

Private Hire Vehicle Door Signs

Private Hire and Hackney Carriage Licensing Sub-Committee **Date: 26th September 2006**

Author: **Group Director, Environment and Leisure**

Wards Affected: **All**

Purpose

- To agree the text of a door sign that all private hire vehicles must display to indicate that they are licensed.

Recommendation

The Sub-Committee is asked to: -

- Agree the text and the implementation date.

1. Reasons

- 1.1 To ensure, as far as possible, that the public are aware that a private hire vehicle must be pre-booked; and to reinforce to the travelling public that the vehicle they have booked is properly licensed.

2. Detail

- 2.1 At present private hire operators are permitted to display two door signs, one on each side of the vehicle, displaying the above information. This is not mandatory.
- 2.2 It is now proposed that operators display two signs, one on each side of the vehicle, with the following wording:

PRIVATE HIRE VEHICLE

INSURANCE INVALID IF NOT PRE-BOOKED

- 2.3 Signs would be 35cm x 20cm. It is proposed that the wording be black, on a yellow background. It is felt this would ensure the signs can be clearly read by the travelling public in both real and artificial light. Signs would have a magnetic background enabling them to adhere to car doors.
- 2.4 Signs are available from a local printer at a cost of £2,820 for 2000 signs. Although initially the cost will be met from the taxi and private hire budget, officers will be submitting a further report to this sub-committee in due course requesting an increase in fees from 1 April 2007.
- 2.5 It is recommended that these signs be issued, initially, free of charge. However, should a sign be lost or misplaced, it is recommended that a charge of £20 per set of two be made.

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- 2.6 It is proposed that the recommendations contained in this report are effective on 1 November 2006.
- 2.7 Section 48 (2) of the Local Government (Miscellaneous Provisions) Act 1976 authorises Local Authorities to attach to licences such conditions as it may be considered necessary including conditions requiring or prohibiting the display of signs on or from the vehicle to which the licence relates.
- 2.8 Officers have concerns regarding possible misuse of signs should they be lost or stolen, although it is felt that there would be a greater risk of passengers unwittingly using an unlicensed vehicle if licensed vehicles did not carry the signage outlined in this report.

Alternative Options

- None

Risk Management

Financial and Procurement Implications

There are no direct financial implications arising from this report. There are no procurement issues arising from this report.

Links to Corporate Plans and Policies (in particular to Swindon 2010 Promises)

A Healthy and Caring Place; An Economically Prosperous Place; An Environmentally Friendly Place; A Safe Place.

Consultees

The Director of Finance (s.151 Officer) and the Director of Law and Democratic Services (Monitoring Officer) are consulted on all reports.

Background Papers and Appendices

- Appendix "A" – Example of the recommended door sign.