

LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1976

Roseville Private Hire Operator licence 7174

<u>Submitted by</u>	Head of Environmental Health Services
<u>Portfolio</u>	Finance, IT & Customer
<u>Ward(s) affected</u>	All

Purpose of the Report

To advise the Committee of a request from the Private Hire Operator Roseville, who have requested that a new design for their door signs be approved.

Recommendation

That the committee approve the submitted door sign design and confirm that the signs should be adhesive.

Reasons

The aim of local authority licensing of the Private Hire trade is to protect the public. Private Hire drivers and operators are required to comply with the Local Government (Miscellaneous Provisions) Act 1976 and the licensing conditions set by the local authority.

1. Background Information

- 1.1 Roseville were issued with a Private Hire Operators licence on 22 August 2013. The operator has submitted a new door sign design, and has requested approval for it's' use. The proposed new design will consist of a white background, blue text and a red rose as shown in the attached Appendix A. If given permission the Operator has confirmed they would launch the new adhesive sign across all of their vehicles by 28 February 2016.
- 1.2 The scheme of delegation requires Public Protection committee to approve such requests. The current policy and conditions for Private Hire Operator licences refer to door signs and state:

In addition, the applicant will be issued with adhesive signs which read "Private Hire Pre Booked Journeys Only". These will be affixed to the front doors of the vehicle.

All vehicles are required to display the words "PRIVATE HIRE" on the two front doors of the vehicle.

(c) There may be displayed on the vehicle, at the option of the operator, and again on the two front doors only, the operators name or trade name and business telephone number. The lettering for such signs should not exceed 2" high with appropriate spacing, the style and colour of such lettering to be first approved by the Council's Democratic Services Manager.

(d) Subject to the provisions of (b) and (c) above and to the requirement to display the identification plate referred to in note 5 hereof, there shall not be displayed on, or from the vehicle, any signs, notices, advertisements, plates,

marks, numbers, letters, figures, symbols, emblems or devices whatsoever, unless be required by any statutory provision (including bye-laws) or required or permitted by these conditions.

Recommendation

- 2.1 Officers have reviewed this request in line with the Policy and recommend that this door sign design be approved, with confirmation that the door signs be adhesive only and that they are issued and displayed to all Roseville's vehicles by 28 February 2017.
- 2.2 Should members wish to consider alternative options then these options would include:
 - i) Refuse the door sign design.
 - ii) Change the implementation date.
 - ii) Allow the door signs to be magnetic.