



Livery - Meeting with Trade 1st May 2018

Present:

Environmental Health Manager
Licensing, Policy & Administration Team Leader
CCLT
CCLT
Cambridge Hackney Carriage & Private Hire Association
Cambridge Hackney Carriage & Private Hire Association

Apologies:

Background

- 1.1 Currently the Hackney Carriage and Private Hire Licensing Policy allows for any colour of vehicle being licensed as a Hackney Carriage and also, with agreement of the Licensing Authority, for the external display of advertising. In many cities, a standard livery is adopted for Hackney Carriage Vehicles.
- 1.2 At Licensing Committee on 16th October 2017, Members agreed to the addition of a Livery requirement for all Hackney Carriage Vehicles.
- 1.3 A standard livery will make it easier for the public to readily identify licensed vehicles which are regulated and safe. It will clearly differentiate between Private Hire Vehicles and Hackney Carriages and will classify the Cambridge City Vehicles which can legitimately trade in the City and those from outside which cannot.
- 1.4 In addition to the above, a standard livery will improve the appearance of the Hackney Carriage fleet and enhance the image of our City.

Consultation

- 2.1 Consultation took place between 1st and 26th March 2018 which focused on vehicle colour, livery style and design along with an implementation plan.
- 2.2A total of 105 responses were received. The results of the consultation can be found below:

Q1. What colour should the base colour of the Hackney Carriage Vehicle be?

Answer	Black	White	Silver	Other	No Answer
Total	11	8	77	9	0
<p>Other comments:</p> <ul style="list-style-type: none"> ▪ 6 - Cambridge Blue ▪ 1 - Black and White ▪ 1 – Grey ▪ 1 - Any colour 					

Q2. If Hackney Carriage Vehicles should have a prescribed base colour, should Private Hire Vehicles be excluded from being that colour?

Answer	Yes	No	No Answer
Total	84	20	1
<p>Other comments:</p> <ul style="list-style-type: none"> ▪ Not if a colour wrap is used in addition to a City crest. ▪ PH vehicles should be allowed to be any colour. ▪ Whilst HC vehicles have different licensing arrangements, they should be easily identifiable. ▪ The public need to be able to distinguish between PH and HC vehicles. ▪ They need to be a uniform colour and display door signs. ▪ 24 comments stating that all PH vehicles should be black. ▪ 1 comment stating that all PH vehicles should be silver. 			

Q3. How much of the Hackney Carriage Vehicle should be 'wrapped'?

Answer	Boot	Bonnet	Side Stripe	Other	No Answer
Total	0	4	89	8	4

Other comments:

- 2 comments saying no wrap.
- 1 comment saying a wrap on the roof.
- 2 comments saying a wrap on the bonnet and boot.
- 1 comment saying a wrap on the roof and a/b/c pillars.
- 1 comment saying that the vehicle should be wrapped completely, with a square pattern.
- 1 comment saying that the vehicle should be entirely Cambridge Blue so that the vehicles become world renowned like New York taxis.

Q4. What colour/ design should the 'wrap' be?

Answer	Black	Cambridge Blue	Yellow	Other	No Answer
Total	60	7	3	8	27

Other comments:

- 1 comment stated that there should be no wrap.
- 1 comment said red.
- 1 comment said black and yellow.
- 1 comment said blue.
- 1 comment said yellow and white.
- 2 comments said silver.
- 1 comment stated that they wanted the vehicles to remain the same as they are now.
- Of the 60 comments that stated the colour should be black 58 of them specified the design as a black stripe down the side of the vehicle.

Q5. Should all Hackney Carriage Vehicles have to display crests on the vehicle?

Answer	Yes	No	No Answer
Total	29	72	4
<p>Other comments:</p> <ul style="list-style-type: none"> • If PH vehicles are allowed to have the same colour as HC then the HC vehicles should have a crest. • There should be a 'Cambridge Taxi' sign or logo in lieu of a crest 			

Q6. Should advertising still be permitted on Hackney Carriage Vehicles?

Answer	Yes	No	No Answer
Total	84	9	12
<p>Other comments:</p> <ul style="list-style-type: none"> • Of the 84 people that said yes. 44 of them detailed that small door advertisements should be permitted outside the vehicle and adverts and videos be permitted inside the vehicle. • 1 comment stated that only small adverts should be allowed. • 1 comment said that adverts should possibly be allowed, but only small areas on the rear panel or the back of the vehicle only. • 1 comment stated that advertising should be in very limited areas. • 2 comments stated that advertising should only be permitted inside the vehicle. 			

2.3 Representatives of the Trade were invited to the meeting today to discuss the findings of the consultation and to explore the preferred colour, design and livery style.

2.4 An open and honest discussion took place between those present and a proposal was drawn up as detailed below.

Discussion with Trade

3.1 At the meeting, the following was proposed:

Hackney Carriage Livery

- A silver base colour (as described on the V5 registration document for each vehicle) for all Hackney Carriage Vehicles.
- That a 'wrap' of two black gloss stripes, one placed either side of the vehicle (running horizontally from the headlight to the rear light).
- That the wrap must be a thickness between 50mm (approximately 2 inches) and 75mm (approximately 3 inches).
- That all Hackney Carriage Vehicles will continue to have the Cambridge City Crests either side of the driver doors.
- That external advertising on Hackney Carriage Vehicles will only be permitted on the rear of the vehicle.
- That internal advertising in Hackney Carriage Vehicles will continue to be permitted as described in the existing policy.

Private Hire Vehicles

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

Implementation

- 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.
- 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.

- 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 a vehicle which is NOT silver.
- That the changes in the policy will take effect from 9th October 2018.

3.3 For ease of reference a summary is below:

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

Next Steps

4.1 Licensing Committee is on 9th July 2018.