

# DRAFT DOCUMENT

<b>Title of Report:</b>	<b>Taxi Roof Signs</b>
<b>Report to be considered by:</b>	Licensing Committee
<b>Date of Meeting:</b>	5th December 2012
<b>Forward Plan Ref:</b>	N/A

**Purpose of Report:** To advise Members of a request from the trade to replace the current roof signs with a new design

**Recommended Action:** To approve the request

**Reason for decision to be taken:** Formal request from the trade

**Other options considered:** To retain the current sign

**Key background documentation:** Hackney Carriage Proprietor's (Vehicle) Licence Conditions

The proposals contained in this report will help to achieve the following Council Strategy priority(ies):

- CSP1 – Caring for and protecting the vulnerable**
- CSP2 – Promoting a vibrant district**
- CSP3 – Improving education**
- CSP4 – Protecting the environment**

The proposals will also help achieve the following Council Strategy principle(s):

- CSP5 - Putting people first**
- CSP6 - Living within our means**
- CSP7 - Empowering people and communities**
- CSP8 - Transforming our services to remain affordable and effective**
- CSP9 - Doing what's important well**

The proposals contained in this report will help to achieve the above Council Strategy priorities and principles by:

Reducing CO2 emissions from taxis

Portfolio Member Details	
<b>Name &amp; Telephone No.:</b>	Councillor Hilary Cole - Tel (01635) 248542
<b>E-mail Address:</b>	hcole@westberks.gov.uk
<b>Date Portfolio Member agreed report:</b>	16 <sup>th</sup> November 2012

Contact Officer Details	
<b>Name:</b>	Brian Leahy
<b>Job Title:</b>	Team Manager Licensing
<b>Tel. No.:</b>	01635 519184
<b>E-mail Address:</b>	bleahy@westberks.gov.uk

# DRAFT DOCUMENT

## Implications

---

<b>Policy:</b>	The Council has had a policy for the use of taxi roof signs for many years
<b>Financial:</b>	None
<b>Personnel:</b>	None
<b>Legal/Procurement:</b>	If adopted, the condition relevant to roof signs will be changed to reflect the new design and signage.
<b>Property:</b>	None
<b>Risk Management:</b>	None
<b>Equalities Impact Assessment:</b>	Completed and attached as Appendix A

## Executive Summary

---

### 1. Introduction

- 1.1 This report details the Council's current conditions regarding taxi roof signs and suggests a change to the sign which will increase the fuel economy of taxis and in so doing, reduce CO2 emissions from vehicles licensed as taxis.

### 2. Proposals

- 2.1 To adopt the condition proposed for a new design of roof sign.

### 3. Equalities Impact Assessment Outcomes

- 3.1 The matter has been discussed with the taxi trade at all levels and the EIA has been completed.

### 4. Conclusion

- 4.1 The proposals put forward in the report appear to demonstrate that the new design of roof sign will give greater efficiency, reduce emissions and is welcomed by the trade in general.

## Executive Report

---

### 1. Introduction

- 1.1 At a meeting of the Public Protection Committee held on the 9th January 2001, Members resolved to adopt, in principle, a condition that the design of roof sign be that, referred to, in paragraph 3.4 of the report considered (see Appendix B) and as illustrated in Appendix 5 to the report. The adoption was fully approved at the Public Protection Committee held on the 6<sup>th</sup> March 2001.
- 1.2 Paragraph 3.4 of that report has been included with this report as Appendix B. Unfortunately, Appendix 5 to the 2001 report has been archived and is unavailable however, a photograph of the approved roof sign design is included as Appendix C.
- 1.3 Some of the roof signs are now showing considerable wear and are of a design which is not particularly aerodynamic and over time have, and will continue, to increase fuel costs to the operator.
- 1.4 The trade has produced to officers, a more aerodynamic design of roof sign and a short mileage test has been conducted to determine whether or not there are savings in fuel consumption by changing the current sign to the new design. A photograph of the new design is shown at Appendix D.
- 1.5 Any savings will of course be dependant upon the type of vehicle used, its age, mileage, condition of tyres etc and other contributory factors. However, the test exercise showed a fuel saving of between 3 - 4%.
- 1.6 A further outcome of reduced fuel consumption is a considerable reduction in CO2 emissions from the vehicles. The test demonstrated that the vehicle used with the new sign affixed, could have a reduction in CO2 emissions by as much as .5 tonnes doing around 20,000 miles per year, over the current sign.
- 1.7 If Members were to approve the replacement roof sign the condition would only be attached to hackney carriages.
- 1.8 A date for the introduction of the sign will have to be determined. Members will have to consider whether or not they feel that a phased in programme would be a better option than having a definitive date by which all vehicles would have to comply.
- 1.9 One option put forward by the trade, was that if the condition is approved, any taxi owner could choose to change to the new sign immediately, with those who choose not to, having to comply by the next renewal of the vehicle licence.
- 1.10 This would create a two tier system for possibly up to a year, which could cause some confusion for taxi users. However, it would be a pragmatic approach where immediate funding is a problem.
- 1.11 The signs are relatively low cost and have a long life LCD internal light which is said to have a lifespan of around 10 years. Browsing the internet has shown that signs of the same design, or very similar to Appendix D, range between £40.00 and £80.00. It follows that the saving in fuel costs should fairly quickly fund the cost of the sign over a relatively short period of time, depending on the mileage travelled.

# DRAFT DOCUMENT

- 1.12 It would seem unreasonable to require a sign which is available from only one dealer and which may not be one of the cheaper products on the market.
- 1.13 Members may therefore wish to consider that, a sign which is similar in design, shape and dimensions as that shown at Appendix D to this report, could be approved subject to officer discretion. The sign shown at Appendix D has dimensions of 60 cm L x 17.5cm W x 11cm H. The “side on” dimensions are 3 cm high at the front x 11cm high at the rear x 17.5 cm wide. The sign will be available for inspection at the meeting.
- 1.14 Those vehicles which have a factory fitted sign such as London Style Cabs or those such as the larger MPV’s or similar, will be exempt the condition, (as they are currently), where a manufacturers sign has been specifically designed for the vehicle and is not of a magnetic type, but is built into the vehicles fabric. Acceptance of such signs would be at the discretion of officers.
- 1.15 If Members choose to adopt the condition it is suggested that the Team Manager – Licensing will rewrite the standard condition to refer only to the new design of roof sign. This will cover not only the design of the sign but also colours/shades and font of all logos and sign livery, other than the optional personal advertising on the rear of the sign.
- 1.16 It is intended that if the sign is approved the wording and design of the corporate logo will be that as shown on the sign at Appendix D.
- 1.17 Where the sign is to be used by a wheelchair accessible vehicle the free space to the near side front of the sign will have a wheelchair logo, as shown in Appendix E.

## **2. Recommendation**

- 2.1 Officers recommend that the new design roof sign be approved, with officer discretion to be the deciding factor where slight variations in size etc occur.
- 2.2 In order to satisfy the guidance from DfT and the local agreement with the trade associations, a consultation letter was sent to all hackney carriage vehicle licence holders on the 16<sup>th</sup> November 2012. The letter contained photographs of the proposed sign, both side and front views. This consultation will end on the 28<sup>th</sup> December 2012.
- 2.3 Discussions with owners and general verbal consultation, on the ranks, have strongly indicated that the trade are happy for this change of roof sign. Officers therefore recommend that any responses from consultation that are against the change are considered by the Chairman and the Team Manager Licensing. The Chairman’s decision being final unless there is overwhelming objection to the proposal, in which case, the matter would be brought back to Members at the next Licensing Committee meeting on the 20<sup>th</sup> March 2013.
- 2.4 If the decision is made to approve the new sign, officers recommend that the condition should apply regardless of whether sections 1.8 and 1.9 of this report suggest taking effect from the 1<sup>st</sup> January 2013.

# DRAFT DOCUMENT

## Appendices

---

- Appendix A – Equality Impact Assessment – Stage 1  
Appendix B – Paragraph 3.4 of Public Protection Committee Report 9/1/2001  
Appendix C - Photograph of currently approved roof sign.  
Appendix D - Photograph of new design roof sign.  
Appendix E – Wheelchair logo

## Consultees

---

- Local Stakeholders:** Taxi Trade Liaison meeting members and trade, in general.  
**Officers Consulted:** Paul Anstey Joint Service Delivery Manager, Julia O'Brien Principal Officer Licensing, Phil Newton Senior Energy Efficiency Officer. Full consultation with Hackney Carriage Proprietor's Licence holders.  
**Trade Union:** None

## APPENDIX A

### Equality Impact Assessment – Stage One

<b>Name of item being assessed:</b>	Taxi Roof Signs
<b>Version and release date of item (if applicable):</b>	V1 12 <sup>th</sup> November 2012
<b>Owner of item being assessed:</b>	Steve Broughton
<b>Name of assessor:</b>	Brian Leahy
<b>Date of assessment:</b>	12 <sup>th</sup> November 2012

<b>1. What are the main aims of the item?</b>
To request a change in design for taxi roof signs.

<b>2. Note which groups may be affected by the item, consider how they may be affected and what sources of information have been used to determine this.</b> (Please demonstrate consideration of all strands – age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)		
<b>Group</b>	<b>What might be the effect?</b>	<b>Information to support this.</b>

# DRAFT DOCUMENT

<b>Affected</b>		
None	None	None
<b>Further comments relating to the item:</b>		
None		

<b>3. Result</b> (please tick by clicking on relevant box)	
<input type="checkbox"/>	<b>No Relevance</b> - This <b>does not</b> need to undergo a Stage 2 Equality Impact Assessment

**For items requiring a Stage 2** equality impact assessment, begin the planning of this now, referring to the equality impact assessment guidance and Stage 2 template.

<b>4. Identify next steps as appropriate:</b>	
Stage Two not required:	

**Name:** Brian Leahy

**Date:** 12<sup>th</sup> November 2012

## Appendix B

### (Para 3.4 of report to the Public Protection Committee 9/1/2001

The roof sign will have a uniform triangular cross section along its length, referred to by some sign manufacturers as the “toblerone shape”. The long dimension will be approximately 25 inches (625 mm). The base will be approximately 8 inches (200 mm) and the height will be approximately 6 inches (150 mm). Reference should also be made to any illustrative art work, or model signs, provided by the Council to show the approved design.

The roof sign will be white in background colour. When lit, the sign must show red to the rear but not red to the front and sides.

The roof sign must be connected to the taximeter to be automatically controlled. The roof sign must be lit when the taximeter is not active and not lit when the taximeter is in use.

The front face of the roof sign will show the words “West Berkshire Council” in the form of the Council’s logo including words and the Coat of Arms below the word “TAXI” Licensed by, and the licence number, within a circle, on both sides of this wording.

The words and the circles will be in green colour, code PMS 334. (other codes may be acceptable, e.g. APA, Moss Green, code E/494.1, or Matic 9800’s series, Medium Green, code 5-491).

# DRAFT DOCUMENT

TAXI will be in capitals, in Swiss Condensed font and approximately 3 inches (80mm) tall.

The circles will be approximately 5.5 inches (135mm) in diameter and have the number cut out, 2.5 inches (60mm) tall.

The front face will not show anything else.

The two triangular ends of the roof sign will be white, as will the front and will show the number of the licence in a circle as on the face side. This circle will be in the same green and be approximately 4 inches (110mm) in diameter, with the numbers 1.5 inches (40mm) tall.

Reference should be made to any illustrative art work or model signs provided by the Council.

The rear face of the roof sign will show the licence number (once only) to the same specifications as on the front. The number may be positioned anywhere on the rear face at the discretion of the licensee. The licensee may use the remaining space for any reasonable use. Examples of reasonable use include the word "TAXI", the name of the proprietor and the telephone number of the proprietor. This text does not have to be green, (although the number does). All inappropriate or unauthorised signage will be required to be removed.

Minor variations from the specification may be permitted at the discretion of the Council's Licensing Officers and must be requested in writing. Any variations granted will be confirmed in writing and may be subject to conditions.

In the event of the Council's Licensing Officers not being satisfied that a roof sign meets the specification, the conditions of the vehicle licence will be deemed to have been breached and the proprietor requested to remedy the defect. The licensee of the vehicle may then be subject to a penalty within any point's scheme should one be in existence at the time and if not suitably rectified may have the sanction of law imposed.

Vehicles which are purchased as custom constructed taxis that have a sign provided by the manufacturer, which is not a sign fitted into the fabric of the vehicle, must apply in writing to the Council, for any variation to the approved signage detailed above.