

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

PUBLIC PROTECTION COMMITTEE

Date 22nd October 2019

1. **Report Title:** Vehicle Door Signage
- Submitted by:** Head of Environmental Health Services & Licensing
Administration Team Manager
- Portfolio:** Finance & Efficiency
- Ward(s) affected:** All

Purpose of the Report

For Members to determine and approve the final signage that all Hackney Carriage and Private Hire Vehicles will have to display from 1st November 2019.

Recommendations

To approve the sizing, wording and design of the signage to be displayed by all Hackney Carriage and Private Hire Vehicles

1. **Background**

- 1.1 On 20th August 2019 the Committee approved the content of the Council's new Taxi Licensing Policy and that it be implemented from 1st November 2019 subject to two sections which come into force on 1st January 2020.
- 1.2 The approved licence conditions for both Hackney Carriage and Private Hire Vehicles state that the vehicle must display Council approved signage on their rear passenger doors and examples of the signage that might be used were included in the policy document at Appendix L. The signage at Appendix L was only intended to be as an example and now requires Committee to determine the final design. The proposed Hackney Carriage sign is A3 in size and the Private Hire sign is half of A3. Samples will be available at the meeting. A copy of the examples included in the Policy are attached as Appendix 1.

2. **Issues**

- 2.1 The conditions of the Taxi Licensing Policy come into force on 1st November 2019 and to enable proprietors to be compliant the Council must determine what signage is to be displayed.
- 2.2 The signs in Appendix 1 are only examples. The Committee may determine any size, shape, design and wording for the final approved signage. A number of additional designs have been obtained and are attached at Appendix 2. Samples of these will be available at the meeting in two sizes, the half A3 size as stated above and 155mm x 50mm, which is the same size as the signs used by Stoke-on-Trent City Council for their licensed vehicles. A copy of the signage used by Stoke is attached as Appendix 3 for information.

3. **Options Considered**

- 3.1 That Members consider the options outlined below:
- To approve one of the Hackney Carriage designs from the examples in Appendices 1 and 2 to be the final approved design; **(RECOMMENDED)**; or
 - To approve an alternative design; and

 - To approve one of the Private Hire designs from the examples in Appendices 1 and 2 to be the final approved design; **(RECOMMENDED)**; or
 - To determine an alternative design; and

 - To approve that the signage should be half A3 lengthways in size; or
 - To approve that signage should be 155mm x 50mm in size **(RECOMMENDED)**; or
 - To approve an alternative size for the signage.

4. **Proposal**

- 4.1 That Members approve the final Hackney Carriage and Private Hire Vehicle rear passenger door signage.

5. **Reasons for Preferred Solution**

- 5.1 To enable the Council to supply the trade with the relevant signage prior to the implementation date of the Taxi Licensing Policy.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 *The Council's corporate priorities are:*

- Local services that work for local people
- Growing our people and places
- A healthy, active and safe borough
- A town centre for all

7. **Legal and Statutory Implications**

- 7.1 Not applicable

8. **Equality Impact Assessment**

- 8.1 Not applicable

9. **Financial and Resource Implications**

- 9.1 The initial cost of the signage will be covered from the existing Licensing Budget. The Council have the option of recovering the cost of the signage through the Fees & Charges.

10. **Major Risks**

- 10.1 Not applicable

11. **Sustainability and Climate Change Implications**

- 11.1 Not applicable

12. **Key Decision Information**

12.1 Not applicable

13. **Earlier Cabinet/Committee Resolutions**

13.1 Licensing & Public Protection Committee – 18th September 2018
Licensing & Public Protection Committee – 11th December 2018
Licensing & Public Protection Committee – 11th June 2019
Licensing & Public Protection Committee – 20th August 2019

14. **List of Appendices**

14.1 Appendix 1 – Taxi Licensing Policy Appendix L – Example signage
Appendix 2 – Examples of potential designs
Appendix 3 – Copies of Stoke Licensing signage

15. **Background Papers**

15.1 Taxi & Private Hire Licensing Policy 2019-2021