

Item

HACKNEY CARRIAGE VEHICLE LIVERY

To:

Licensing Committee

Report by:

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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 Following two separate periods of consultation in July 2017 and March 2018, at Full Licensing Committee on 9th July 2018 Members agreed, in part, on the specification for a Livery for Hackney Carriage Vehicles (Appendix A).

- 1.4 Members agreed to the vehicle base colour for Hackney Carriage Vehicles, the exclusion of said base colour for Private Hire Vehicles and also the implementation plan.
- 1.9 Members are now requested to review the additional Livery proposals and determine what the Livery for Cambridge City Council Hackney Carriages should be, along with the date from which this will take effect.

2. Recommendations

2.1 Members of the Licensing Committee are recommended to consider and agree the following additional proposals as a Livery for Hackney Carriage Vehicles:

2.1.2 That the 'wrap' of two gloss stripes, one placed either side of the vehicle (running horizontally from the front of the vehicle to the back of the vehicle) should be one of the following colour/ designs:

- i) Solid Black Strip
- ii) 'Cambridge Blue' Solid Strip
- iii) Yellow and Black Chequered Strip
- iv) 'Grass' Green Solid Strip

2.1.3 That the stripes must be fitted along the side of the vehicle and should follow the natural line of the vehicle.

2.1.4 That the stripe should have a break on any part of it, on the front passenger and driver doors, to allow for the positioning of the crests.

2.1.5 For Multi-Seater Vehicles, the stripe must be a thickness of 6 inches (150mm).

2.1.6 For Saloon Vehicles, the stripe must be a thickness of 4 inches (100mm).

2.2 Members are recommended to consider and agree that the changes in policy will follow the previously set down implementation plan as agreed on 9th July 2018 and will take effect from 1st January 2019.

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 At Licensing Committee on 16th October 2017, Members agreed to the addition of a Livery requirement for all Hackney Carriage Vehicles in order for the public to readily identify licensed Hackney Carriage Vehicles which are regulated and safe.

3.4 Two separate periods of public consultation took place from 31st July 2017 until 3rd September 2017 and then again between 1st and 26th March. The results of which can be found at Appendix B and C.

3.5 A meeting to discuss the results of the consultation took place with members of the Trade on 1st May 2018 (Appendix D). At this meeting the Council and Trade representatives agreed proposals for the Livery and implementation plan.

3.6 At Full Licensing Committee on 9th July 2018 the proposals were presented to Members who agreed:

1	A silver base colour (as described on the V5 registration document for each vehicle) for all Hackney Carriage Vehicles.
2	That each Hackney Carriage Vehicle have a 'wrap' of two gloss stripes, one placed either side of the vehicle (running horizontally from the front of the vehicle to the rear of the vehicle).
3	That all Hackney Carriage Vehicles will continue to have the Cambridge City Crests on the driver and front passenger door.
4	That external advertising on Hackney Carriage Vehicles will only be permitted on the rear of the vehicle.
5	That internal advertising in Hackney Carriage Vehicles will continue to be permitted as described in the existing policy.
6	That all Private Hire Vehicles are excluded from being silver.

3.7 Members also agreed the following implementation plan:

1	For all existing silver (as described on the V5 registration document for each vehicle) Hackney Carriage Vehicles, the full liver 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	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.
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.

3.8 Members were unable to agree on the proposal of the two gloss stripes, either side of the vehicle being black in colour and agreed for Officers to research further options on colour and size and to report back to Full Committee in October.

3.9 Officers met with Members of the Trade on 18th July 2018 to discuss possible colour options, along with the size of the stripes. Discussion took place around where and how the stripes should be placed and Officers, with the Trade agreed that the thickness of the stripe should differ for Multi Seater and Saloon Vehicles given the size and design of these vehicles. The table below shows the proposals:

For Multi Seater Vehicles	For Saloon Vehicles
<p>That two gloss stripes, one placed either side of the vehicle, (running horizontally from the front to the back of the vehicle).</p> <p>The stripe must be beneath the door handles and above the trim on the vehicle and should follow the natural line of the vehicle.</p> <p>The stripe must be a thickness of 6 inches (150mm).</p> <p>The stripe should have a break on any part of the front passenger and driver doors to allow for the positioning of the crest.</p>	<p>That two gloss stripes, one placed either side of the vehicle, (running horizontally from the front to the back of the vehicle).</p> <p>The stripe must be beneath the door handles and above the trim on the vehicle and should follow the natural line of the vehicle.</p> <p>The stripe must be a thickness of 4 inches (100mm).</p> <p>The stripe should have a break on any part of the front passenger and driver doors to allow for the positioning of the crest.</p>

3.10 At the meeting a table of options regarding the colour of the stripe was drawn up for deliberation, along with the considerations for and considerations against each option. The table of options is as below:

Option 1	Option 2
<p>Black Solid Strip (Appendix E)</p> <p><i>Advantages:</i></p> <ul style="list-style-type: none"> i) Sharp colour and tonal contrast for individuals with visual impairment or colour vision deficiency. ii) Cost effective for the Proprietor. iii) Is an 'off the shelf' colour, easily attainable. iv) Looks professional. <p><i>Disadvantages:</i></p> <ul style="list-style-type: none"> i) Could be viewed as (a large) vehicle trim rather than livery stripe and therefore makes the vehicle not very easily identifiable. 	<p>'Cambridge Blue' Solid Strip (Appendix F)</p> <p><i>Advantages:</i></p> <ul style="list-style-type: none"> i) Is a Cambridge Colour, associated with the City and the Council. <p><i>Disadvantages:</i></p> <ul style="list-style-type: none"> i) Not a good colour and tonal contrast for individuals with visual impairment or colour vision deficiency. ii) Is also a colour which is used by an existing out of town Operator. iii) Is not an 'off the shelf' colour and is more expensive to produce than those that are.
Option 3	Option 4
<p>Yellow and Black Chequered Strip (Appendix G)</p> <p><i>Advantages:</i></p> <ul style="list-style-type: none"> i) Is an 'off the shelf' colour, easily attainable. ii) Is very distinctive. iii) Cost effective for the Proprietor. <p><i>Disadvantages:</i></p> <ul style="list-style-type: none"> i) Is a 'busy' pattern and whilst not the same colours as the vehicles, it could be linked to emergency service, highway service vehicles for confused, intoxicated individuals or even those with visual impairment or colour deficiency. ii) To have colours other than yellow/ black would impact on the price as these are formulated out of two strips and layed over one another. iii) Opinion that the pattern looks unprofessional and somewhat unsophisticated. 	<p>Grass Green Solid Strip (Appendix H)</p> <p><i>Advantages:</i></p> <ul style="list-style-type: none"> i) Is a colour which is associated with the City (used on the Council logo) and the Council. ii) Is the same green colour which is used on the City Council Vehicles. iii) Is also a linked colour to being 'environmentally friendly' and supporting the Air Quality Action Plan iv) Sharp colour and tonal contrast for individuals with visual impairment. v) Cost effective for the Proprietor. vi) Is an 'off the shelf' colour, easily attainable. vii) Looks professional. <p><i>Disadvantages:</i></p> <ul style="list-style-type: none"> i) Whilst a good tonal contrast is not a good colour in isolation for individuals with colour deficiency (most commonly distinguishing between red and green).

3.11 Members are now required to consider the proposals for the Livery and agree on the colour of the two gloss stripes to be positioned on either side of the vehicle.

3.12 Members are asked to agree the implementation date. 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 31st July 2017 until 3rd September 2017 as part of a wider policy consultation (Appendix B).

5.2 A further consultation took place from 1st to 26th March 2018 specifically on the Livery (Appendix C).

- 5.3 Results of the consultation were distributed to Trade representatives and discussed at a meeting on 1st May 2018 (Appendix D).
- 5.4 Further discussion with Trade representatives took place at a meeting on 18th July 2018.

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
- (c) Guidance from the UK Association for Accessible Formats
<https://www.ukaaf.org/>
- (d) Guidance from Action for Blind People
<https://www.actionforblindpeople.org.uk>

7. Appendices

Appendix A – Minutes from Licensing Committee of 9th July 2018

Appendix B – Consultation Responses 2017

Appendix C – Consultation Responses 2018

Appendix D – Minutes from meeting with Trade 1st May 2018

Appendix E to H – Examples of the strip colour and design

9. Inspection of papers

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

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