

CONSIDERATION OF THE INTRODUCTION OF VEHICLE LIVERY REQUIREMENTS FOR HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES

Relevant Portfolio Holder	Councillor Grubb
Portfolio Holder Consulted	No
Relevant Head of Service	Simon Wilkes – Head of Worcestershire Regulatory Services
Wards Affected	All Wards
Ward Councillor Consulted	N/A
Non-Key Decision	

1. SUMMARY OF PROPOSALS

Members are asked to consider undertaking a consultation on introducing requirements in relation to the display of livery on hackney carriage and private hire vehicles licensed by the Council.

2. RECOMMENDATIONS

That Members direct officers to undertake consultation on the introduction of requirements in relation to the display of livery on hackney carriage and private hire vehicles licensed by the Council.

3. KEY ISSUES

Financial Implications

- 3.1 The costs associated with officers carrying out the consultation will need to be met from existing budgets held by Worcestershire Regulatory Services.
- 3.2 Should licence conditions be introduced requiring licensed vehicle proprietors to display livery on vehicles, there will be costs associated with printing and supplying the required signage. These costs will need to be met by the vehicle proprietors either through increased licence fees or through separate charges for the signage required.

Legal Implications

- 3.3 Section 47(1) of the Local Government (Miscellaneous Provisions) Act 1976 states that a district council may attach to the grant of a licence of a hackney carriage such conditions as the district council may consider reasonably necessary.
- 3.4 Section 48(2) of the Local Government (Miscellaneous Provisions) Act 1976 states that a district council may attach to the grant of a licence to use a vehicle as a private hire vehicle such conditions as they may consider reasonably necessary including, without prejudice to the generality of the foregoing provisions of this subsection, conditions requiring or prohibiting the display of signs on or from the vehicle to which the licence relates.
- 3.5 Proper consultation on the proposals to amend the Council's standard conditions minimises the risk of legal challenge if the proposals are subsequently implemented.

Service / Operational Implications

- 3.6 The Council issues licences to allow vehicles to be used as hackney carriage and private hire vehicles. When issuing such licences, the Council can attach such conditions as they consider reasonably necessary.
- 3.7 Some Council's attach conditions requiring the display of signage or livery on vehicles licensed to be used as either a hackney carriage or a private hire vehicle. Such signage usually incorporates the logo of the Council and information identifying the vehicle and its status as a licensed hackney carriage or private hire vehicle.
- 3.8 The purpose of such conditions is usually to help identify the vehicle to members of the public as being a vehicle licensed by the Council to be used as either a hackney carriage or private hire vehicle to provide assurance to the public that they are using a vehicle that the vehicle has been appropriately checked and deemed fit for use.
- 3.9 The signage can be displayed on a vehicle in various ways including by being sign-written directly onto the vehicle, via magnetic signage or via an adhesive decal.
- 3.10 Redditch Borough Council's current standard licence conditions for hackney carriage and private hire vehicles do not require the display of any particular signage or livery, other than the vehicle licence plate issued by the Council, which must be displayed on the outside rear of the vehicle.

- 3.11 It has been suggested by Members that the Council should consider introducing requirements for vehicles licensed as either a hackney carriage or private hire vehicle to be have signage displayed on the doors of the vehicle to identify the vehicle as being licensed by the Council.
- 3.12 Before amending the standard conditions to introduce such a requirement, officers believe that appropriate consultation should be carried out with licence holders, other relevant stakeholders and the general public.
- 3.13 The consultation could seek views on the proposal to introduce livery requirements as well as asking more detailed questions around the form and design of the signage should the Council ultimately resolve to implement livery requirements. The consultation could also ask licensed vehicle proprietors what additional costs they would be willing to incur to comply with livery requirements.
- 3.14 Members are therefore asked to consider directing officers to undertake consultation on the introduction of requirements in relation to the display of livery on hackney carriage and private hire vehicles licensed by the Council.

4. RISK MANAGEMENT

- 4.1 None

5. APPENDICES

- 5.1 None

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