

Item

## HACKNEY CARRIAGE VEHICLE LIVERY

**To:**

Licensing Committee

**Report by:**

Yvonne O'Donnell, Environmental Health Manager

Tel: 01223 - 457951

E-mail: [yvonne.odonnell@cambridge.gov.uk](mailto:yvonne.odonnell@cambridge.gov.uk)

**Wards affected:**

All

### 1. Executive Summary

- 1.1 Under the powers conferred to Cambridge City Council under the Town Police Clauses Act 1847 and the Local Government (Miscellaneous Provisions) Act 1976, (as amended), Cambridge City Council has responsibility for licensing Hackney Carriage, Private Hire and Dual Licence Drivers as well as vehicle proprietors and Private Hire Operators within the City.
- 1.2 The current Hackney Carriage & Private Hire Licensing Policy (the 'policy') applies to all drivers, vehicles and operators and was last updated in October 2016  
<https://www.cambridge.gov.uk/sites/default/files/hackney-carriage-and-private-hire-licensing-policy.pdf>
- 1.3 At Full Licensing Committee on 24<sup>th</sup> July 2017 Members agreed for a public consultation to be undertaken on the existing Hackney Carriage and Private Hire Licensing Policy. One of the items for consideration was the introduction of a Livery for Hackney Carriage Vehicles.

- 1.4 The consultation took place from 31 July 2017 until 3 September 2017, the results of which can found at Appendix A.
- 1.5 The results of the consultation were presented to Full Licensing Committee on 16<sup>th</sup> October 2017 where Members resolved (by 10 votes to 0) to the addition of a Livery requirement for Hackney Carriages only.
- 1.6 A further consultation with the trade took place between 1<sup>st</sup> and 26<sup>th</sup> March 2018 which focused on vehicle colour, livery style and design along with an implementation plan, the results of which can be found at Appendix B.
- 1.7 Officers reviewed and collated the feedback received and invited members of the Trade (the Trade representatives) to discuss the results further at a meeting on 1<sup>st</sup> May 2018 (Appendix C).
- 1.8 At the meeting proposals for a livery colour, design and style (along with an implementation plan) were discussed and agreed by those present.
- 1.9 Members are now requested to review the Livery proposals and determine what the Livery for Cambridge City Council Hackney Carriages should be, along with the timescale for implementation.

## **2. Recommendations**

- 2.1 Members of the Licensing Committee are recommended to consider and agree the following proposals as a Livery for Hackney Carriage Vehicles:
  - 2.1.1 A silver base colour (as described on the V5 registration document for each vehicle) for all Hackney Carriage Vehicles.
  - 2.1.2 That a 'wrap' of two black gloss stripes, one placed either side of the vehicle (running horizontally from the headlight to the rear light).
  - 2.1.3 That the wrap must be a thickness between 50mm (approximately 2 inches) and 75mm (approximately 3 inches).

2.1.4 That all Hackney Carriage Vehicles will continue to have the Cambridge City Crests either side of the driver doors.

2.1.5 That external advertising on Hackney Carriage Vehicles will only be permitted on the rear of the vehicle.

2.1.6 That internal advertising in Hackney Carriage Vehicles will continue to be permitted as described in the existing policy.

2.1.7 That all Private Hire Vehicles are excluded from being silver.

2.2 Members are recommended to consider and agree the following proposed implementation plan:

2.2.1 For all existing silver (as described on the V5 registration document for each vehicle) Hackney Carriage Vehicles, the full livery requirements will need to be in place at the next vehicle licence renewal. Where there is advertising externally on the vehicle which will not comply with the new Livery specification, the Proprietor/s must make contact with the Licensing Team in the first instance.

2.2.2 For all other Hackney Carriage Vehicles, upon change of vehicle (which may not necessarily be at the next licence renewal), the Proprietor/s will be required to fully comply with the Livery specification.

2.2.3 For all existing silver (as described on the V5 registration document for each vehicle) Private Hire Vehicles, upon change of vehicle (which may not necessarily be at the next licence renewal), the Proprietor/s will be required to obtain and licence a vehicle which is not silver.

2.2.4 That the changes in the policy will take effect from 9<sup>th</sup> October 2018.

### **3. Background**

3.1 Cambridge City Council has responsibility for licensing Hackney Carriage, Private Hire and Dual Licence Drivers as well as vehicle proprietors and Private Hire Operators within the City.

3.2 In doing so, Cambridge City Council seeks to promote the following objectives that impact on the Hackney Carriage and Private Hire trades:

i) The protection of the public;

- ii) The establishment of professional and respected hackney carriage and private hire trades;
- iii) Access to an efficient and effective public transport service; and
- iv) The protection of the environment

3.3 Currently the Hackney Carriage and Private Hire Licensing Policy allows for any colour of vehicle being licensed as a Hackney Carriage and also, with the agreement of the Council, for the external display of advertising. In many cities, a standard Livery is adopted for Hackney Carriage Vehicles.

3.4 At Licensing Committee on 16<sup>th</sup> October 2017, Members agreed to the addition of a Livery requirement for all Hackney Carriage Vehicles.

3.5 A standard livery will make it easier for the public to readily identify licensed Hackney Carriage Vehicles which are regulated and safe. It will clearly differentiate between Private Hire and Hackney Carriage Vehicles and will classify the Cambridge City Vehicles which can legitimately trade in the City.

3.6 A standard livery will also improve the appearance of the Hackney Carriage fleet and enhance the image of our City.

3.7 A public consultation initially took place from 31 July 2017 until 3 September 2017 as part of a wider policy consultation, the results of which can be found at Appendix A.

- i) 7 responses were in favour of adding a Livery requirement.
- ii) 18 individual responses were against adding a Livery requirement.
- iii) An additional petition with 219 signatures against a livery standard was submitted.
- iv) Additional comments were received that Cambridge Blue would be expensive as non-standard, and an alternative contrasting colour would be more readily distinguished by visually impaired users.

- 3.8 A further consultation with the trade took place between 1<sup>st</sup> and 26<sup>th</sup> March 2018 which sought views and comments on vehicle colour, livery style and design along with an implementation plan.
- 3.9 A total of 105 responses were received and collated and circulated amongst the Trade via the Trade representatives (Appendix B).
- 3.10 A meeting to discuss the results of the consultation took place with members of the Trade on 1<sup>st</sup> May 2018 (Appendix C). At this meeting the Council and Trade representatives agreed proposals for the Livery and implementation plan.
- 3.11 The proposals for a Livery and timescale for implementation are detailed below:

<b>Hackney Carriage Vehicle (HCV) Colour</b>	SILVER
<b>HCV Livery Design &amp; Placement</b>	2 BLACK STRIPES, ONE EITHER SIDE OF THE VEHICLE
<b>HCV Crests</b>	YES
<b>HCV Advertising</b>	INSIDE & ON THE REAR OF THE VEHICLE ONLY
<b>Private Hire Vehicles (PHV)</b>	CANNOT BE SILVER
<b>Implementation</b>	<ul style="list-style-type: none"> <li>▪ CURRENT SILVER HCV = AT NEXT LICENCE RENEWAL</li> <li>▪ OTHER HCV = UPON CHANGE OF VEHICLE</li> <li>▪ CURRENT SILVER PHV = UPON CHANGE OF VEHICLE</li> </ul>
<b>To Take Effect from</b>	9 <sup>TH</sup> OCTOBER 2018

- 3.11 Members are now required to consider the proposals for the Livery and Implementation plan and agree what these should be. The Livery will then become part of the Hackney Carriage & Private Hire Licensing Policy.

## **4. Implications**

### **(a) Financial Implications**

Costs for the requirement of a livery will be borne by vehicle proprietors.

### **(b) Staffing Implications**

Nil.

### **(c) Equality and Poverty Implications**

An Equality Impact Assessment has not yet been undertaken but will be carried out on the updated policy.

### **(d) Environmental Implications**

Nil.

### **(e) Procurement Implications**

Nil.

### **(f) Community Safety Implications**

Section 47 of the Local Government (Miscellaneous Provisions) Act 1976 states that a hackney carriage should be of such a design and appearance or bear such distinguishing marks to clearly identify it as a hackney carriage. Cambridge City Council has a duty to provide a safe and secure taxi service and by implementing a Livery, this will enhance the identification of Hackney Carriage Vehicles and support the legislation.

## **5. Consultation and communication considerations**

- 5.1 A public consultation initially took place from 31 July 2017 until 3 September 2017 as part of a wider policy consultation (Appendix A).
- 5.2 A further consultation took place from 1<sup>st</sup> to 26<sup>th</sup> March 2018 specifically on the Livery (Appendix B).

5.3 Results of the consultation were distributed to Trade representatives and discussed at a meeting on 1<sup>st</sup> May 2018 (Appendix C).

## **6. Background papers**

Background papers used in the preparation of this report:

- (a) Cambridge City Council's Hackney Carriage & Private Hire Taxi Policy  
<https://www.cambridge.gov.uk/sites/default/files/hackney-carriage-and-private-hire-licensing-policy.pdf>
- (b) Cambridge City Council's Hackney Carriage & Private Hire Handbook  
[https://www.cambridge.gov.uk/sites/default/files/handbook\\_december\\_2017\\_1.11.pdf](https://www.cambridge.gov.uk/sites/default/files/handbook_december_2017_1.11.pdf)

## **7. Appendices**

Appendix A – Consultation Responses 2017

Appendix B – Consultation Responses 2018

Appendix C – Minutes from meeting with Trade 1<sup>st</sup> May 2018

## **9. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Victoria Jameson, Licensing, Policy and Administration Team Leader

Tel: 01223 – 457863

E-mail: [victoria.jameson@cambridge.gov.uk](mailto:victoria.jameson@cambridge.gov.uk)