

Report to: Licensing Committee Meeting – 15 September 2022
 Director Lead: Matthew Finch, Director – Communities & Environment
 Lead Officer: Alan Batty, Business Manager – Public Protection, Extn. 5467

Report Summary	
Report Title	Hackney Carriage Livery in Newark & Sherwood
Purpose of Report	To review the current specification for the livery of Hackney carriage vehicle and to set out options for Members to consider.
Recommendations	No changes are made to the livery of Hackney Carriages or Private Hire Vehicles.
Reason for Recommendation	Any new requirement would have cost implications in addition to the strains currently being experienced by the taxi trade.

1.0 Background

- 1.1 Controls on the style and appearance of any material appearing on a Hackney Carriage (HC) or Private Hire Vehicle (PHV) are contained within the Council’s Taxi Policy. The last review of this Policy was undertaken in 2021 and agreed by Members.
- 1.2 Appendix 11 of the Taxi Policy sets out the vehicle specification requirements and it is here that the controls on advertising and signage can be found. Detailed below are the sections that set out the controls.

18.0 Advertisements

- 18.1 Any advertising shall be confined to the door panels and rear boot panels and in the case of hackney carriages to the top sign as permitted by law.
- 18.2 No licensed vehicle shall carry an advertisement for any other hackney carriage or private hire proprietor, operator or company.
- 18.3 All advertisements shall be in good taste and contain no material that may be considered to be offensive to any section of the community. The Council retains the right to require advertising to be removed from vehicles.

21.0 Taxi Signage

21.1 A hackney carriage shall carry upon the roof, or as an alternative in or on the windscreen of the said vehicle, a sign which shall include the word "Taxi" or "For Hire" and shall be capable of being illuminated internally at all times when the vehicle is plying for hire, but not otherwise; and such sign shall be fixed in such manner and position and to be of such size as shall be approved by the Council.

21.2 A private hire vehicle shall NOT display any sign which might reasonably be taken to indicate that the vehicle is a hackney carriage, and for this purpose must not include the word "Taxi" or "Cab" in the singular or the plural, or any word of similar meaning or appearance or such words in combination with any other word or words which shall be taken to indicate that the vehicle is a hackney carriage licensed to ply for hire

1.3 There is an additional control contained within the hackney carriage and private hire vehicle licence conditions, which states:

A private hire vehicle shall NOT carry any roof sign.

1.4 As can be seen from the above there is no attempt within these controls to impose a consistent or uniform appearance to the vehicles. Many of the companies operating have their own distinctive livery and use this to ensure that loyal customers can identify their vehicles.

1.5 It is important that there is a clear distinction between Hackney Carriages and Private Hire Vehicles to ensure that the plying for hire ability given to HCs is maintained.

2.0 Proposal/Options Considered

2.1 The controls of the appearance of the taxi fleet in Newark & Sherwood have served the Council well. There is little evidence to show that the public cannot differentiate between HCs and PHVs.

2.2 There is an option to impose a requirement on PHVs that indicates that these need to be pre booked. A number of Councils impose a condition that states that all PHVs have a sign/sticker stating: 'This vehicle must be pre booked'. However, there are a large number of executive vehicles on the NSDC fleet that are exempt from the livery requirements set out above so the implementation of any new requirement would be of limited use.

2.3 If Members are minded to impose any new requirement the cost of the new requirement should be considered, particularly in light of the strains currently being experienced by the taxi trade.

2.4 Taking into account the above Officers would propose that there are no changes to the livery of HCs and PHVs.

3.0 Implications

- 3.1 In writing this report and in putting forward recommendations, Officers have considered a range of potential implications and have concluded there are no implications for the Council from this report

Background Papers and Published Documents

NSDC Taxi Policy