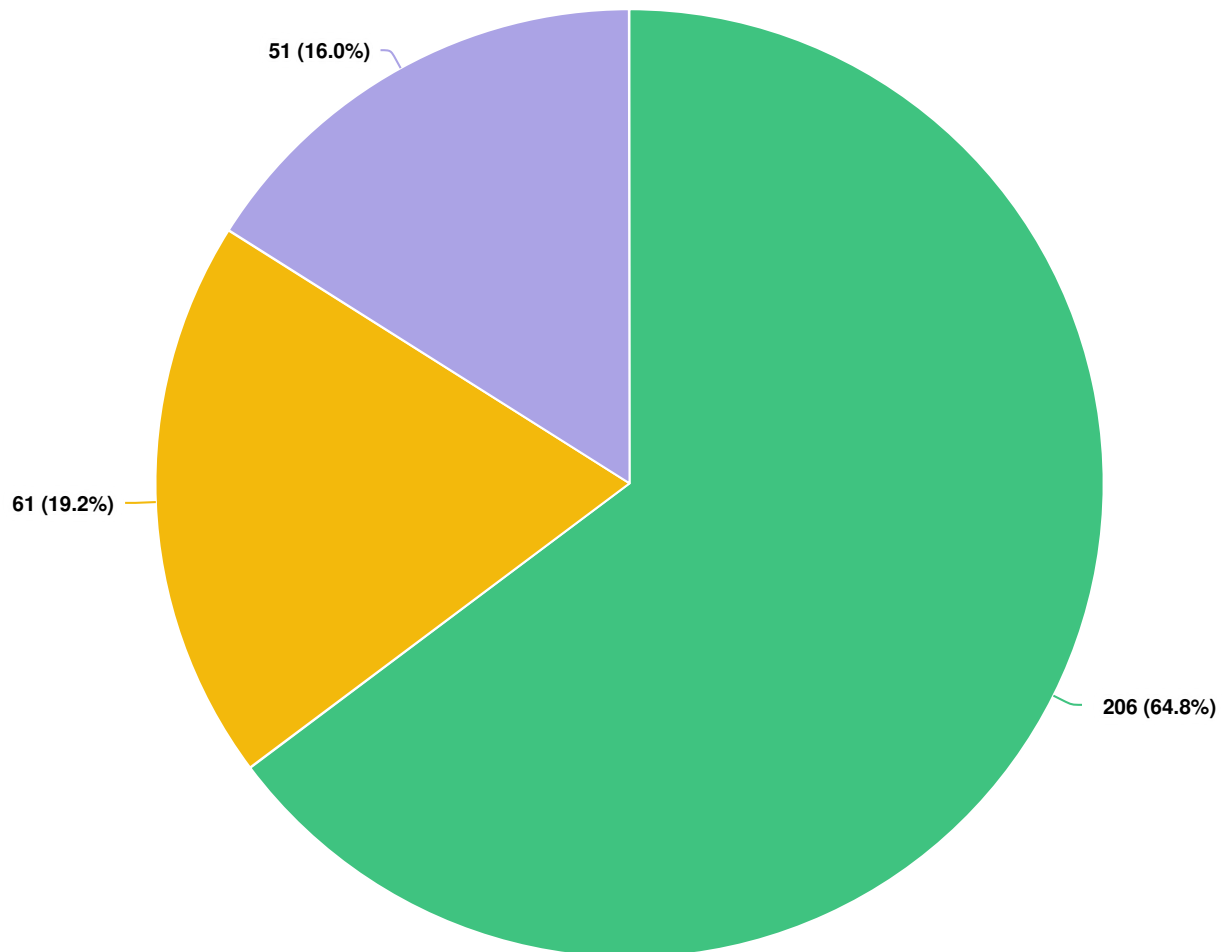
1/03/2024 11:19 PM

I suppose the driver has to get it done and then can't drive for Uber.

Optional question (263 response(s), 57 skipped)

Question type: Essay Question

Q5 Do you think that this livery (choose one option)



Question options

- Should be kept as it is
- Could be reduced in some way
- Could be removed entirely

Mandatory Question (318 response(s))
Question type: Dropdown Question

Q6 Please give a reason for your answer

Anonymous

11/13/2023 09:44 AM

Passenger safety is paramount

Anonymous

11/13/2023 10:06 AM

Everyone knows it now

Anonymous

11/13/2023 11:16 AM

Looks good

Anonymous

11/13/2023 12:16 PM

People know it so why change it?

Anonymous

11/13/2023 01:48 PM

It's a good design

Anonymous

11/13/2023 01:53 PM

High standards in the royal borough

Anonymous

11/13/2023 02:00 PM

Looks smart and uniform across all RBWM licensed taxis. Easy to identify those vehicles.

Anonymous

11/13/2023 02:22 PM

If you erase or change this branding you are damaging the brand value of our Borough, this should be calculated and set against any minor costs to drivers. By erasing this branding you choose to eliminate a free advertising benefit to the Borough which would otherwise cost hundreds of thousands in benefit over the years.

Anonymous

11/13/2023 02:27 PM

I am happy for the livery to stay the same however I would prefer an emblem or taxi sign on the cars if they were all Black cabs like in London.

Anonymous

11/13/2023 02:54 PM

I believe RBWM licensed drivers should be regulated and easily identified.

Anonymous

11/13/2023 03:06 PM

To deconstruct now when we are faced with global economic challenges is short term thinking and unhelpful to the whole Windsor Brand.

Anonymous

11/13/2023 03:03 PM

It is smart and showcases the RBWM

Anonymous

11/13/2023 03:39 PM

It is a visual clue that the car you are about to get into is a licenced RBWM approved taxi. Also the drivers would have been DBS checked.

Anonymous

11/13/2023 03:21 PM

Cost to change existing taxis and loss of benefits mentioned above outweigh savings on new taxis

Anonymous

11/13/2023 03:52 PM

There's nothing wrong with it and changing it wil incur unnecessary costs for those existing cabs already in that livery and cost in the rbwm no doubt engaging a expensive design consultant to provide a new one in these cash pushed times.

Anonymous

11/13/2023 04:11 PM

As before, more secure

Anonymous

11/13/2023 04:49 PM

Aids confidence in licensed vehicles and promotes conformity across the borough

Anonymous

11/13/2023 06:37 PM

Recognisable and on keeping with the importance of the borough

Anonymous

11/13/2023 06:40 PM

As above. We live in a unique and historic town and should be proud of our Royal Borough status.

Anonymous

11/13/2023 07:07 PM

Identifies a safer vehicle based on perception of checks performed on driver and vehicle

Anonymous

11/13/2023 07:13 PM

See q3

Anonymous

11/13/2023 07:37 PM

The distinctive livery is a recognised brand image for the Borough, taxis. It is distinctive for both drivers and residents.

Anonymous

11/13/2023 07:55 PM

It looks elegant

Anonymous 11/13/2023 07:52 PM	A very good thing it makes it safe for residents to identify taxis
Anonymous 11/13/2023 07:57 PM	As stated in response to question 3. They stand out. Are recognised. Provide peace of mind that they are registered and not unlicensed and therefore safer.
Anonymous 11/13/2023 09:16 PM	Safety concerns
Anonymous 11/13/2023 09:39 PM	Already established, unique & easily recognisable. Changing adds complexity & confusion for Customers
Anonymous 11/13/2023 09:39 PM	Easy identifiable as licensed and safe
Anonymous 11/13/2023 10:24 PM	Because it shows the Royal badge coat of arms and helps promote the Royal Borough as something to be proud of.
Anonymous 11/13/2023 10:47 PM	If it isn't broke don't fix it.
Anonymous 11/13/2023 10:54 PM	It works beautifully and is an asset to our town and compliments the tourism
Anonymous 11/13/2023 11:17 PM	See 3 above.
Anonymous 11/13/2023 11:13 PM	Helps identify licenced vehicles
Anonymous 11/13/2023 11:13 PM	Why would you change it and waste time on this when there are other fundamental issues to sort
Anonymous 11/13/2023 11:21 PM	It makes it easy for residents to know they are getting into a safe and regulated taxi
Anonymous	Easy to identify

11/13/2023 11:26 PM

Anonymous

Unique identification for official taxis

11/13/2023 11:45 PM

Anonymous

I have made that clear above. This question is repetitive.

11/13/2023 11:51 PM

Anonymous

We are used to seeing these new. Any changes are just going to cost money. There seems to be no benefit unless you are changing it in a phased way

11/14/2023 05:04 AM

Anonymous

I think the positives for people's safety and security as well as to serve as ambassadors for our Royal Borough outweigh the (one off) costs.

11/14/2023 06:31 AM

Anonymous

Identifiable

11/14/2023 07:02 AM

Anonymous

As above, it easily highlights on a busy road which taxis are safe and licensed.

11/14/2023 07:10 AM

Anonymous

Why go through the cost of change? I thought you were supposed to be bankrupt!

11/14/2023 08:02 AM

Anonymous

As per Q3

11/14/2023 08:07 AM

Anonymous

Identifies royal borough taxis

11/14/2023 08:40 AM

Anonymous

Removing it will increase cost and there is no downside to removing it- it's a bonus and a waste of everyone's time to even consult on this.

11/14/2023 08:46 AM

Anonymous

Recognizable and provides piece of mind to taxi users

11/14/2023 08:48 AM

Anonymous

Brand image 'Royal Borough' very distinctive

11/14/2023 08:56 AM

Anonymous

11/14/2023 09:22 AM

My preference is for whatever option is cheapest to administrate for the council.

Anonymous

11/14/2023 09:33 AM

All my reasons I have already stated but I reiterate: it promotes the Royal Borough in the most positive way possible, and should be kept.

Anonymous

11/14/2023 09:46 AM

Looking at a safety aspect, I would feel more confident getting into a taxi that is well known, identifiable and registered. It makes the service look more professional having the designated colours in place. It is easier to locate a moving vehicle with their colours if waiting for a taxi to arrive.

Anonymous

11/14/2023 11:20 AM

As above it makes them stand out, people know who they are and what they are

Anonymous

11/14/2023 11:54 AM

To keep the cost down for the driver and customer already familiar with the colours and changes will not achieve anything significant

Anonymous

11/14/2023 12:02 PM

It immediately highlights this is an official approved council taxi. Gives a feeling of security. And it's local.

Anonymous

11/14/2023 12:00 PM

Safety of customers

Anonymous

11/14/2023 12:03 PM

It is clear and useful. Why change. Also there will be some cost of changing.

Anonymous

11/14/2023 12:14 PM

It's costing extra to driver

Anonymous

11/14/2023 06:37 PM

If it's going well why change

Anonymous

11/14/2023 12:50 PM

Cost of living is too high

Anonymous

11/14/2023 01:14 PM

The livery reassures the public and protects the public from Hackney carriages acting as PHV and excessive charging as liveried vehicles

are known to use meters . Livery prevents taxis illegally plying for hire out of borough as they are clearly identified as RBWM hackney carriages .

Anonymous

11/14/2023 01:27 PM

There are the royal borough taxis

Anonymous

11/14/2023 02:27 PM

It has been established for years, but repeatedly requested as a cost saving by drivers only.

Anonymous

11/14/2023 03:16 PM

It's recognised by all

Anonymous

11/14/2023 03:51 PM

It makes it difficult for people to impersonate being a taxi driver

Anonymous

11/14/2023 04:57 PM

Both bonnets and boots can be wrapped at low cost.

Anonymous

11/14/2023 05:25 PM

Easily recognisable as being safe to travel in

Anonymous

11/14/2023 06:43 PM

Clearly identifiable. It would cost money for people to change it.

Anonymous

11/14/2023 07:21 PM

Id of registered (and safe assuming DBS checks) taxis

Anonymous

11/14/2023 07:41 PM

Can identify vehicles easily

Anonymous

11/14/2023 11:42 PM

Taxis need to standout. These are safer and better regulated.

Anonymous

11/15/2023 07:37 AM

It identifies the taxi as a legal and is an indicator to tourists and residents that it is safe to use.

Anonymous

11/15/2023 08:59 AM

Cost to drivers

Anonymous 11/15/2023 06:06 PM	it is recognisable as a RBWM hackney cab
Anonymous 11/15/2023 07:45 PM	It is known and recognised
Anonymous 11/16/2023 02:40 PM	It is clear who is metered taxi and who is private hire. Makes it clearer for visitors/tourists to Windsor and Maidenhead too and that it is RBWM registered and not another local authority taxi
Anonymous 11/16/2023 11:31 PM	Windsor needs it's own taxi identity.
Anonymous 11/17/2023 12:13 AM	Is easily recognisable
Anonymous 11/17/2023 03:48 PM	identifiable
Anonymous 11/17/2023 03:51 PM	I like it. See answers above as to other reasons
Anonymous 11/17/2023 03:52 PM	I don't think there is any need to change
Anonymous 11/17/2023 04:05 PM	It should be visible. Reducing it will lose its impact.
Anonymous 11/17/2023 03:54 PM	I know which are the expensive cabs
Anonymous 11/17/2023 03:57 PM	See above - there are more than enough dodgy operators in Windsor. Uber, Windsor Cars etc etc all use unmarked cars.
Anonymous 11/17/2023 04:01 PM	Rbwm taxis are unsafe, especially in Windsor.
Anonymous 11/17/2023 04:09 PM	As per Q3, gives assurance that the vehicle is a licensed taxi within Windsor and Maidenhead authority area.

Anonymous 11/17/2023 04:23 PM	It adds a special something to the vehicles and makes them appear trustworthy
Anonymous 11/17/2023 04:19 PM	My response to 3 above
Anonymous 11/17/2023 04:21 PM	so they can be recognised against private taxi companies
Anonymous 11/17/2023 04:41 PM	The livery makes the vehicles stand out. Customers can be assured that they are using a DBS vetted and licensed vehicle. This is essential for public confidence in the local taxis service.
Anonymous 11/17/2023 04:47 PM	I don't see any issues with it and would rather that these cars are highlighted.
Anonymous 11/17/2023 04:49 PM	Want to retain trust and identity
Anonymous 11/17/2023 04:55 PM	See above
Anonymous 11/17/2023 05:09 PM	Plain & simple
Anonymous 11/17/2023 05:08 PM	People are familiar with the brand
Anonymous 11/17/2023 05:23 PM	It's known to the public and already in place. Why change it? Saves money to leave as is
Anonymous 11/17/2023 05:33 PM	As above
Anonymous 11/17/2023 06:18 PM	Has been in place for some time and is easily recognised by the public who have become used to livery/ colours
Anonymous 11/17/2023 07:15 PM	As stated in question 3. But if there's desire to change or update then reducing still works but don't change too much where identity is lost.

Anonymous

11/17/2023 07:12 PM

Easy i/d

Anonymous

11/17/2023 07:51 PM

As per answer to Questions 3 and 4 above - it publicly validates the service, looks smart and enhances The Royal Borough's and the drivers' reputations.

Anonymous

11/17/2023 08:07 PM

Makes the taxis easy to identify.

Anonymous

11/17/2023 08:23 PM

It shows identity and should mean the driver knows the area.

Anonymous

11/17/2023 09:08 PM

We all know the livery, changing it might cause confusion

Anonymous

11/17/2023 10:15 PM

See point 3 above - but the design could be slightly modernised in style or colour.

Anonymous

11/17/2023 10:29 PM

Clear identification

Anonymous

11/18/2023 06:40 AM

Looks very professional. Not cheap I'm sure, but anyone who really wants to be a professional driver will have to factor this as a reasonable start-up cost. Perhaps RBWM could negotiate a fixed price or some concession with a small number of 'authorised providers'?

Anonymous

11/18/2023 10:22 AM

Because it's right

Anonymous

11/18/2023 12:37 PM

See response to 3. In addition, making it smaller or getting rid of it could allow for easier fraud, and related crimes, and with the current lack of policing of any crime let alone taxi licensing fraud, this with have a negative impact on actual licensed drivers.

Anonymous

11/18/2023 01:10 PM

Feeling safe entering a known and properly licensed vehicle. ALSO it is smart and easily seen. We are used to having these taxi's around.

Anonymous

11/18/2023 02:46 PM

If it ain't broke

Anonymous

11/18/2023 04:35 PM

Distinguishable from other taxi companies that may not be regulated

Anonymous

11/18/2023 06:49 PM

Why change it. That must be a cost to drivers who probably foot the cost

Anonymous

11/18/2023 10:44 PM

Recognised council licensed taxis and brand

Anonymous

11/19/2023 11:31 AM

Easily identifiable

Anonymous

11/19/2023 11:19 PM

No reason to change it. They are well recognised and provide free advertising for our Royal Borough around the town. Why change it to an unknown? What loss!

Anonymous

11/20/2023 08:51 AM

The livery belongs to RBWM and therefore easily identifiable as one of their chosen DBS Taxi drivers.

Anonymous

11/20/2023 12:33 PM

It signifies that it is the official service licensed by the Borough.

Anonymous

11/20/2023 03:54 PM

It is a sign that this is a genuinely licensed taxi and gives a sense of security to users

Anonymous

11/20/2023 08:25 PM

Would the cost of changing the livery be passed onto the tax payer? If the livery is changed, then the drivers should be changed, as a complete "re-branding exercise ".

Anonymous

11/21/2023 07:52 AM

Reassurance that the drivers and vehicles are safe, checked and approved. SO important especially for female, elderly or vulnerable passengers.

Anonymous

11/21/2023 09:22 AM

Looks smart and is identifiable.

Anonymous

11/21/2023 12:08 PM

As above It should provide reassurance that a woman travelling alone is safe and that they will take credit card and that I had the ability to raise issues . Therefore i feel it is essential, especially as I have some awful unacceptable and unfriendly experiences in taxis from Windsor and Maidenhead stations - I do feel it is exstremely important Living near the station it also helps identify those loitering, idling and parking in residential roads, often in groups ! I've also experienced last minute u turns or turning at inappropriate places with lack of awareness for pedestrians so white and purple means they are more visible when making these manoeuvres in highly pedestrianised areas. White and purple is more visable for pedestrians.

Anonymous

11/21/2023 12:08 PM

people are used to it

Anonymous

11/21/2023 12:16 PM

People know this livery as it has been around quite some time

Anonymous

11/21/2023 12:36 PM

As in answer 3

Anonymous

11/21/2023 02:45 PM

Sense of local identity and safety to users

Anonymous

11/21/2023 03:51 PM

For all the reasons given in 3 above

Anonymous

11/21/2023 04:30 PM

As before ,identify a trust worthy vehicle

Anonymous

11/21/2023 04:37 PM

recognition

Anonymous

11/21/2023 04:50 PM

A well known identity

Anonymous

11/21/2023 06:34 PM

easily identifiable

Anonymous

11/21/2023 06:52 PM

It's a question of clarity and consistency which takes time to reinforce in the mind of the public.

Anonymous

11/21/2023 08:08 PM

See above

Anonymous

11/21/2023 08:30 PM

It makes no difference to me but I don't think it should be a barrier to entry

Anonymous

11/21/2023 09:17 PM

The livery creates the brand, the brand represents the council.

Anonymous

11/21/2023 09:32 PM

it identifies the hackney carriages

Anonymous

11/22/2023 05:30 AM

see above, it provides identification and safety to customers, as we'd assume that all your drivers are thoroughly checked. changing it would also increase costs to current drivers.

Anonymous

11/22/2023 08:44 AM

It keeps a standard

Anonymous

11/22/2023 12:08 PM

Easy to recognise. Hard work to create one for bad reasons.

Anonymous

11/22/2023 10:45 PM

It is clear and recognisable to be trusted

Anonymous

11/23/2023 09:27 AM

clear identification

Anonymous

11/23/2023 01:16 PM

It's a pride and recognition

Anonymous

11/23/2023 01:49 PM

I like it

Anonymous

11/24/2023 09:54 PM

Instant recognition by the public.

Anonymous

11/25/2023 07:49 AM

Clearly identifies a safe and secure operator prepared to be checked and answer to a higher authority.

Anonymous

11/27/2023 12:17 PM

See above: identity and passenger safety

Anonymous

11/27/2023 01:15 PM

to maintain easy recognition

Anonymous

11/27/2023 06:44 PM

Not the best looking, but does the job

Anonymous

11/27/2023 10:21 PM

It is massively important for taxis to be made accountable and identified by tourists and late night riders

Anonymous

11/28/2023 01:37 PM

As above.

Anonymous

12/04/2023 01:50 PM

I think it works

Anonymous

12/05/2023 08:19 AM

identity is helped by consistency

Anonymous

12/06/2023 12:39 PM

N/A

Anonymous

12/06/2023 12:40 PM

N/A

Anonymous

12/06/2023 09:59 PM

Any changes need to make sure that hackney carriages are recognisable as such. Consideration could be given to something such as what Guildford Borough Council has done and require an uniform colour. As hackney carriages are not a standard vehicle type, they must be recognisable.

Anonymous

12/07/2023 01:41 PM

It's distinct. And there is no need to change it

Anonymous

12/07/2023 02:26 PM

These taxis are symbolic and a part of the boroughs identity, if you asked someone what they associated with RBWM I'm sure this would be a key identifier

Anonymous

12/07/2023 05:23 PM

Safety for women

Anonymous

12/10/2023 06:09 PM

Brand devalues if you erase its use. The coat of arms is something we should be proud of, not seek to erase. I have no objection to adding 'eco friendly' stickers to the livery on rear of taxi for example but the livery and coat of arms branding should stay.

Anonymous

12/11/2023 08:08 AM

Instantly recognisable and therefore a regulated and managed safe environment to travel

Anonymous

12/15/2023 04:54 PM

Safety

Anonymous

12/15/2023 05:18 PM

Clear branding and easy to identify taxi

Anonymous

12/15/2023 05:57 PM

Based on benefits listed above.

Anonymous

12/15/2023 06:03 PM

I was inappropriately propositioned by a RBWM taxi driver a few years ago. Further removing requirements will make them even more unsafe for women

Anonymous

12/15/2023 06:33 PM

Option to take a licensed safe taxi

Anonymous

12/15/2023 07:01 PM

Change will impose cost on drivers which is likely to be reflected in fares

Anonymous

12/15/2023 07:58 PM

see answers in 3 above

Anonymous

12/16/2023 02:12 PM

All local residents understand the oversight the council has regarding these vehicles

Anonymous

12/16/2023 06:36 PM

No reason to change for the sake of change

Anonymous

It's clear and recognised

12/16/2023 07:32 PM

Anonymous

Cost of changes

12/17/2023 12:55 AM

Anonymous

Personal security

12/17/2023 11:45 AM

Anonymous

To easily identify RBWM approved and licensed taxis, with knowledge of DbS checks.

12/17/2023 01:30 PM

Anonymous

Changing it would cause confusion

12/18/2023 12:45 PM

Anonymous

It helpful

12/18/2023 07:48 PM

Anonymous

Guessing the taxi owner has to pay for this anyway

12/19/2023 07:58 AM

Anonymous

They are obvious as RBWM taxis

12/21/2023 11:40 PM

Anonymous

Please see answer to No. 3.

12/26/2023 04:59 PM

Anonymous

See no need to remove it and numerous reasons not to. The coat of arms is something that generate civic pride and is of huge value to the Borough.

12/31/2023 03:47 PM

Anonymous

Reasons above

1/03/2024 11:19 PM

Optional question (180 response(s), 140 skipped)

Question type: Essay Question

Q7 | Please give a reason for your answer

Anonymous

The taxi sign on top of the car is enough to recognise public hire vehicles maybe we could have a RBWM small sticker on the door

11/13/2023 01:36 PM

Anonymous

11/13/2023 02:04 PM

I think there needs to be an easily identifiable livery but not necessarily as large as it currently is.

Anonymous

11/13/2023 02:14 PM

If it is a large cost to taxi drivers then I imagine it could be reduced to just the coat or arms or just the purple hood and boot.

Anonymous

11/13/2023 03:59 PM

It could be expensive, maybe not the bonnet in purple but keep everything else.

Anonymous

11/13/2023 04:09 PM

Small crest would be classy,

Anonymous

11/13/2023 04:26 PM

Just to keep vehicle safe from thief's. Less vehicle color and stickers now days look more neat and professional. This can add extra work as some customers do avoid the loud taxis ie color stickers etc.

Anonymous

11/13/2023 04:42 PM

No objection to it been reduced as long as the livery is clearly identifiable especially at night time.

Anonymous

11/13/2023 04:33 PM

A clearer "licensed taxi" statement rather than the crest (which isn't linked to a taxi)

Anonymous

11/13/2023 08:33 PM

From a safety/assurance perspective, I don't think it should be removed altogether but I could see an argument for it reducing if drivers are struggling with the cost.

Anonymous

11/13/2023 08:49 PM

The distinctive livery makes people feel safe. I'd like to keep some.sort of livery - ie coat of arms on doors, but reduce the number of body panels impacted.

Anonymous

11/13/2023 09:36 PM

The livery and the colour scheme are folded into one it seems. Perhaps the cost of updated vehicles in specific colour schemes is prohibitively expensive? But the crest and its identity must be preserved

Anonymous

11/14/2023 07:34 AM

If it limits the drivers use of the car then it could be reduced to help their earning potential, otherwise leave it as is.

Anonymous

11/14/2023 08:50 AM

I think it could be reduced or omitted, but there is a benefit to having the cars the same colour so that they are easily identifiable in addition, of course, to having a plate or notice indicating their licenced status.

Anonymous

11/14/2023 03:30 PM

Maybe upto date with colours

Anonymous

11/14/2023 03:59 PM

Cost of living crisis cabs are easy targets for break ins as people assume they may have money or change inside

Anonymous

11/14/2023 08:51 PM

One colour with the town crest

Anonymous

11/14/2023 09:06 PM

All over the country taxi light is important

Anonymous

11/14/2023 11:45 PM

Reduce cost to drivers and be removable so they can use cars elsewhere

Anonymous

11/15/2023 12:28 PM

It's difficult to achieve and maintain the quality of the purple colour

Anonymous

11/15/2023 05:33 PM

This allows taxis to have more comfort with driving their cars for private use.

Anonymous

11/15/2023 10:22 PM

I don't think it's that important really

Anonymous

11/16/2023 06:50 PM

I think it is nice to have livery, however perhaps as a compromise with the hackney carriage drivers, it might be a possibility to just have the Crest and remove the purple.

Anonymous

11/17/2023 04:21 PM

I think it's a bit over the top and could be more 'regal' and less garish

Anonymous

11/17/2023 04:18 PM

It's a bit loud, colour wise

Anonymous

11/17/2023 04:34 PM

Reduce the cost to the operator

Anonymous

11/17/2023 04:44 PM

More subtle

Anonymous

11/17/2023 06:29 PM

It looks out dated

Anonymous

11/17/2023 09:10 PM

Livery needs to be sufficiently clear to indicate RBWM approval to taxi customers. Current livery does this but may be considered above and beyond this requirement by some.

Anonymous

11/18/2023 01:24 PM

The purple bonnet can go. Keep the coat of arms. It is the Royal Borough

Anonymous

11/18/2023 05:09 PM

It looks like the entire car is covered in this livery. Livery is only necessary to make it easily identifiable.

Anonymous

11/18/2023 06:14 PM

It may be costly for the drivers. It would be good for them still to be easily recognisable

Anonymous

11/19/2023 07:03 AM

To make it look neater without taking away the reason for having it in place

Anonymous

11/19/2023 01:47 PM

it is very big

Anonymous

11/19/2023 09:20 PM

As above, removing the requirement for purple bonnets and boots would represent minimal detriment and make our local taxi drivers feel supported

Anonymous

11/20/2023 03:27 PM

Cost

Anonymous

11/21/2023 07:40 AM

It could be reduced to just have the borough crest on the driver and front passenger doors. I don't see the need for the purple bonnet.

Anonymous

11/21/2023 12:48 PM

Doesn't need to be so large and an update to these things is rarely a bad idea

Anonymous

11/21/2023 01:17 PM

Reducing the cost burden on drivers would be good, but it would also be good to retain something visible which means people, including those who are vulnerable, can easily and clearly identify an official RBWM taxi when wanting to use one.

Anonymous

11/21/2023 02:36 PM

As long as there is consistency and something that can be clearly identified I think that modification would be ok

Anonymous

11/21/2023 03:57 PM

Keeping the colours but reducing the white and modernising

Anonymous

11/22/2023 02:51 PM

This would give a balance between identifying vehicles and allowing drivers to use their cars for other jobs. Perhaps a removable logo?

Anonymous

11/28/2023 10:10 AM

maybe just have the logo on the side

Anonymous

12/01/2023 12:16 PM

Benefit to brand. Update the design to look more elegant.

Anonymous

12/05/2023 04:19 PM

reduce cost to taxi owners but still keep it obviously licenced

Anonymous

12/05/2023 04:49 PM

It is important to continue to have a livery that makes RBWM taxis readily identifiable. However, within this requirement it is reasonable to keep the impact on taxi owners/drivers as low as possible.

Anonymous

12/08/2023 01:04 PM

See answer 4 as I got carried away with answering... I'm just back from a trip to Germany where every city licenced taxi is pale yellow, it certainly made them easy to spot amongst the rest of the traffic and had me thinking about this consultation in depth.

Anonymous

12/10/2023 03:28 PM

Since there is a cost and effects resale value, reduction of the livery could be explored.

Anonymous

Reduced costs

12/15/2023 06:23 PM

Anonymous

Like the rbwm cost of arms. Not keen on livery colours.

12/16/2023 10:35 AM

Anonymous

Again, some can look very faded and tired and you wonder how reliable the car is

12/18/2023 09:51 AM

Anonymous

It is quite complicated. A simple colour scheme would be enough and I assume lower cost.

12/21/2023 05:24 PM

Anonymous

I can see the benefit to a livery, but the style isn't very modern or appealing

12/30/2023 05:18 PM

Optional question (52 response(s), 268 skipped)

Question type: Essay Question

Q8 | Please give a reason for your answer

Anonymous

I think this livery should be removed as the taxi sign on the roof and the plate at the back is a good enough to show the vehicle is a taxi. We live in an era where everything is heavily monitored through CCTV so should any incidents occur.

11/13/2023 09:31 AM

Anonymous

We lose a lot of business main reason No one likes to book us cause of the colour scheme and logo on the car They are aware we are a hackney from the taxi sign and plate at the back. Also getting it rapped or painted costs more money Finding a white car is more expensive and a rare colour to find a car in Also come to resell it lose more money from that also.

11/13/2023 09:36 AM

Anonymous

The Taxi plate is enough

11/13/2023 09:33 AM

Anonymous

As mention above

11/13/2023 10:42 AM

Anonymous

Not fair to on drivers who spend their hard earned money on a car and it doesnt look nice with the colours, makes it difficult to use car for family

11/13/2023 10:11 AM

Anonymous 11/13/2023 10:45 AM	I think it looks horrendous and customers are not happy getting into a purple car
Anonymous 11/13/2023 10:59 AM	Without livery its look good
Anonymous 11/13/2023 11:23 AM	Cant afford to have 2 cars. The white and purple doesnt look nice on my hard earned money on car
Anonymous 11/13/2023 01:25 PM	Because there is only few boroughs who does this in the uk
Anonymous 11/13/2023 01:37 PM	You can make it condition for hackney carriage Liecence that the size of the Taxi sign is large enough so that it can be seen from a distance easily
Anonymous 11/13/2023 08:29 PM	It's completely useless
Anonymous 11/13/2023 05:17 PM	It is difficult for taxi drivers to get this done as it is comes with a heavy cost. It would be easier if this wasn't a requirement.
Anonymous 11/13/2023 05:45 PM	I've stayed the reason above it's the cost and taxis are clearly seen with taxi lights and marked taxi ranks
Anonymous 11/13/2023 06:09 PM	Gives a false impression and cheapens a unique coat of arms
Anonymous 11/13/2023 06:16 PM	I strongly believe the taxi ranks are easily noticeable with bright taxi lights on the roof
Anonymous 11/13/2023 08:56 PM	No good
Anonymous 11/13/2023 09:35 PM	Unnecessary. Drivers behaviours and quality more important

Anonymous

11/14/2023 10:06 AM

As above as they are worst than windsor cars and that is saying something. Yes dbs needs to b introduced with amount of things have happened to customers. Also things happened to drivers cameras should be in every taxi. And only certain points you can get a taxi

Anonymous

11/14/2023 11:33 AM

Unattractive look

Anonymous

11/14/2023 11:29 AM

By doing cars look more clean

Anonymous

11/14/2023 05:52 PM

In a historic town like Windsor, the Classic Black Cab look would be less of an eyesore and preferred by tourists.

Anonymous

11/14/2023 09:11 PM

- Targeted Break In/Burglary of Taxis - Purchasing white vehicles add roughly an additional £2000 to the purchase of a vehicle, as white vehicles are more difficult to find/acquire. - Livery costs £1000 in total to apply to vehicle - Due to the lack of street business, most of the vehicles operate on designated taxi ranks, which already make it clear that the vehicles are taxis. The addition of the livery does not offer anything substantial, with respect to both the driver's (no increase in business) and customer's (they either are already using taxi apps on the streets, or use Hackney carriages at the designated taxi ranks) - Other neighbouring boroughs such as Slough, Runnymede, Bracknell Forest, High Wycombe, Beaconsfield, Amersham, do not have a colour/ livery requirement.

Anonymous

11/15/2023 11:56 AM

Like other councils they run operations without any problem that can be replicated here aswell

Anonymous

11/15/2023 01:21 PM

Removed so we have a fair chance of competing with Uber, bolt and private hire which I take most of the executive customers. Also it is my private car for home use and I don't want to stick out when my family are with me. It costs to much money.

Anonymous

11/16/2023 09:12 AM

The vehicles are plated, which is proof that they conform to requirements.

Anonymous

11/17/2023 05:24 PM

Because it doesn't mean anything - how many livery taxis are actually road worthy

Anonymous
11/17/2023 06:31 PM

Provide an alternative such as a taxi sign to place as a Magnet on top of the car. Something that is less insulting.

Anonymous
11/17/2023 10:19 PM

No difference6, taxi is a taxi unless black cab.

Anonymous
11/18/2023 03:08 PM

Remove to make it fair for us to compete with private hire uber and bolt which haven't restrictions

Anonymous
11/18/2023 06:44 PM

Waste of Money

Anonymous
11/19/2023 10:47 AM

The additional cost of requiring the livery is detrimental to the operators in able to make a living with costs in excess of £1,000 to wrap the vehicles.

Anonymous
11/19/2023 02:57 PM

As mentioned above there is no need for the livery. I personally as a driver do not like it and customers do not like it.

Anonymous
11/21/2023 11:44 AM

It's pointless. A hackney carriage number plate, badge, and taxi signage is more than enough.

Anonymous
11/25/2023 01:45 PM

It make makers of it has no body give it about it

Anonymous
11/27/2023 03:32 AM

I don't personally like the look of the vehicles. It limits the drivers potential work and some of the vehicles are wrapped and the wrapping starts to look tacky after a while

Anonymous
12/03/2023 07:09 PM

As long as a clear hackney carriage plate and taxi sign is visible why should there be a livery?

Anonymous
12/11/2023 10:16 AM

Costs us, it makes our cars look ugly, customers do not like it as well as us drivers and people break our windows causes us unnecessary damage due to the livery.

Anonymous
12/15/2023 05:34 PM

no need, look at other local authorities

Anonymous

12/18/2023 08:56 AM

Any colour vehicle just a taxi sign on the top of vehicle and white Hackney plate visible at the rear sufficient

Anonymous

12/18/2023 10:07 AM

As I mentioned in answer 4. And also there are 50 shades of purple being used at the moment.

Anonymous

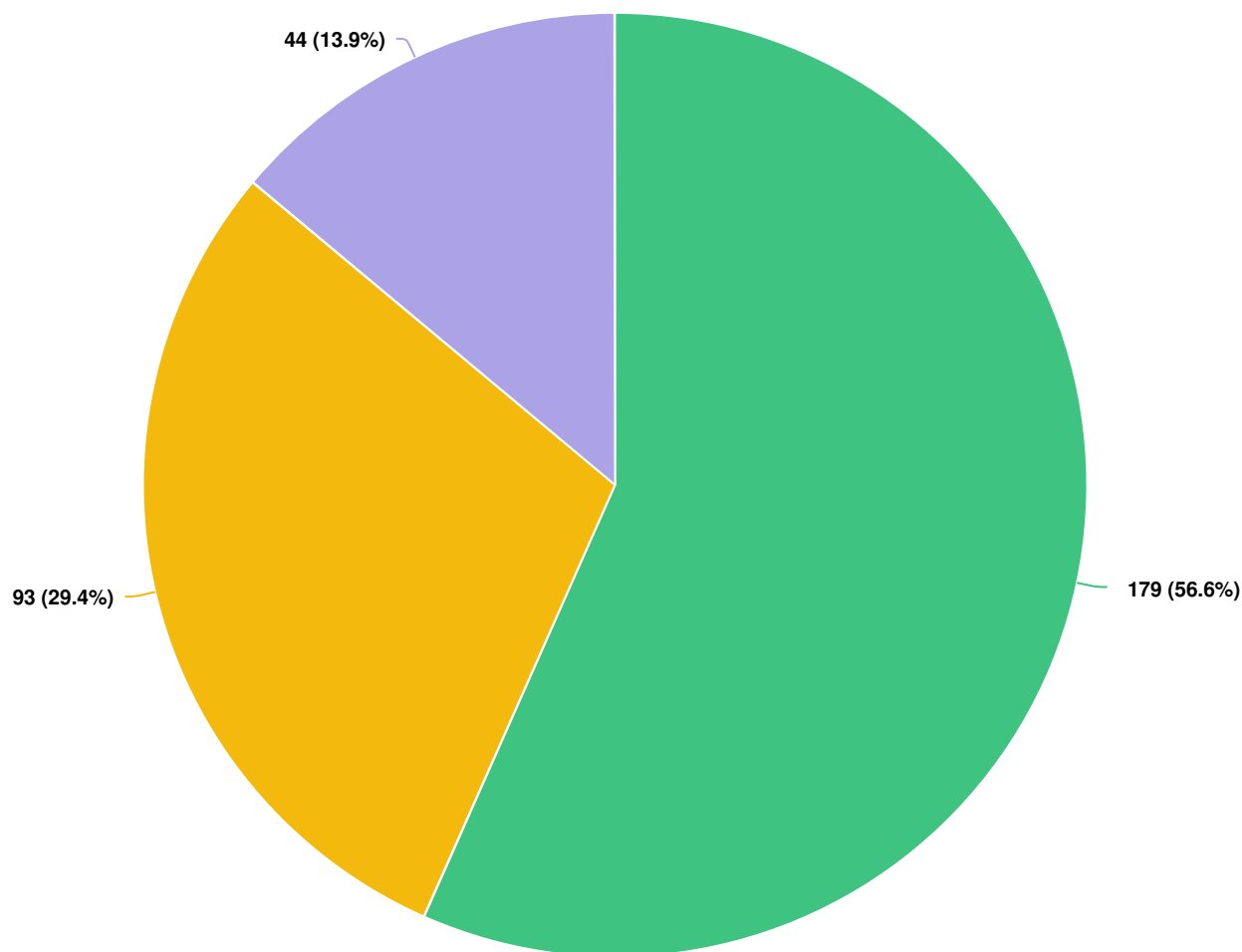
12/25/2023 10:50 AM

Cost of the change of colour upto 2000-3000

Optional question (41 response(s), 279 skipped)

Question type: Essay Question

Q9 | As and when RBWM licenced hackney carriages move from being fossil fuelled to being hybrid or electric vehicles (choose one option)



Question options

- Should the livery be kept as it is now?
- Could it be reduced in some way to demonstrate that the vehicle is hybrid or electric?
- Could the livery be removed entirely

Mandatory Question (316 response(s))
Question type: Dropdown Question

Q10 Please give a reason for your answer

Anonymous

11/13/2023 10:59 AM

Electric car no good

Anonymous

11/13/2023 01:25 PM

Follow the rest of boroughs

Anonymous

11/13/2023 02:00 PM

Don't see purpose of what type of vehicle should alter the livery of RBWM taxis.

Anonymous

11/13/2023 02:14 PM

Why add possible confusion to the public? One livery, consistently

Anonymous

11/13/2023 02:22 PM

There is no need to change it at this time. It just adds cost itself. We don't even need electric vehicles yet. This should not be a council priority at this time! You're supposedly near bankrupt and focus on this?!!

Anonymous

11/13/2023 02:54 PM

I believe RBWM licensed drivers should be regulated and easily identified.

Anonymous

11/13/2023 03:06 PM

The universal label is "eco". A simple decal that might be added to passenger doors.

Anonymous

11/13/2023 03:03 PM

As above - to stand out

Anonymous

11/13/2023 03:39 PM

I think it should be kept as it is and as the cars are replaced (when they get too old) maybe then, they could have a clear small add on to make it clear it is a hybrid/electric car.

Anonymous

11/13/2023 03:52 PM

There's no need to change it please keep it as it is.

Anonymous

11/13/2023 04:42 PM

If the livery is to be changed then surely it would make economic sense to do this when new vehicles are licensed.

Anonymous
11/13/2023 05:45 PM

The costs the vehicle in the current financial climate it's not feasible

Anonymous
11/13/2023 06:16 PM

The costs I've spoken to a number of taxi drivers and the costs of electric and hybrid vehicles aren't feasible

Anonymous
11/13/2023 06:37 PM

In keeping with the importance of the borough

Anonymous
11/13/2023 06:40 PM

Why change it?

Anonymous
11/13/2023 07:07 PM

Identifies a safer vehicle based on perception of checks performed on driver and vehicle

Anonymous
11/13/2023 07:13 PM

See q3

Anonymous
11/13/2023 07:37 PM

The distinctive livery is a recognised brand image for the Borough, taxis. It is distinctive for both drivers and residents. Reducing the livery or removing it for EVs would harm the brand,

Anonymous
11/13/2023 07:55 PM

Not necessary

Anonymous
11/13/2023 07:52 PM

For public safety reasons so they know that it's a taxi

Anonymous
11/13/2023 07:57 PM

What has the livery got to do with fuel type. Ridiculous to suggest there is any connection.

Anonymous
11/13/2023 09:16 PM

Safety

Anonymous
11/13/2023 09:36 PM

Why is it suggested that displaying the livery is a penalty? It should be displayed with pride.

Anonymous
11/13/2023 09:39 PM

Simplicity & easy to ID. If want to differentiate electric add green band to existing design

Anonymous

11/13/2023 09:39 PM

Yes keep

Anonymous

11/13/2023 10:24 PM

The livery has nothing to do with going Hybrid or Electric, the same logo can be kept and if it is necessary to advertise how "Green" the borough is then a smaller additional logo/sign be used.

Anonymous

11/13/2023 10:47 PM

Nothing wrong with how it is

Anonymous

11/13/2023 10:54 PM

It works well so why change?

Anonymous

11/13/2023 11:17 PM

See answer 3 above. (7 above is impossible to answer.)

Anonymous

11/13/2023 11:13 PM

Identify's licenced vehicle's

Anonymous

11/13/2023 11:13 PM

Why not just add something that says it's electric so that customers can choose if they wish and how does this affect the livery. Is this council ashamed to be a royal borough that it would want to hide its heritage ?? Is that what the people have voted in ? Anti monarchists ?

Anonymous

11/13/2023 11:26 PM

Noticeable

Anonymous

11/13/2023 11:45 PM

No reason to change

Anonymous

11/13/2023 11:51 PM

Yes keep the royal borough livery!!

Anonymous

11/14/2023 06:31 AM

Reducing it may cause confusion about what is an easily identifiable marker of a licensed taxi.

Anonymous

11/14/2023 07:10 AM

As above again, it's not about the vehicle engine etc, it's about the driver showing a commitment and dedication to be licensed under Hackney carriages.

Anonymous

11/14/2023 07:34 AM

I don't see why you should need to show it's hybrid or electric.

Anonymous

11/14/2023 08:02 AM

Why change what works well. There are other priorities for this council to spend money on.

Anonymous

11/14/2023 08:07 AM

No need to change the livery if everyone is aware that all RBWM taxis have to be hybrid or electric as policy

Anonymous

11/14/2023 08:46 AM

No reason to change.

Anonymous

11/14/2023 08:48 AM

Recognizable and provides piece of mind to taxi users

Anonymous

11/14/2023 08:56 AM

why would you want to remove it? I don't understand the reason for removing it. Is there some suggestion that it is elitist?

Anonymous

11/14/2023 09:46 AM

People will know what the vehicles look like when waiting for a taxi and might find it difficult to identify them if they were to change.

Anonymous

11/14/2023 11:20 AM

How the car is fuelled is not as important as knowing where the car is licenced or if its a safe Hackney to get into

Anonymous

11/14/2023 11:29 AM

Because not everyone afford this at this difficult time

Anonymous

11/14/2023 12:02 PM

The same answer as for 6 above. They change in fuel does not change any of my views.

Anonymous

11/14/2023 12:00 PM

Customer safety

Anonymous

11/14/2023 12:03 PM

It is not broken. Why 'fix' it?

Anonymous

It's too expensive

11/14/2023 12:14 PM

Anonymous

11/14/2023 01:14 PM

As above , reducing the livery or removing is weakening g the protection/ reassurance the public has and makes it easier for the drivers to overcharge, operate without meters and ply for hire out of borough illegally .

Anonymous

11/14/2023 01:27 PM

The are royal borough taxis

Anonymous

11/14/2023 02:27 PM

The introduction (if likely or cost effective) of hybrid or electric taxis should have no impact on the livery or brand.

Anonymous

11/14/2023 03:16 PM

Why change it?

Anonymous

11/14/2023 04:57 PM

No change required, however licensing should be dependent on all new vehicles being at least hybrid.

Anonymous

11/14/2023 07:21 PM

You're going to get in the first taxi available; refusing one over another could cause some friction

Anonymous

11/14/2023 07:41 PM

Keep drivers costs low

Anonymous

11/14/2023 08:51 PM

Still a taxi

Anonymous

11/14/2023 11:42 PM

I would prefer a clear communication of the green credential in addition to the current livery.

Anonymous

11/15/2023 07:37 AM

The vehicle will have its own identification badge to show it is Hybrid or electric powered.

Anonymous

11/15/2023 08:59 AM

Cost

Anonymous

11/15/2023 05:33 PM

Better for the environment, and brings a sort of innovation of technology within the cars.

Anonymous

11/15/2023 06:06 PM

there is no reason to remove it and the cost for the vinyl isnt considerable and has local Windsor services that can apply this.

Anonymous

11/15/2023 07:45 PM

Consistency as above

Anonymous

11/16/2023 02:40 PM

Why change a good thing?

Anonymous

11/17/2023 12:13 AM

Why change?

Anonymous

11/17/2023 03:51 PM

See answers above. The cars stand out and should be at a high standard

Anonymous

11/17/2023 04:05 PM

To maintain continuity. It should be expected that as vehicles are replaced, it will be with greener ones, so there's no need to spend time/money highlighting the fact. If anything, petrol/diesel vehicles should be marked in some way to show they are not green.

Anonymous

11/17/2023 03:54 PM

Why change?!

Anonymous

11/17/2023 03:57 PM

I don't see any reason for it to be reduced. You could possibly add green credentials.

Anonymous

11/17/2023 04:09 PM

As per Q3 and Q6, gives assurance that the vehicle is a licensed taxi within Windsor and Maidenhead authority area.

Anonymous

11/17/2023 04:23 PM

Just being an EV or hybrid should not mean the livery is reduced

Anonymous

11/17/2023 04:19 PM

The type of fuel used to power these vehicles is totally irrelevant to how the vehicles should look and the image they project.

Anonymous

11/17/2023 04:21 PM

As long as it's identifiable as a licensed taxi, I don't care what fuel it's using

Anonymous 11/17/2023 04:18 PM	A taxi is a taxi one takes the first one available not questions whether it is electric/hybrid or fossil fuel!
Anonymous 11/17/2023 04:21 PM	most trips are local anyway
Anonymous 11/17/2023 04:41 PM	Whether a taxi is hybrid, electric or fossil fuel makes no difference to the need for there to be an RBWM livery. The livery should be kept.
Anonymous 11/17/2023 04:47 PM	I don't understand why we would need it changed?
Anonymous 11/17/2023 04:49 PM	Trust is more important than propulsion mechanism. When getting a cab I will get the first in the queue not pick and choose over engines, vehicle type or driver
Anonymous 11/17/2023 05:08 PM	The power unit of the taxi is irrelevant re branding - but the Green Credentials could be added
Anonymous 11/17/2023 05:23 PM	Cost and familiarity
Anonymous 11/17/2023 05:33 PM	No comment
Anonymous 11/17/2023 06:18 PM	As before, livery is recognisable
Anonymous 11/17/2023 07:15 PM	Don't see the importance of highlighting hybrid or electric. If its a marketing tactic then could add to the livery.
Anonymous 11/17/2023 07:12 PM	Easy i/d
Anonymous 11/17/2023 07:14 PM	Important to keep livery
Anonymous 11/17/2023 07:51 PM	As before and why would changing fuel affect the livery? Surely 'Electric' or 'Hybrid' can be added somewhere on the vehicle.

Anonymous

11/17/2023 08:07 PM

I don't think the power source should have any bearing on livery. If clients prefer to use only electric vehicles they just have to ask the driver.

Anonymous

11/17/2023 09:10 PM

Livery should be consistent across all taxis irrespective of their fuel type. It is absurd to suggest no livery just because a vehicle is electric. The livery indicates RBWM checks have been made so provides reassurance for taxi customer.

Anonymous

11/18/2023 12:37 PM

How about a prominent sign that says hybrid or electric. As a hackney carriage I don't pick it based on engine. I pick it based on its position in the taxi queue by the station. And I don't get to choose, I have to take the first one.

Anonymous

11/18/2023 01:10 PM

Feeling safe entering a known and properly licensed vehicle. ALSO it is smart and easily seen. We are used to having these taxi's around.

Anonymous

11/18/2023 04:35 PM

It is irrelevant what fuel they use . All fuels are detrimental to the environment. It is a fallacy to this electric cars are cleaner

Anonymous

11/18/2023 05:09 PM

Why change it for these vehicles? What reason is there?

Anonymous

11/19/2023 11:31 AM

Easily identifiable

Anonymous

11/19/2023 11:19 PM

Same as above. The brand carry's value for the Borough and reassurance for the customer. Don't change it!

Anonymous

11/20/2023 08:51 AM

I can't see any reason reason to reduce the size of the livery.

Anonymous

11/20/2023 12:33 PM

Signifies the official nature of the taxi.

Anonymous

11/20/2023 03:54 PM

Type of fuel is not as important as a feeling of safety

Anonymous

11/21/2023 07:52 AM

Reassurance that the drivers and vehicles are safe, checked and approved. SO important especially for female, elderly or vulnerable passengers.

Anonymous

11/21/2023 09:22 AM

Just need to add Hybrid or Electric to it.

Anonymous

11/21/2023 12:08 PM

As responses above but I also worry that hybrid cars are so quiet - you cannot hear them approaching - given the stations heavy predestination presence I would request reversing noises be fitted too. As above It should provide reassurance that a woman travelling alone is safe and that they will take credit card and that I had the ability to raise issues . Therefore i feel it is essential, especially as I have some awful unacceptable and unfriendly experiences in taxis from Windsor and Maidenhead stations - I do feel it is extremely important Living near the station it also helps identify those loitering, idling and parking in residential roads, often in groups ! I've also experienced last minute u turns or turning at inappropriate places with lack of awareness for pedestrians so white and purple means they are more visible when making these manoeuvres in highly pedestrianised areas. White and purple is more visable for pedestrians.

Anonymous

11/21/2023 12:08 PM

used to livery

Anonymous

11/21/2023 12:16 PM

as above people know and trust this taxi service because of the livery

Anonymous

11/21/2023 12:36 PM

As in answer 3

Anonymous

11/21/2023 02:45 PM

Don't care what type of vehicle it is as long as it's approved and drivers checked

Anonymous

11/21/2023 03:51 PM

Same reason as previously given.

Anonymous

11/21/2023 04:30 PM

As before

Anonymous

The livery requires no change except a clear addituional word/iamge

11/21/2023 04:50 PM

or sticker that says Hybrid

Anonymous

11/21/2023 08:08 PM

See above, but could add something to show they're environmentally friendlier

Anonymous

11/21/2023 09:17 PM

Brand and what it represents is important, the only thing I would suggest is highlight those vehicles.

Anonymous

11/22/2023 05:30 AM

don't muddy the waters by changing some vehicles and not others. I certainly don't choose a hybrid or electric taxi over another one, I get the one that's first in line.

Anonymous

11/22/2023 08:44 AM

Personally I would keep it as it is now

Anonymous

11/22/2023 12:08 PM

Why not just add a green halo, or maybe change bonnets and boots to green? Why does it have to be reduced for electric or hybrid cars?

Anonymous

11/23/2023 01:12 PM

Well known

Anonymous

11/23/2023 01:16 PM

It won't effect but may be additional cost

Anonymous

11/23/2023 01:49 PM

See above

Anonymous

11/27/2023 12:17 PM

What does the engine have to do with the business / service it is providing

Anonymous

11/27/2023 01:15 PM

if any change, then electric vehicles should be the ones to change (not hybrid)

Anonymous

11/27/2023 06:44 PM

Fuel plays no part in safety

Anonymous

11/27/2023 10:21 PM

Why change the livery to get useless brownie points

Anonymous 11/28/2023 01:37 PM	I don't think too many people are that bothered if a taxi is hybrid or not. The maker of electric/ hybrid vehicles clearly make it clear with their own EV branding.
Anonymous 12/04/2023 01:50 PM	Again because it works for identification and energy source can (and should) be handled separately
Anonymous 12/06/2023 12:39 PM	N/A
Anonymous 12/06/2023 12:40 PM	N/A
Anonymous 12/07/2023 01:41 PM	Why would there livery change related to the fuel used? It's pointless to add costs to make this distinction
Anonymous 12/07/2023 05:23 PM	Safety for women
Anonymous 12/10/2023 06:09 PM	I see no beneficial reason for the council or residents to delete it.
Anonymous 12/11/2023 08:08 AM	The livery is instantly recognisable, and therefore a legal and safe quality controlled environment to travel in.
Anonymous 12/15/2023 04:54 PM	Familiarity
Anonymous 12/15/2023 05:18 PM	Clear branding easy to recognise
Anonymous 12/15/2023 06:33 PM	Why spend money on something unnecessary. When can't opt to take the second taxi in the queue because the first one is no electric. Gradual changeover to electric vehicles is all that is required. No unnecessary administration/livery, don't spend money on this
Anonymous 12/15/2023 07:58 PM	see answers in 3 above

Anonymous
12/16/2023 10:35 AM
Should t be any different just because using different energy/fuel. It's a waste of public money.

Anonymous
12/16/2023 02:12 PM
As my previous comment

Anonymous
12/16/2023 06:36 PM
Why change?

Anonymous
12/16/2023 07:32 PM
There is no choice. They queue you take the first. It's of no advantage. I would choose environmentally friendly but realistically I have no choice.

Anonymous
12/17/2023 12:55 AM
Cost

Anonymous
12/17/2023 11:45 AM
Personal security

Anonymous
12/18/2023 12:45 PM
Eventually all vehicles will be compliant and all service providers should be allowed to make a living from the service they provide. Having different markings on vehicles should only cause confusion.

Anonymous
12/21/2023 11:40 PM
The type of car will be shown on the car with it's make

Anonymous
12/26/2023 04:59 PM
Please see answer to No.3.

Anonymous
12/31/2023 03:47 PM
Not bothered knowing it's hybrid or electric - I chose a cab for the service, the journey and safety first and this is identified by the coat of arms not some electric sticker on the side.

Anonymous
1/03/2024 11:19 PM
Same as above

Optional question (142 response(s), 178 skipped)

Question type: Essay Question

Q11 Please give a reason for your answer

Anonymous

11/13/2023 11:16 AM

Hybrids cost more

Anonymous

11/13/2023 11:23 AM

Hybrid cost more to buy

Anonymous

11/13/2023 01:48 PM

Could have green bonnet

Anonymous

11/13/2023 02:04 PM

Same as for question 7.

Anonymous

11/13/2023 02:27 PM

Drivers should be encouraged to move away from fossil fuels as quickly as possible.

Anonymous

11/13/2023 03:21 PM

Good to advertise electric or hybrid

Anonymous

11/13/2023 03:59 PM

As above.

Anonymous

11/13/2023 04:09 PM

Usefully but as taxis only used from ranks, no choice for passenger to choose fossil or electric so other than promo no benefit. Perhaps electric could have lower tariff?

Anonymous

11/13/2023 04:11 PM

Progress

Anonymous

11/13/2023 04:49 PM

Not necessarily reduced, but perhaps the colour of the bonnet and boot could be different to make electric/hybrid vehicles more easily identifiable

Anonymous

11/13/2023 08:33 PM

Only as per stated previously. I am not specifically concerned with linking a change in the livery to an electric vehicle.

Anonymous

11/13/2023 08:49 PM

I didn't agree with any of the options in question 7. It is wrong that there is no option to disagree with all options. I think the livery should be reduced in terms of the number of body panels it impacts for all new vehicles. I'm happy for there to be differentiation between

electrical, hybrid and fossil fuel ice, but I don't think there should be a different number of body panels impacted.

Anonymous

11/14/2023 08:50 AM

Could be reduced or removed. I am very supportive of moving to EVs & hybrids, but recognise that new vehicles are very expensive. A green flash on the reg plate of any fully ev cars would be sufficient to show its greener credentials. A small and inexpensive "hybrid" sticker could be produced at low cost for those other vehicles.

Anonymous

11/14/2023 09:22 AM

A way of identifying these vehicles would be helpful, but not necessarily reducing the livery - such as a contrasting stripe across the purple sections

Anonymous

11/14/2023 09:33 AM

Promotes and encourages environmental considerations.

Anonymous

11/14/2023 11:32 AM

will help customers who want to be green and "reward" taxi drivers who've changed.

Anonymous

11/14/2023 11:54 AM

To promote less polluting vehicles

Anonymous

11/14/2023 03:51 PM

What are the environmental implications of having the livery? This would help make a decision. But having a slightly smaller version could be beneficial to users and the environment.

Anonymous

11/14/2023 05:25 PM

I think it's important to be able to recognise

Anonymous

11/14/2023 06:43 PM

Just add in a graphic for EV or hybrid / lower / zero emissions etc. no need to change everything!

Anonymous

11/14/2023 11:45 PM

Good to help consumers make a choice

Anonymous

11/15/2023 11:56 AM

In my opinion yes it should be moved to hybrid and electric only to bring more new vehicles.

Anonymous

Livery of some sort should remain; an indication of whether the

11/15/2023 12:28 PM

vehicle is hybrid or electric would support green initiatives

Anonymous

11/15/2023 10:22 PM

Advertising it as a clean vehicle is more important

Anonymous

11/16/2023 06:50 PM

I think it is still a good idea to have livery as mentioned in my previous answer. Perhaps a smaller council crest.

Anonymous

11/16/2023 11:31 PM

Easier for customers to identify and choose zero emissions taxis.

Anonymous

11/17/2023 04:01 PM

Why are my only options to reduce it or remove it? It should be kept the same, but possibly altered slightly

Anonymous

11/17/2023 04:34 PM

Identify that it is a more environmentally friendly vehicle and reduce costs

Anonymous

11/17/2023 05:09 PM

User choice of green/fossil fuelled vehicle.

Anonymous

11/17/2023 08:23 PM

Hybrid/electric vehicles could be identified using different colours perhaps? Instead of purple they could be green and retain the same RBWM crest

Anonymous

11/17/2023 10:15 PM

Underlines that the Royal Borough is doing its bit for slowing global warming.

Anonymous

11/17/2023 10:19 PM

The environment is very important as we must do everything to protect it.

Anonymous

11/18/2023 06:40 AM

Keep same colours, maybe modernise the existing at that stage to flag -up to customers that they are making a 'green' choice.

Anonymous

11/18/2023 10:22 AM

Don't want reduced but no relevant option! I would suggest the addition of a green stripe or electric "Z"

Anonymous

11/18/2023 01:24 PM

Keep the coat of arms. Bring in electric taxis ASAP. The queue of taxis on the high street is awful especially when spewing out fumes

Anonymous

11/18/2023 06:14 PM

TBH I wouldn't necessarily choose a taxi because it was electric. I would choose it because it was available

Anonymous

11/18/2023 06:49 PM

Happy for it to say the same but just add wording although don't think it will stop me using a taxi that is t electric or hybrid if I need one

Anonymous

11/19/2023 07:03 AM

Still need to demonstrate who licences the vehicle

Anonymous

11/19/2023 09:20 PM

I don't see any reason to remove the coat or arms just because it is EV or hybrid, it is still good to reassure people the driver is a bona fide RBWM taxi driver

Anonymous

11/20/2023 03:27 PM

So we know it has moved to being electric/hybrid

Anonymous

11/20/2023 08:25 PM

I suppose it would show that the Council is doing something towards Net Zero.

Anonymous

11/21/2023 07:40 AM

Definitely keep the branding but bring it up to date with a smarter look.

Anonymous

11/21/2023 11:47 AM

Important to see that they are properly regulated by the council and good for it to be distinctive but would be useful to know whether they are environmentally friendly too.

Anonymous

11/21/2023 01:17 PM

I think the livery should be the same irrespective of the type of vehicle - if there are changes, RBWM should give drivers a generous transition period in order to manage incremental costs.

Anonymous

11/21/2023 03:57 PM

Modernisation

Anonymous

11/21/2023 04:37 PM

Make it easier for owners to keep costs down and wil show a difference

Anonymous

There may be a clear and minor evolution but recognition will still be

11/21/2023 06:52 PM

important.

Anonymous

11/22/2023 02:51 PM

If reduced for all cars, perhaps some small detail to show it's a green car. e.g RBWm logo and a tree or something.

Anonymous

11/23/2023 09:27 AM

a Green one?

Anonymous

11/24/2023 09:54 PM

No need to reduce - graphics can adapted or added to show vehicle is Hybrid or EV.

Anonymous

11/28/2023 10:10 AM

some are in a bad shape and scheme to help buy a replacement with the council covering a bit of the cost

Anonymous

12/01/2023 12:16 PM

Show a positive shift to less polluting cars. Will empower customer choice.

Anonymous

12/05/2023 04:19 PM

Important to encourage a taxi is electric only. Forget hybrid. If different livery then consumers/residents can choose

Anonymous

12/05/2023 04:49 PM

Not sure whether livery should be "reduced" for hybrid/electric vehicles. However, would be good to be able to identify fully electric cabs - e.g. with inclusion of green in the livery.

Anonymous

12/06/2023 09:59 PM

Potentially change the bonnet colour to green to show it is an electric (not hybrid) car

Anonymous

12/07/2023 02:26 PM

Still needs to be identifiable as a taxi but to visually differentiate between fuel types would be good

Anonymous

12/08/2023 01:04 PM

If you were to introduce the magentic signage it could perhaps come in 2 editions - standard logo as the permanent version now and then with a green border to denote the ZEVs

Anonymous

12/10/2023 03:28 PM

I see no link between the livery and the power type.

Anonymous It will be good to know that the vehicles are environmentally friendly

12/15/2023 06:23 PM

Anonymous if a change has to be made this might be the opportunity to take

12/15/2023 07:01 PM

Anonymous It may encourage more people knowing that it was eco friendly.

12/16/2023 01:08 PM

Anonymous I would prefer to use a 'green' vehicle so identification would be helpful.

12/17/2023 01:30 PM

Anonymous It would give the customer a choice of using an environmentally friendly vehicle instead of the very old diesels that are currently operating

12/18/2023 09:51 AM

Anonymous Help save planet

12/18/2023 07:48 PM

Anonymous Not necessarily reduced but with some distinct element such as a green stripe

12/21/2023 05:24 PM

Anonymous It's a positive to show the cars are fossil-fuel free

12/30/2023 05:18 PM

Optional question (66 response(s), 254 skipped)

Question type: Essay Question

Q12 | Please give a reason for your answer

Anonymous We are not ready for electric cars as there is no charging points also we end up doing alot of waiting which will reduce battery life and alot of dead mielage

11/13/2023 09:36 AM

Anonymous New low emission including Euro 6 standard vehicles will bring new start to cleaner environment. Start drivers stop be provided all opportunity to have growth in its industry, with no livery and complete removal entirely will give more opportunity to increase there income and place no limits on accepting more work like corporate clients more incline to be driven in hackney vehicles

11/13/2023 10:42 AM

Anonymous

11/13/2023 10:45 AM

Looks terrible

Anonymous

11/13/2023 12:50 PM

I want to remove all of them

Anonymous

11/13/2023 01:36 PM

Extra cost for drivers and no benefits to the public

Anonymous

11/13/2023 01:37 PM

Reason is the very high cost with little or no benefit

Anonymous

11/13/2023 08:29 PM

Find some better options

Anonymous

11/13/2023 05:17 PM

I'd say for the same reason as mentioned above, it's costly for drivers.

Anonymous

11/13/2023 06:09 PM

Time has moved on and this is not an appropriate advantage

Anonymous

11/13/2023 08:56 PM

Not look nice

Anonymous

11/13/2023 09:35 PM

Question above assumes electric or hybrid is the future. This is not likely in the next decade at least.

Anonymous

11/14/2023 11:33 AM

Spending a lot of money on a expensive car, to wrap it in unattractive colours

Anonymous

11/14/2023 05:52 PM

In a historic town like Windsor, the Classic Black Cab look would be less of an eyesore and preferred by tourists.

Anonymous

11/14/2023 09:11 PM

- Targeted Break In/Burglary of Taxis - Purchasing white vehicles add roughly an additional £2000 to the purchase of a vehicle, as white vehicles are more difficult to find/acquire. - Livery costs £1000 in total to apply to vehicle - Due to the lack of street business, most of the vehicles operate on designated taxi ranks, which already make it clear that the vehicles are taxis. The addition of the livery does not

offer anything substantial, with respect to both the driver's (no increase in business) and customer's (they either are already using taxi apps on the streets, or use Hackney carriages at the designated taxi ranks) - Other neighbouring boroughs such as Slough, Runnymede, Bracknell Forest, High Wycombe, Beaconsfield, Amersham, do not have a colour/ livery requirement.

Anonymous

11/15/2023 01:21 PM

It should be removed for all cars not just hybrid as it would make it a 2 tier system which would not be fair and eventually all the car will have to change to hybrid or electric when it is feasible, which at the moment as the government has set out is 2035.

Anonymous

11/16/2023 09:12 AM

Ultimately, passengers want to get from A to B. How the vehicle is powered is well down the list of 'wants'

Anonymous

11/17/2023 05:24 PM

Just need a good / reliable registration process

Anonymous

11/17/2023 06:31 PM

The purple and white colours are targeted by thefts, they know these are taxis and have valuables.

Anonymous

11/18/2023 03:08 PM

Remove for all cars so we do not have 2 tier system

Anonymous

11/18/2023 06:44 PM

Waste of Moneyt

Anonymous

11/19/2023 10:47 AM

The additional cost of requiring the livery is detrimental to the operators in able to make a living with costs in excess of £1,000 to wrap the vehicles.

Anonymous

11/19/2023 02:57 PM

Livery is not needed at all. There are other ways of knowing and recognising they are taxis.

Anonymous

11/21/2023 11:44 AM

The livery is pointless

Anonymous

11/21/2023 08:30 PM

Livery should not be a barrier to entry for taxi drivers

- Anonymous
11/25/2023 01:45 PM
If u want to to go on electric than help all driver with expensive RBWMshould put half to help driver
- Anonymous
11/27/2023 03:32 AM
I think its a good idea to maybe make the vehicles hybrid or electric. Long term this will help reduce the level of toxins in the air. However I don't think that should be linked to the livery being removed. I think the livery should be removed either way.
- Anonymous
12/03/2023 07:09 PM
Expense of changing to electric and then the livery costs.
- Anonymous
12/11/2023 10:16 AM
As mentioned above it is not required.
- Anonymous
12/15/2023 05:34 PM
need to identify them as electric and taxis but a small plate or label would be better
- Anonymous
12/18/2023 08:56 AM
Cost of living is very high not enough charging points in the Borough
- Anonymous
12/18/2023 10:07 AM
Hybrid is fossil fuelled!
- Anonymous
12/25/2023 10:50 AM
Severs no purpose expect the extra cost

Optional question (32 response(s), 288 skipped)

Question type: Essay Question

Q13 | Do you have any other comments on the use of the livery on RBWM licenced hackney carriage vehicles?

- Anonymous
11/13/2023 09:36 AM
Please favour us and consider all of this. Thanks
- Anonymous
11/13/2023 10:42 AM
No. Just most of us are against livery and if council can work with us, it would feel the council is listening too us.
- Anonymous
No

11/13/2023 10:06 AM

Anonymous

PI remove livery

11/13/2023 10:59 AM

Anonymous

There is lots of cars on Hackney carriage plates missing collard bonnet and Rbmw logo on the doors.

11/13/2023 01:25 PM

Anonymous

The drivers have been forced to pay the extra costs for long enough

11/13/2023 01:36 PM

Anonymous

As I have already said you can have a large taxi sign and maybe a smaller magnetic RBWM coat of arms on the front doors of the vehicle

11/13/2023 01:37 PM

Anonymous

It's a good idea

11/13/2023 01:48 PM

Anonymous

No

11/13/2023 02:04 PM

Anonymous

No

11/13/2023 02:14 PM

Anonymous

Please understand the value of branding before you damage yours.

11/13/2023 02:22 PM

Anonymous

It should give a prestigious impression for the Royal Borough.

11/13/2023 02:27 PM

Anonymous

I assume the livery picture is a decal which is easily added or replaced.

11/13/2023 03:06 PM

Anonymous

Only that taxis should be easily identified (Visually) as a licenced local taxi, no one should be allowed to pick up customers (this could be vulnerable people) without having a clear logo of where they are from. I know we have Uber taxis but these are more likely to be used by younger people. I work in Dementia, but there are many other vulnerable groups out there that needs a visual clear logo that say " I can trust this taxi driver !! ".

11/13/2023 03:39 PM

Anonymous

11/13/2023 03:21 PM

Best to keep as is for the image of the town

Anonymous

11/13/2023 03:52 PM

No

Anonymous

11/13/2023 04:09 PM

Ev / hybrid to be encouraged, perhaps lower licence fee?

Anonymous

11/13/2023 04:11 PM

No.

Anonymous

11/13/2023 04:33 PM

No

Anonymous

11/13/2023 05:45 PM

The two colour scheme should be scrapped

Anonymous

11/13/2023 06:40 PM

Interested to know of perceived benefits and any reason to change this. Surely it will be seen as a waste of money and time.

Anonymous

11/13/2023 07:07 PM

No

Anonymous

11/13/2023 07:13 PM

It does not have to be as it is now, but must be clear and instantly recognisable

Anonymous

11/13/2023 07:37 PM

There are a number of unliveried licensed vehicles. These damage the Borough brand image on the taxi rank and are difficult to identify. We often see The RBWM vehicles on the M4 in and out of London and Heathrow. This is a positive brand image fro the public and visitors. Working with TVP on the Windsor Guard Mount, the taxi drivers are allowed some leeway when 'no stopping' is called and are easy to identify. If the identification is removed, they are far more likely to be sent away. This would be detrimental to their trade.

Anonymous

11/13/2023 07:55 PM

None

Anonymous

11/13/2023 07:57 PM

Keep it. There is no reason to change it. It easily visible for all ages.

Anonymous

11/13/2023 08:49 PM

This survey doesn't allow me to answer with my actual opinion. I'm fed uonwith council surveys which appear to steer answers or don't allow options to not agree with the options offered. I've been compelled to give an answer I don't agree with in order to be able to submit a response.

Anonymous

11/13/2023 09:16 PM

No

Anonymous

11/13/2023 09:36 PM

This type of survey is typical of rbwm- the Borough is overrun with Uber and other ride hailing services and has an abundance of private operators. All deliver a better service - reliability, cost, comfort. Yet we focus on the image of an outdated fleet offering an outdated service?

Anonymous

11/13/2023 09:35 PM

Unnecessary expense on top of licensing costs doubling in last ten years.

Anonymous

11/13/2023 09:39 PM

Should be required to display photo is in cab - prevents "sharing" of taxi license. Should always have card option - too often "not working" - online payment option perhaps?

Anonymous

11/13/2023 10:24 PM

Why tinker with something that has been around for a long time. The current logo is one to be proud of, don't change for change sakes and spend the money & effort on this exercise on something more useful in the Borough

Anonymous

11/13/2023 10:47 PM

It's part of RBWM identity so why take it away?

Anonymous

11/13/2023 10:54 PM

Waste of time even discussing this it should be kept as it is snd council should be focussing on real issues in Windsor

Anonymous

11/13/2023 11:17 PM

It is most attractive and links it with the town for visitors

Anonymous

11/13/2023 11:13 PM

No

Anonymous

Please spend resources and time on things that need change and not

11/13/2023 11:13 PM

waste time on such trivia

Anonymous

11/13/2023 11:26 PM

Large numbers on cars, making them individual if ever needed

Anonymous

11/13/2023 11:51 PM

Yes this exercise is time wasting

Anonymous

11/14/2023 07:10 AM

None

Anonymous

11/14/2023 07:34 AM

It means they are easily recognisable and therefore a trusted, safe, regulated vehicle.

Anonymous

11/14/2023 08:02 AM

This coat of arms is part of our history and heritage. Please don't erase it!! You should be valuing your brand and the advertising opportunity this brings as taxis drive around the Borough. You look weak bowing to the demands of taxi drivers in even considering this.

Anonymous

11/14/2023 08:07 AM

Keep the livery as it is

Anonymous

11/14/2023 08:50 AM

Do it cheaply, and spend any funds saved on more important things.

Anonymous

11/14/2023 08:40 AM

Should be kept as it is now

Anonymous

11/14/2023 08:46 AM

No - keep as it is. This consultation is a waste of public resources.

Anonymous

11/14/2023 08:56 AM

Possibly political, what other reason is there?

Anonymous

11/14/2023 09:22 AM

I am surprised it's this big a deal.

Anonymous

11/14/2023 09:33 AM

Keep it!

Anonymous

11/14/2023 09:46 AM

None.

Anonymous

11/14/2023 10:06 AM

You havent been able to keep control of them get rid completely.
Restart or invest that companies that have built realtionships with residents and business

Anonymous

11/14/2023 11:33 AM

I personally think the only thing that should be required for a Hackney carriage in the Royal Borough, Windsor and Maidenhead, is a taxi sign on the roof of your vehicle and the appropriate badge on the rear

Anonymous

11/14/2023 11:54 AM

None

Anonymous

11/14/2023 12:02 PM

I think it is brilliant. Gives a strong image and a huge feeling of safety/security.

Anonymous

11/14/2023 12:00 PM

We should support the local taxi companies

Anonymous

11/14/2023 12:03 PM

No

Anonymous

11/14/2023 12:14 PM

No

Anonymous

11/14/2023 01:14 PM

It should be retained

Anonymous

11/14/2023 01:27 PM

They should stay as they are

Anonymous

11/14/2023 02:27 PM

It should remain, and this consultation should identify who suggested the possible change. I will expect that taxi drivers and operators will seek to increase people to vote for this consultation.

Anonymous

11/14/2023 03:59 PM

Some account and executive customers don't like livery all over the car as they are the client I believe they should have options on level of service and choice of how they travel

Anonymous

11/14/2023 03:51 PM

No

Anonymous

11/14/2023 05:25 PM

No

Anonymous

11/14/2023 05:52 PM

I think the current white and purple bonnet looks unsightly and provides no real benefit, to the consumer.

Anonymous

11/14/2023 08:51 PM

Looks tacky

Anonymous

11/14/2023 09:11 PM

Rather than the RBWM licenced hackney carriages (taxis) being white with a purple bonnet and boot and a large RBWM coat of arms on the side (known as the vehicle livery), I propose vehicle can be of any colour, but to display that the vehicle is a RBWM taxi, by having magnetic signage (displaying RBWM logo, "TAXI - Plate No.", "LICENCED HACKNEY CARRIAGE") that can be displayed on the vehicle, on both front doors with dimensions around 12cm x 30cm.

Anonymous

11/14/2023 11:42 PM

Ideally, the taxi colour scheme would look attractive to tourists.

Anonymous

11/15/2023 07:37 AM

As the council is in dire financial straits I am amazed that this removal of the livery should even be considered or even replaced. The present livery does its job so why change ????

Anonymous

11/15/2023 11:56 AM

Put strict age restrictions on vehicles. Retire a vehicle after 10 years

Anonymous

11/15/2023 12:28 PM

No

Anonymous

11/15/2023 01:21 PM

All I will say is please help us through these difficult times and lessen the burden on by getting rid of the livery which entail will save us money and help us to build our private clientele in the future. Hope you get our perspective on this matter and help us out and work with us. Thank again

Anonymous

11/15/2023 05:33 PM

No

Anonymous 11/15/2023 06:06 PM	to repeat it stands out as a RBWM hackney carriage and instills confidence that it is safe and has stated prices before entering.
Anonymous 11/15/2023 10:22 PM	Beware of lots of bitter ex councillors answering this survey!
Anonymous 11/16/2023 09:12 AM	Maybe a single permitted colour, but crayoning all over your local fleet is impractical
Anonymous 11/16/2023 02:40 PM	It is a known livery and should be maintained
Anonymous 11/16/2023 11:31 PM	Windsor needs to retain taxi id for visitors safety.
Anonymous 11/17/2023 03:48 PM	no
Anonymous 11/17/2023 03:51 PM	No just that someone should inspect the cars and ensure standards are maintained
Anonymous 11/17/2023 04:19 PM	No
Anonymous 11/17/2023 04:41 PM	No.
Anonymous 11/17/2023 04:34 PM	No
Anonymous 11/17/2023 04:49 PM	Identity is key. Don't throw it away
Anonymous 11/17/2023 04:55 PM	That they redirect the speed limits, especially in towns and villages
Anonymous 11/17/2023 05:09 PM	ID/License of Driver should be made more prominent.

Anonymous

11/17/2023 05:08 PM

No

Anonymous

11/17/2023 05:24 PM

Please can you send me the current RBWM livery / licence process document & how many livery taxis have up to date licensing ?

Anonymous

11/17/2023 05:33 PM

No

Anonymous

11/17/2023 06:31 PM

If the borough provides us funding for the stickers we wouldn't mind however we are paying from our own hard earned money. We do receive any benefits

Anonymous

11/17/2023 06:29 PM

Hate the taxis outside the castle !

Anonymous

11/17/2023 07:15 PM

I agree in your proposal that drivers should be DBS checked. The livery is important in terms of licensing and identity.

Anonymous

11/17/2023 07:14 PM

You should adopt a policy that all taxis should be hybrid now and that all should be fully electric by a certain date. It's important to lead on this, the perception is that in RBWM the car is king and there is very little done to minimise car use, lower car pollution or manage/police speed.

Anonymous

11/17/2023 07:51 PM

I think it is a very good thing for all the reasons above.

Anonymous

11/17/2023 09:10 PM

No

Anonymous

11/17/2023 10:15 PM

Don't get rid of the livery

Anonymous

11/17/2023 10:19 PM

No

Anonymous

11/18/2023 06:40 AM

No.

Anonymous

11/18/2023 12:37 PM

Let's not change a good and safe system for passengers just so that drivers can save a few bob, and which could allow for more fraud.

Anonymous

11/18/2023 01:10 PM

Can't understand why anyone would want to change it !!!

Anonymous

11/18/2023 01:24 PM

Keep the coat of arms

Anonymous

11/18/2023 03:08 PM

Please get rid of livery to help us in these difficult times

Anonymous

11/18/2023 04:35 PM

Leave them alone. Focus on other things in the Borough

Anonymous

11/18/2023 06:44 PM

No

Anonymous

11/18/2023 06:49 PM

I'd like to know how to pre-book them and what for a provide them

Anonymous

11/19/2023 11:19 PM

If the vehicles were unbranded I would expect to pay Uber prices in these cabs. They shouldn't have reserved places outside the castle either or any other branded privileges. If the brand is removed what implication is there on safety legislation for taxis without coat of arms? Are we lowering standards in branding AND safety?

Anonymous

11/20/2023 08:51 AM

RBWM should think seriously about NOT encouraging electric vehicles, as they cause more damage to the environment: 1). Electric vehicles are heavier than normal cars, which have UNINTENDED CONSEQUENCES. . Some weigh 2.7 or even 3 tonnes!!! - FACT 2). Tyres on electric vehicles emit humongous amounts of particles into the air, far more than normal cars. - FACT. RBWM said in their political manifesto they were a Green Party and electric vehicles are NOT as green as first thought - FACT; and 3). As electric cars are far heavier than normal cars due to heavy batteries then breaking causes extra wear and tear on roads resulting in RBWM having to repair more potholes etc. - FACT.

Anonymous

11/20/2023 12:33 PM

None

Anonymous

11/20/2023 03:27 PM

Should have a consistent fare with each taxi

Anonymous

11/20/2023 03:54 PM

In addition to a feeling of security, RBWM licenced taxis are easy to spot when looking for a taxi

Anonymous

11/21/2023 07:52 AM

All towns and cities in the UK have branded official taxis, I hope Windsor doesn't remove theirs. The branding looks nice and reflects the towns royal heritage. I often see foreign visitors taking photos of the crest on the side of the taxis!

Anonymous

11/21/2023 11:47 AM

Like that it is easily distinguishable

Anonymous

11/21/2023 12:08 PM

I would like to see more done about licensed carriages doing illegal 'u' turns at Maidenhead station from under the bridge and doubling round on Shoppenhangers road to go to the station. The 'intimidating group' mentality that the lay-by on shoppinghangers road is for taxis only , they regularly get aggressive and noisy on horns when others drop off at the Shoppenhangers station entrance and as a resident the noise is continual. I would like it if all fayres where standardised and card payments were mandatory - I've numeroisly been quoted £8 difference in fayres (same day of week and time) told they take card then the machine doesn't work so they offer to drive me to a cash point, which as a lone female rider can feel venerable. I have had taxi drivers refuse the journey as it is too short. Our taxi drivers could benefit from a revamp and constructive customer feedback home truths.

Anonymous

11/21/2023 12:08 PM

useful identification

Anonymous

11/21/2023 12:36 PM

The livery provides security for lone female travellers and that to me is the most important thing about the livery and it should stay as is

Anonymous

11/21/2023 01:17 PM

All noted above.

Anonymous

11/21/2023 02:45 PM

Usually as cheap as Uber. Make sure all can have pay by card options

Anonymous 11/21/2023 04:30 PM	The strict rules are a benefit for all users and ensuring a safe ride and fair
Anonymous 11/21/2023 04:37 PM	no
Anonymous 11/21/2023 08:08 PM	No
Anonymous 11/21/2023 08:30 PM	None
Anonymous 11/21/2023 09:17 PM	No.
Anonymous 11/22/2023 05:30 AM	no
Anonymous 11/22/2023 12:08 PM	No.
Anonymous 11/22/2023 10:45 PM	They are massively overcharging and I feel they are taking advantage of people trusting the rbwm badge
Anonymous 11/23/2023 01:16 PM	Taxi should be recognised easily
Anonymous 11/23/2023 01:49 PM	No
Anonymous 11/24/2023 09:54 PM	No
Anonymous 11/25/2023 07:49 AM	No
Anonymous 11/25/2023 01:45 PM	Livery should be small enough to look good at moment it looks like shit
Anonymous	its an extra cost and burden on the drivers

11/27/2023 03:32 AM

Anonymous

No

11/27/2023 12:17 PM

Anonymous

no

11/27/2023 01:15 PM

Anonymous

It is IMPORTANT that RBWM keep the livery

11/27/2023 10:21 PM

Anonymous

needs updating

11/28/2023 10:10 AM

Anonymous

No

11/28/2023 01:37 PM

Anonymous

No

11/29/2023 06:44 PM

Anonymous

No

12/01/2023 12:16 PM

Anonymous

it was a very stupid idea brought in by a very ignorant council. No consideration was given to the affect on driver's livelihood and the problems it would create. It has not made a positive change to the trade.

12/03/2023 07:09 PM

Anonymous

No

12/04/2023 01:50 PM

Anonymous

N/A

12/06/2023 12:39 PM

Anonymous

N/A

12/06/2023 12:40 PM

Anonymous

This survey and consultation adds no value to the service provided by taxis in the borough Save the effort and money

12/07/2023 01:41 PM

Anonymous

Keep as is

12/07/2023 05:23 PM

Anonymous

12/08/2023 01:04 PM

If I were to travel alone, as a female I would be looking to travel in a licenced hackney with livery so that I'm reassured of the service and safety I would expect.

Anonymous

12/10/2023 03:28 PM

Could it be kept as it is but incentivise it's use to offset the impact for the drivers on cost and resale value? Or could it be reduced to all white with a large removable decal on both front doors?

Anonymous

12/10/2023 06:09 PM

Taxi drivers carrying the coat of arms are more recognised to tourists and residents and carry privileges as a result, such as parking right outside the castle and being easily identified as a reputable carrier by tourists. Customers feel safer in a marked up cab as know it is RBWM safety checked - or should be. A marked up livery carries more pride and value and security to passengers than an unmarked private car.

Anonymous

12/11/2023 08:08 AM

As a wheelchair user Power chair, I still find them difficult to access.

Anonymous

12/11/2023 10:16 AM

To be removed immediately please.

Anonymous

12/15/2023 04:54 PM

No

Anonymous

12/15/2023 05:34 PM

need better vehicle checks, often they have warning lights on the dashboard when in use with a customer, should be subject of regular and no notice checks and serious issues should result in ban. older diesel taxis needs to be phased out by 2025/1

Anonymous

12/15/2023 06:33 PM

As I live near the train station I rarely take taxis but on the occasions I have they have been fine

Anonymous

12/15/2023 07:01 PM

no

Anonymous

12/16/2023 01:08 PM

No

Anonymous

12/16/2023 02:12 PM

No

Anonymous

12/17/2023 11:45 AM

No

Anonymous

12/17/2023 01:30 PM

Please consider vulnerable users of taxis regarding safety and security.

Anonymous

12/18/2023 08:56 AM

When a vehicle has a taxi sign on the top everyone recognise its a Hackney taxi. With any colour taxi it's easy to clean. And you don't need to spend extra £3000 to paint the vehicle. The added expense could be put to buying a hybrid vehicle which at the moment are very expensive to buy and maintain.

Anonymous

12/18/2023 09:51 AM

No

Anonymous

12/18/2023 10:07 AM

The livery was bought in, because councillors at that time, thought, it would make the taxis more visible and easier to hail down. Livery hasn't increased hailing. 99% of the pickups are still from the taxi ranks. There is no other benefit.

Anonymous

12/18/2023 10:44 AM

They openly rip people off with random & exhorbitant fares !! this MUST be regulated & monitored with penalties administered.

Anonymous

12/18/2023 07:48 PM

No

Anonymous

12/21/2023 05:24 PM

No

Anonymous

12/21/2023 11:40 PM

no

Anonymous

12/25/2023 10:50 AM

Many councils have removed livery and hackney's are still safe for public example are TfL have thousands of vehicles with only a small sticker on front and back screens

Anonymous

I think there should be more attention to the cleanliness of the insides

12/30/2023 05:18 PM

Anonymous

12/31/2023 03:47 PM

The RBWM coat of arms is of great value to the taxi driver They receive tourist benefit, additional credibility and benefits in parking because of it. Plenty of drivers would love to take their place in one of the RBWM cabs if they'd rather go unmarked or eco-marked instead. They should value the privilege it carries.

Anonymous

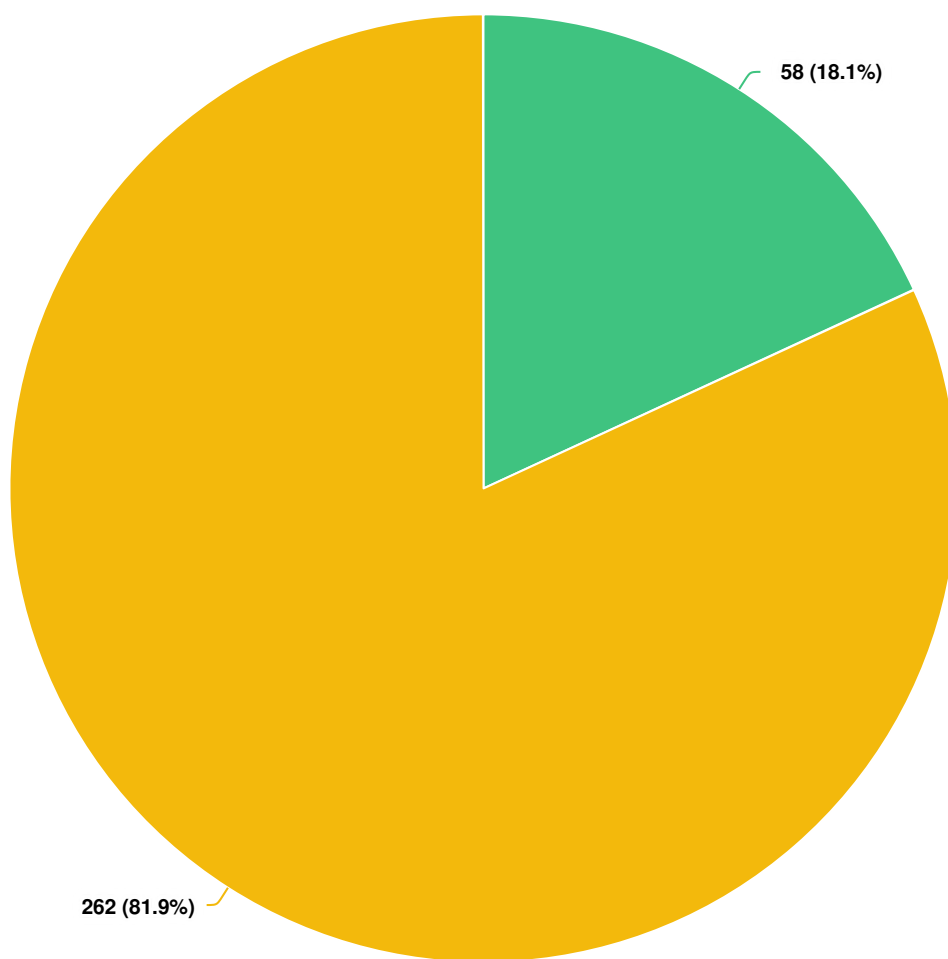
1/03/2024 11:19 PM

No

Optional question (167 response(s), 153 skipped)

Question type: Essay Question

Q14 | Do you know of any compelling reasons why RBWM Licensing should not introduce six monthly checks on the DBS records (formerly known as the Criminal Records Office) of all RBWM licenced hackney carriage and private hire drivers?



Question options

- Yes
- No

Mandatory Question (320 response(s))
Question type: Dropdown Question

Q15 Please give a reason for your answer

Anonymous

11/13/2023 09:31 AM

Adding on to costs for the badge.

Anonymous

11/13/2023 09:36 AM

It will be more money that will costs us more and we are hardly making anything already

Anonymous

11/13/2023 10:42 AM

The consistent strain and always making the industry difficult to work in. The police has good relationships with the council if there, such wrongdoing the council will be made aware straight away. By trying to introduce this 6 month dbs check has made all drivers who are mostly from an ethical background feel targeted and alienated. It feels the lack of trust is minimal. There is constant restriction and financial cost placed on us. The taxi industry seems to always feel easy target.

Anonymous

11/13/2023 10:06 AM

It will clog up the DBs system even more.my DBs sometimes takes 6 months to come anyway

Anonymous

11/13/2023 10:11 AM

Extra cost for drivers, specially in times like this when everything is already so expensive.

Anonymous

11/13/2023 10:59 AM

Too much work

Anonymous

11/13/2023 11:01 AM

Costs will be applied to drivers, incorrect formation will cost livelihood of drivers. This will increase costs for rbwm which will then be covered through licence fees for drivers. Don't think this has been an issue that actually needs addressing.

Anonymous

11/13/2023 11:10 AM

Cost to the drivers will the council pay towards the fee of DBS

Anonymous

11/13/2023 11:16 AM

The cost of living

Anonymous

11/13/2023 11:23 AM

It will cost more and cost of living is already high

Anonymous

11/13/2023 12:16 PM

Completely unnecessary and yet more cost associated with being a driver. We should be encouraging good people to become drivers not constantly add hurdles and barriers. This is process for process sake

Anonymous

11/13/2023 12:53 PM

Is this about money as I think we pay enough to work this would cost us an extra £72 a year. It takes three months for a DBS to be checked anyway so doing it six monthly it's gonna make it more hard work

Anonymous

11/13/2023 01:25 PM

All okay

Anonymous

11/13/2023 03:06 PM

No one may assume an individual is 'clean'. All walks of society have produced offenders. The livery needs to imply a high standard of service and any driver who turns out to have a record must be banned from these taxis.

Anonymous

11/13/2023 03:46 PM

I don't think it's necessary to have a db's check every 6 months as it takes some almost 5months to return

Anonymous

11/13/2023 03:52 PM

If it's a requirement it should be introduced if not there will be an associated cost that could be avoided

Anonymous

11/13/2023 03:59 PM

This will be expensive for the local authority at a time wthey they need to be reducing costs. Yearly should be sufficient. Teachers DBS checks are don't this regularly!

Anonymous

11/13/2023 04:26 PM

I think a yearly crb is sufficient as this times passes very very quick. And if drivers are on the update service the council can get an updated certificate of any driver at any time. Also having to remember every 6 months if forgotten can cause a driver also of stress if handed in and he can't work due to this. 1 year is very sufficient like most councils I feel. Honestly drivers are going through a very difficult time right now as work has really dropped. Having this every 6 months is almost another worry for the driver. We are constantly worried about Losing a license as this is our livelihood

Anonymous

11/13/2023 08:29 PM

First thing why and what's main reason who will face burden unnecessarily giving trouble to drivers there are lot off reasons if u do face to face meetings with drivers than u can understand problems off drivers

Anonymous

11/13/2023 05:45 PM

The cost of the DBS checks, yearly checks are suffice and for whatever reason if any of the drivers has a committed a crime and is prosecuted that check will appear on the following years DBS check

Anonymous

11/13/2023 08:31 PM

More beuracracy!...why is 6 monthly need, its bad enough with the constant regulation of safeguarding courses etc, once a year is more than enough for all other employment.

Anonymous

11/13/2023 08:49 PM

Cost. Why not monthly? Surely annual would be enough? What is the frequency for teachers, social workers etc?

Anonymous

11/13/2023 08:56 PM

First why who will bear cast

Anonymous

11/14/2023 09:22 AM

Six months seems rather often, as long as drivers are checked when they apply for the licence. The cost of these checks should not be borne entirely by the drivers (and if it were, would inevitably be passed to passengers)

Anonymous

11/14/2023 11:20 AM

Introducing 6 monthly dbs checks will cause more problems than good, dbs checks take time to come and with the amount of drivers you have licenced you will be draining recorsces continuously chasing up dbs checks, I agree that every 3 year is to long, but I think every 6 months is to short, maybe every year would be a better way of doing it and it's not so costly for the drivers either

Anonymous

11/14/2023 11:33 AM

DBS checks take up to 3 months to complete Also.....taxi drivers already have to provide a DBS certificate when applying for a taxi license and are required to make the council aware of any pending convictions. It's just creating another barrier for taxi drivers to want to remain in the job

Anonymous

11/14/2023 11:54 AM

It will increase cost for a driver, I believe that 6 months checks are unnecessary because most driver are law abiding citizens and will not risk their livelihood by committing an offence because they are aware of the consequences. If it has to be introduced then it will be beneficial to do it gradually I.e reduce it by 6 months every year.

Anonymous

If council pays for DBS then get it done every month .we don't mind.

11/14/2023 12:06 PM

Anonymous

It's cost extra. If council pay for this service I have no problem.

11/14/2023 12:14 PM

Anonymous

This will add on extra burden on drivers in terms of time and money, haven't seen or heard any other workforce or authority requiring such stringent rule about DBS check every 6 months, not even police or security services

11/14/2023 06:37 PM

Anonymous

Extra costs unnecessary

11/14/2023 03:23 PM

Anonymous

It does not make sense to do it every 6 months. DBS checks are performed and should be kept as yearly check. One small event on ur dbs can be detrimental to a driver and affect their earnings.

11/14/2023 03:30 PM

Anonymous

Times are tough right now with so many overheads and outgoing s and transport companies are struggling to hire staff because of the long vetting process it would deter drivers to join the industry because of so many running costs just to keep the car on the road i.e fuel prices, rents rates, mortgages food prices and not mention council tax which goes up every year.

11/14/2023 03:59 PM

Anonymous

Waste of money and time extra burden on drivers in this ever increasing cost of living

11/14/2023 07:14 PM

Anonymous

Too expensive for driver to do this six monthly. Happy to complete check annually

11/14/2023 07:41 PM

Anonymous

I think 1 year is sufficient. It should be driver's responsibility to inform if anything happens in between

11/15/2023 11:56 AM

Anonymous

I think it should stay the same or at most be done every year as this will bring more admin for drivers and council.

11/15/2023 01:21 PM

Anonymous

It would not be reasonable for the DBS to be held six-monthly. This is because the DBS is valid for 3 years, so reducing the check to every 6 months would be unnecessary - it would add extra hassle.

11/15/2023 05:33 PM

Anonymous

11/17/2023 11:20 AM

My licence lasts for a year so why can't my dbs run in unisun with it, plus it's more red tape and more expense.

Anonymous

11/17/2023 04:05 PM

It should be every 3 months, if funding allowed

Anonymous

11/17/2023 05:23 PM

Presumably they are currently every 3 years? They are costly, who pays for it? Have you looked at how many drivers in the life time of their current checks have committed an offence which would render them not suitable to be a taxi driver? Why change it unless you have evidence that a number of drivers have committed a relevant offence? What's the rationale in increased spend?

Anonymous

11/18/2023 03:08 PM

Should be done every year as we have enough checks

Anonymous

11/18/2023 04:35 PM

Will the cost be to the Borough or to the taxi driver? . If the Borough, spend our money on more important things. If on the taxi driver, cost of living too high for yet another form of taxation for the taxi drivers. dBS are out of date from the date of the check

Anonymous

11/19/2023 09:20 PM

You haven't provided the justification for doing it every six months but from my experience requirements for DBS checks for different categories are inconsistent. Moreover, I assume each one costs money and you haven't said how much and who pays it. We hether it is the taxi driver or the council I suspect neither can afford to spend on unnecessary checks. Whilst I was a trustee of a care home for six years, I was checked only once or twice (though oddly only for elderly people) and in my first term as councillor I was substitute on Corporate Parenting and only done twice in four years. I now undertake the role of Deputy Mayor, which means mixing with all sorts of people, but no mention of being checked! Given my experience, it seems eccentric to burden taxi drivers with six-monthly checks, I would have thought annual or every two years would suffice.

Anonymous

11/21/2023 03:57 PM

This will reinforce safety in the Borough

Anonymous

12/03/2023 07:09 PM

Its a lot of cost and administration, the council should look at how many drivers renew their licenses and who for many many years have no changes on their records. How much crime etc is there

amongst the taxi trade that has come to light under the current system that would be picked up if we have 6 monthly checks. cost to driver would be huge in the current climate, this would be passed to the customers

Anonymous

12/06/2023 12:39 PM

I acknowledge the proposed adjustment to conduct DBS checks every 6 months instead of the current 3-year interval. As a taxi driver, this change would significantly increase my personal expenses and I feel it is not fair or required. Considering the financial impact, I request alternative solutions are explored without placing an undue financial burden on taxi drivers. I look forward to hearing your response and finding a practical and fair resolution.

Anonymous

12/06/2023 12:40 PM

I acknowledge the proposed adjustment to conduct DBS checks every 6 months instead of the current 3-year interval. As a taxi driver, this change would significantly increase my personal expenses and I feel it is not fair or required. Considering the financial impact, I request alternative solutions are explored without placing an undue financial burden on taxi drivers. I look forward to hearing your response and finding a practical and fair resolution.

Anonymous

12/06/2023 09:59 PM

Cost to drivers. Do DBS checked people not have any concerns addressed to people who have checked them?

Anonymous

12/07/2023 01:41 PM

How would someone with a criminal record be able to begin a new career in a job like a taxi driver?

Anonymous

12/08/2023 01:04 PM

DBS checks are valid for 12 months. what is the purpose of double paying? Surely if the situation changes enough for the driver's DBS status to change the police should have informed you and you can strike that driver off of your licensing structure? with removable livery branding, this should be controlled and only supplied with a granted licence and should therefore be returned when licensing is revoked. This controlling the safety of passengers.

Anonymous

12/11/2023 08:08 AM

Not that the driver is DBS. It offers a service where a person travelling who is vulnerable more confidence.

Anonymous

12/18/2023 08:56 AM

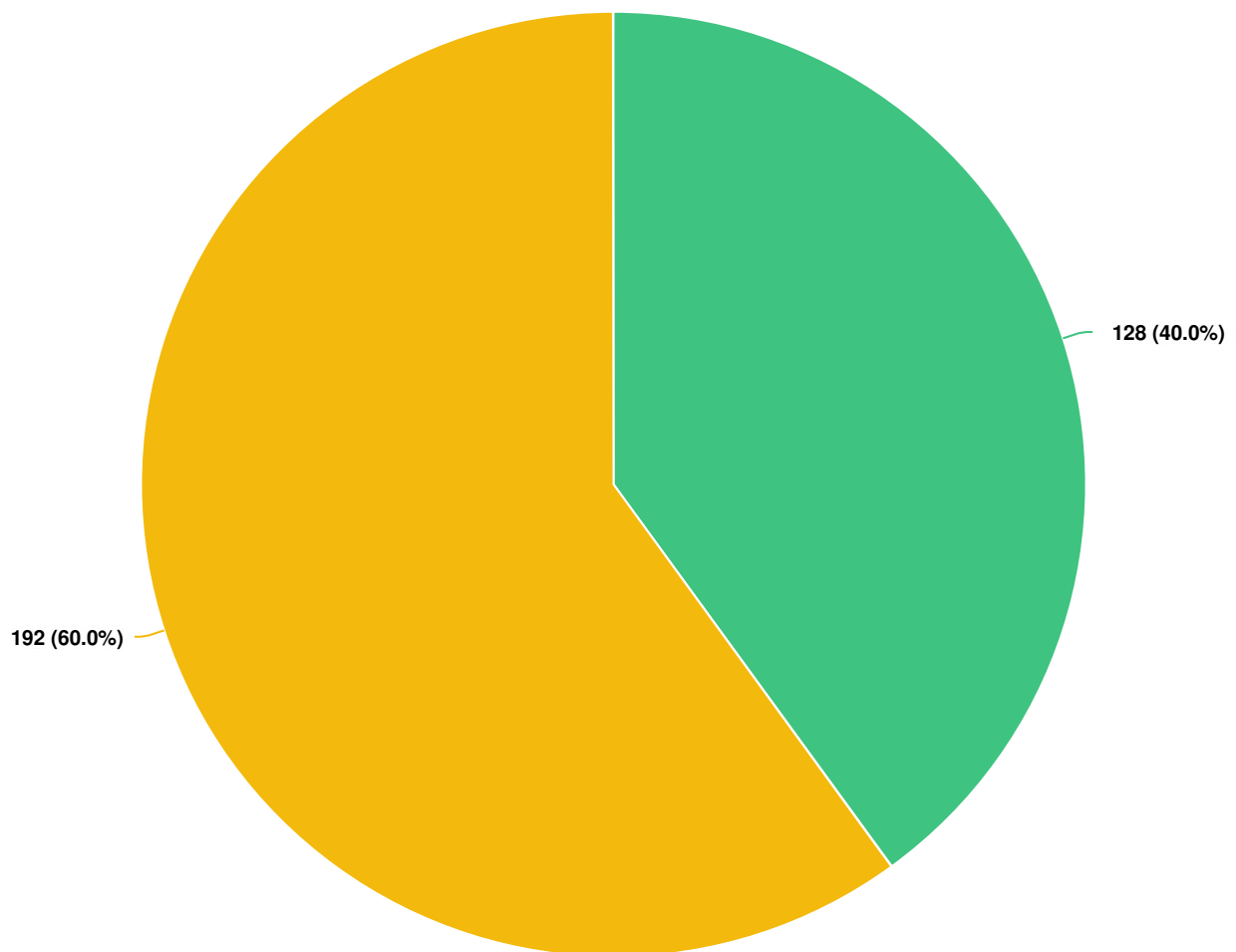
When a system is working well why change it. If want to change it. It should be for every civil servant as well and same conditions set for private hire and taxi drivers. Same clause for dismissal and

suspension. One rule for everyone in the public domain. MP
Councillors civil services,teachers etc.

Optional question (53 response(s), 267 skipped)

Question type: Essay Question

Q16 Which option do you think should be chosen to carry out the six monthly checks

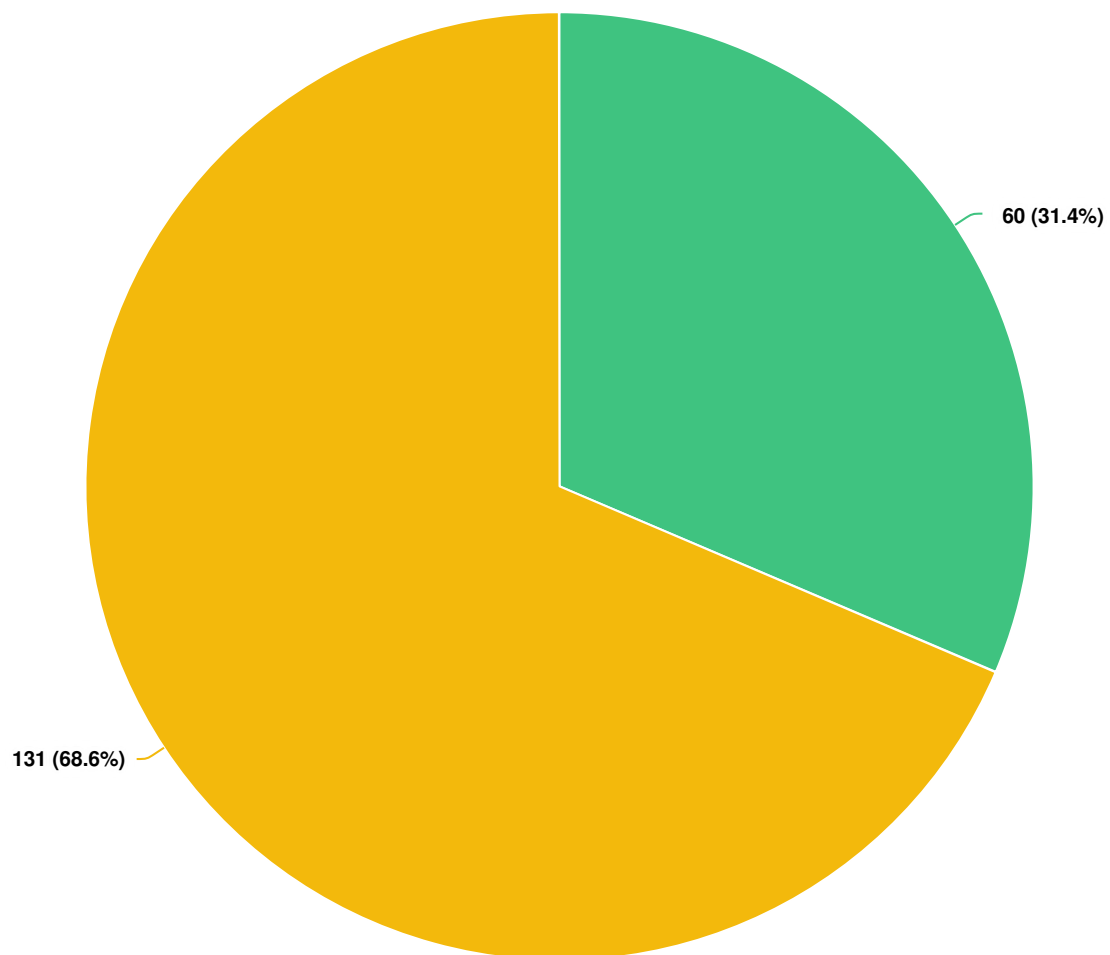


Question options

- a. RBWM Licensing uses the DBS's Multiple Status Check Facility to conduct six monthly checks
- b. Use is made of a "DBS Update Service Status Checks" facility provided by the third party

Mandatory Question (320 response(s))
Question type: Dropdown Question

Q17 Who do you think this should be paid for by?



Question options

- RBWM Licensing
- Licenced hackney carriage and private hire drivers

Mandatory Question (191 response(s))
Question type: Dropdown Question