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| Meeting of: | Public Protection Licensing Committee |
| Date of Meeting: | Tuesday, 15 June 2021 |
| Relevant Scrutiny Committee: | Homes and Safe Communities |
| Report Title: | EXEMPTION FROM RELEVANT HACKNEY CARRIAGE VEHICLE LICENCE CONDITIONS |
| Purpose of Report: | To allow all fully electric, wheelchair accessible hackney carriage vehicles involved in the Welsh Government Green Fleet Pilot scheme to be exempted from the relevant Hackney Carriage Vehicle Licence Conditions |
| Report Owner: | Miles Punter |
| Responsible Officer: | Miles Punter |
| Elected Member and Officer Consultation: | None |
| Policy Framework: | This is a matter for the Public Protection Licensing Committee |
| Executive Summary: | <ul style="list-style-type: none"> This report is to seek approval for all fully electric, wheelchair accessible hackney carriage vehicles involved in the Welsh Government Green Fleet Pilot scheme to be exempted from the relevant Hackney Carriage Vehicle licence vehicle conditions |

Recommendations

1. That the Committee approve the amendment to the relevant Hackney Carriage Vehicle Licence conditions in respect of livery, placement of the Licensing Authority's identification door stickers, roof sign and advertising, to those vehicles which are licensed under the Welsh Government Green Fleet Pilot Scheme.
2. That the committee give delegated authority to an Operational Manager of the Shared Regulatory Services to determine matters of details in respect of livery, advertising and door stickers should they arise during the period of the Green Fleet Pilot Scheme.

Reason for Recommendations

3. To encourage the taxi trade to participate in a scheme aimed at switching to zero emission vehicles which forms part of the Welsh Government objective of achieving air quality improvements.

1. Background

- 1.1 Welsh Government is introducing a Green Fleet Pilot scheme in three areas across Wales. The scheme will operate a 'try before you buy' initiative, allowing taxi drivers to try a fully electric, wheelchair accessible vehicle for 30 days free of charge. The trial will include free electric charging, insurance, vehicle licensing and breakdown cover funded by Welsh Government. The hackney carriage in question is a wheelchair accessible Nissan Dynamo.
- 1.2 On completion of the trial, drivers will be asked to complete an evaluation survey and will be provided with information on schemes/assistance available for long term ownership/lease of zero-emission vehicles.
- 1.3 The pilot is intended to assist Welsh Government in achieving its target of decarbonising the taxi fleet entirely by 2028 as it is hoped it will help taxi drivers to realise the financial and environmental benefits of zero-emission vehicles and in turn contribute to the transition from diesel/petrol vehicles to zero-emission vehicles. The scheme will run for 2-3 years.
- 1.4 A full livery has been requested for the hackney carriages involved in this pilot scheme to ensure the initiative is advertised across the area and to encourage others to be a part of the scheme. A copy of the requested advertisement is detailed in Appendix A.

2. Issues for Consideration

- 2.1 In order to facilitate the licensing of vehicles under Green Fleet Pilot Scheme, it will be necessary to relax the current Vale of Glamorgan Licence Conditions for Hackney Carriages in respect of livery, placement of the Licensing Authority's identification door stickers, roof sign and advertising. The relaxation would only apply to those vehicles (2 at present) which form part of the Pilot Scheme.

Condition 4

- 2.2** "With the exception of London style taxis, all vehicles shall be white with a black bonnet. No alteration should be made to the colour of the vehicle without the prior written approval of the Licensing Authority"
- 2.3** The white with a black bonnet colour scheme adopted in the Vale of Glamorgan is unique in Wales, so vehicles are easily recognisable as Vale of Glamorgan hackney carriages. The proposed livery is shown in Appendix A and is currently all black with half wrap advertising.
- 2.4** In order to enable licensing of these vehicles it is proposed that the condition be amended as follows:
- 2.5** "With the exception of London style taxis, or fully electric vehicles involved in the 'Green Fleet Pilot' scheme', all vehicles shall be white with a black bonnet. No alteration should be made to the colour of the vehicle without the prior written approval of the Licensing Authority"

Condition 10

- 2.6** "The proprietor and/or driver shall at all times ensure that there shall be clearly displayed on the centre or upper part of each front door of the vehicle, the adhesive hackney carriage identification sticker supplied by the Licensing Authority. The stickers must be permanently fixed to each door with the identification sticker's adhesive backing."
- 2.7** At the time this report was written the details of the technical placement of the logo were still under consideration. Officers feel that the current hackney carriage door stickers should be retained in their current format particularly as Cardiff, the neighbouring licensing authority are also participating in the scheme and it is vital that the public are able to distinguish and identify hackney carriages from both authorities. For that reason, it is requested that the above condition read as follows:
- 2.8** "The proprietor and/or driver shall at all times ensure that there shall be clearly displayed on the centre or upper part of each front door of the vehicle, the adhesive hackney carriage identification sticker supplied by the Licensing Authority. The stickers must be permanently fixed to each door with the identification sticker's adhesive backing. For vehicles licensed under the Green Fleet Pilot Scheme, an Operational Manager from Shared Regulatory Services may approve the affixing of door stickers on the rear doors of a vehicle if appropriate."

Condition 13

- 2.9** "All vehicles (except the London type taxis) shall be fitted with an illuminated roof sign of a design approved in writing by the Licensing Authority indicating on the front of the sign in black letters of the same type and size either 'TAXI FOR HIRE' or 'FOR HIRE' and the licence number to the rear and be capable of indicating clearly to persons outside the vehicle whether or not the vehicle is for hire. The size of the letters and numbers on the roof sign must be to the satisfaction of the Licensing Authority"
- 2.10** The fully electric vehicles are equipped with built-in roof signs, displaying only a front side showing the word 'TAXI'.
- 2.11** In order to enable licensing of these vehicles it is proposed that the condition be amended as follows:
- 2.12** "All vehicles (except the London type taxis and the fully electric vehicles involved in the 'Green Fleet Pilot' scheme') shall be fitted with an illuminated roof sign of a design approved in writing by the Licensing Authority indicating on the front of the sign in black letters of the same type and size either 'TAXI FOR HIRE' or 'FOR HIRE' and the licence number to the rear and be capable of indicating clearly to persons outside the vehicle whether or not the vehicle is for hire. The size of the letters and numbers on the roof sign must be to the satisfaction of the Licensing Authority"

Signage - Conditions 31-36

- 2.13** If the Committee is minded to approve the livery and advertising in principle, it is requested to authorise an Operational Manager from the Shared Regulatory Services to grant approval under Condition 31.

31. No signs, notices or advertisements shall be displayed in, on or from the vehicle unless first approved in writing by the Licensing Authority.

32. Only approved company logos may be used.

33. The approved logo together with the company telephone number(s) may only be displayed on the rear passenger doors of the vehicle. An additional logo may be fitted to the bonnet of the vehicle provided it is painted or firmly affixed to the bonnet (but cannot be used alone).

34. Any commercial advertising shall not be offensive or untruthful and shall comply with the Advertising Standards Code of Practice.

35. No application for commercial advertising shall be considered by the officer unless a detailed drawing of the advert is submitted.

36. Any permitted commercial advertising shall only be displayed on the area behind the rear passenger doors but not on any window of the vehicle."

- 2.14** As this is a change to vehicle conditions the Council has undertaken a two week consultation with the taxi trade via email to Operators. Only one response was received as follows:

"I am very much in favour of this Green Fleet scheme. Obviously driver and passenger safety is paramount, however anything that supports greener transport and fewer emissions has to be a positive move. I think that every effort should be made to remove administrative/legal barriers to promote this in any way possible.

As a wheelchair vehicle driver and taxi company owner, I would also like to express my interest in being involved with this scheme. I am currently looking to upgrade my wheelchair vehicle and have been considering electric as an alternative fuel. This would be a fantastic opportunity to try before parting with a large sum of money."

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** This report has been screened for evidence of the Five Ways of Working and how it may contribute to our Well-being Objectives.
- 3.2** Prevention and collaboration: the purpose of this regulatory function is to protect the public and ensure businesses comply with licence terms and conditions. The proposal supports a Welsh Government initiative.

4. Resources and Legal Considerations

Financial

There are no financial implications arising directly from this report.

Employment

- 4.1** None

Legal (Including Equalities)

- 4.2** Under Section 47 of the Local Government (Miscellaneous Provisions) Act 1976 the Council may impose such conditions upon hackney carriage licences as it may consider reasonably necessary.

4.3 In particular, the Council may require any hackney carriage licensed by it to be of such design or appearance or bear such distinguishing marks as shall clearly identify it as a hackney carriage.

4.4 It should also be noted that under Section 48 of the same Act a private hire vehicle cannot be of such a design and appearance as to lead any person to believe that the vehicle is a hackney carriage. It is considered that if the application for full livery advertising for hackney carriage vehicles is granted it would not then be possible to grant any future similar application for private hire vehicles.

5. Background Papers

None

Golley Slater



TRANSPORT FOR WALES
VEHICLE LIVERY OPTIONS DEVELOPMENT 2

OPTION #1.b

Half Wrap

This option takes into account that the base colour of the 50 vehicles is black but it could easily be any colour.

This option adopts a simple name with a type treatment.

The icons 'eco' and 'accessibility' sit towards the rear of the vehicle.





DIOLCH THANK YOU

FOR MORE INFORMATION PLEASE CONTACT

HGRANTON@GOLLEYSLATER.CO.UK