

Public consultation on displaying operator signs

Do you think Cambridge City Council should remove the requirement for private hire vehicles to display operator signs?

No – 42 (95.5%)

Yes – 2 (4.5%)

Extra response received from Uber via email supporting the removal of the requirement.

Do you believe the removal of the requirement to display operator signs on private hire vehicles could impact on public safety?

Yes – 37 (84.1%)

No – 7 (15.9%)

Response from Uber does not believe it would impact on Public Safety

Reasoning for Yes response:

- If you are concerned about getting in a cab, knowing who the operator is provides assurance
- Professional drivers ought to have visible details for bad behavior to be reported to.
- Displaying where you work and who you are means people can see that you work for the company they booked through. Also requiring companies to provide the plate of the vehicle picking them up is a real benefit
- On balance but not a definite answer as I do not know the arguments for and against.
- ?obvious better to be safe than ----
- It is useful to know who the driver is working for and if it's who you thought you'd booked with
- As a third party is involved it should be visible in case of accidents, etc.
- Quite simply you have to know what vehicle you are getting in to.
- Private hire cars can be better notice by the publicsigns should be visible
- Dangerous who is Taxi or normal fake one can't recognise will put vulnerable people in dangerous position
- All private hire vehicles should be identified by the public therefore signs should be mandatory
- Yes I could impact safety

- rough taxis
- Taxis are serving the public and sometimes quite vulnerable people, who need to know what they are summoning and entering.
- Private hire vehicles need to be accountable and the user needs to see who is operating this service
- safety
- so you can know who to report bad behaviour too
- obviously
- As far as transparency is concerned, that is necessary.
- It is an identifier for anyone using a service
- Bogus taxis would be impossible to identify
- When each taxi is registered along with the driver, there is a greater reassurance for passengers.
- as a woman, I want a clear identifier before I feel safe to get into a taxi
- why be secret?
- I am 3/4 blind
- Legitimate drivers should welcome verification shown for passengers to see.
- Anyone could pull up and say they are a taxi
- Well, it's obvious, isn't it?
- How wide passengers no that taxi is legit
- Passengers, especially lone women, need the reassurance that a vehicle is licensed and that the driver is known to the licensing authority.
- There are a few rogue drivers in operation and if a taxi is properly signed then it would be easier to report these rogue drivers to the relevant authorities. I would like to have a publicised system where one can easily report rogue drivers such as those that jump red lights, take short cuts through private premises, smoking in cars, parking on double yellow lines whilst waiting for a call and refuse to pick up customers as it doesn't suit them at the time. Complaints should be able to result in a driver losing their licence.
- Other drivers may feel more entitled to use areas reserved to taxis if they don't realise the vehicles using them are. Easier to police
- They should be registered to work and regularly checked for authentication, as many are not taking the rules seriously
- It might not be a proper licensed taxi
- To remove would be an obvious safeguarding issue. It should be borne in mind that is not just about driver and, more so, passenger safety but also - by having doorsigns - the ability it affords non-passengers or drivers (ie. third party/general public/bystanders etc) to report any incidents they observe - can be vital in safeguarding.
- "The proposal to remove operator livery from vehicles is concerning as it poses a public safety issue. The public should be aware of which operator is

providing their service. The removal of operator livery is contrary to drawing the distinction between Taxis and Private Hire Vehicles.

- Members of the public and passengers may not be aware of the distinction between PHV and taxi. Operator brand recognition is high in the PHV industry. The inclusion of operator branding on the vehicle is an important safety component of PHV licensing, enabling, amongst other things, the licensing authority or police enforcement to know where to begin any enquiries into complaints or urgent safety concerns.
- The DfT conclusions on this topic notably omit to consider the many thousands of passengers outside of London who still prefer to book their private hire vehicle using landline telephones, and for whom, the notification of the vehicle make/model/colour and registration plate by the operator is practically impossible. These passengers, many of whom may be elderly and/or vulnerable, are reassured that the vehicle they get into is legitimate by the evidence of operator livery."
- Easy to identify legal taxis.

Reasoning for No answer:

- No they are db's checked
- No
- it's a sign
- There is no safety penalty in displaying this important information
- Passengers need as much info as possible displayed
- Don't really know
- I find it useful to be able to identify taxis without lights

How could this impact on public safety?

36 responses were received:

- See my previous answer
- Encourage drivers to drive well and not cut corners for profit
- I need more information to comment intelligently.
- ? do you know?
- Reduced
- Drivers just drive off after an accident and it might be harder to track.
- Quite simply you have to know what vehicle you are getting into.
- Every hackney and hire cars should be visible in the street
- Very much
- Removing signs will negatively impact

- Any car can take customer like fake taxis
- public not knowing if the car arriving is a legitimate private hire and could have cars that are not registered putting the public at risk
- There have been recorded instances of bad behaviour by taxi drivers - only a few but there have been some. everything that can be done to keep passengers safe should be done. Any passenger in a taxi could be vulnerable, much more so than, say, a passenger on a train or bus.
- Difficulty in identifying owners, operators and agencies operating taxis.
- People would feel safer in event of a crash or other event.
- see above
- yes
- The answer is obvious.
- Reassurance that safety is important within the city
- Criminal activity could be more likely
- I've just answered that
- some positive impact. but too many drivers use their phone while driving, so this is still a major safety issue
- criminals could pretend to be taxi drivers
- Hopefully for the better
- Improve .. especially if a passenger needs ID
- Fake drivers
- Prevent rogue drivers pretending they are taxi drivers and all that that entails.
- Don't know
- See previous answer.
- It may reduce the number of incidents where a rogue driver jumps red lights, mounts pavements etc.
- More difficult to notice non registered vehicles
- We must ensure a safe transport system for all the passengers in the city so regular checks should be made on private hire vehicles as hackney carriages are checked regularly
- It might not be a proper licensed taxi
- See previous answer
- It could cause serious public safety issues as passengers and the wider public will not know which operator is providing the services. Additionally, there will be no distinction between a PHV and a private vehicle, which could lead to a greater number of unlicensed journeys. This will inevitably put passengers and the public at risk.
- Easier to get into an illegal unsafe taxi

Do you have any other comments regarding the requirement for private hire vehicles to display operator signs?

22 responses:

- no
- None
- No
- No
- no
- No
- We need them in place
- No
- Must provide operator sign display
- No
- no
- no
- no
- No
- no
- Needs to be compulsory.
- No
- No
- No
- No
- No
- They must display signage like we hacks do otherwise they should be fined for non compliance

Summary

45 responses were received. 42 responses stated that the requirement to display operators door signs should not be removed. 37 responses stated that if this condition was removed it could negatively impact on public safety.