

Notice of Meeting



Licensing Committee

Monday, 17th March 2008 at 6.00pm

in the Committee Room 2, Council Offices,
Market Street, Newbury

Date of despatch of Agenda: 7th March 2008

For further information about this Agenda, or to inspect any background documents referred to in Part I reports, please contact David Baker, Policy Manager on (01635) 519083
e-mail: dbaker@westberks.gov.uk

Further information and Minutes are also available on the Council's website at www.westberks.gov.uk

Agenda – Licensing Committee to be held on 17 March 2008 (continued)

To: Councillors Tony Linden (*Chairman*), Peter Argyle, Jeff Beck, Paul Bryant, Billy Drummond, Adrian Edwards, Geoff Findlay, Manohar Gopal, Owen Jeffery, Mollie Lock, Gwen Mason, Andrew Rowles, Quentin Webb, Keith Woodhams (*Vice Chairman*)

Agenda

Part I

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| 1. Apologies
<i>To receive apologies for inability to attend the meeting (if any).</i> | |
| 2. Minutes
<i>To approve as a correct record the Minutes of the meeting of the Licensing Committee held on 21 January 2008.</i> | 1 - 3 |
| 3. Declarations of Interest
<i>To receive any Declarations of Interest from Members.</i> | |
| 4. Private Hire Licensing
<i>Purpose: To present the Licensing Committee Working Party's option for change to Private Hire Vehicle Licence Plates and external advertising signage.</i> | 4 - 17 |

David Baker
Policy Manager

Note: Minutes indicated as **DRAFT** will remain so until approved at the next meeting of the Committee

LICENSING COMMITTEE

MINUTES OF THE MEETING HELD ON 21 January 2008

Present Councillors: Tony Linden (*Chairman*), Peter Argyle, Jeff Beck, Billy Drummond, Adrian Edwards, Geoff Findlay, Manohar Gopal, Mollie Lock, Gwen Mason, Owen Jeffrey, Quentin Webb, Keith Woodhams (Vice Chairman)

PART I

1. APOLOGIES.

Apologies for the inability to attend the meeting was received on behalf of Councillor Andrew Rowles

2. MINUTES.

The Minutes of the meeting held on 26 November 2007 were approved as true and correct record and signed by the Chairman.

3. DECLARATIONS OF INTEREST.

None.

4 PRIVATE HIRE LICENSING

Note: page 20a, a missing page from a letter submitted by Excel Executive Chauffeurs Ltd was circulated to Members for their information.

Brian Leahy (Senior Licensing Officer) reported to Members on a change in legislation that covered certain uses of private hire vehicles.

Under section 75 of the Act, certain uses of private hire vehicles have been exempt the full provisions of section 48 (the requirement to have a licence). The main one being section 75(1)(b) which allows for a vehicle which is used only for carrying passengers for hire or reward under a contract for the hire of the vehicle for a period of not less than seven days. Where such a contract exists there are no requirements for drivers of the vehicle to be licensed.

Section 75 (1)(b) of the Act is to be repealed on the 28th January 2008. This section states "Nothing in this part of the Act shall apply to a vehicle used only for carrying passengers for hire or reward under a contract for the hire of the vehicle for a period of not less than seven days". By virtue of its removal from statute all vehicles and consequently drivers used for private hire work regardless of contract use or not, will be required to be licensed by local authorities from 28th January 2008. The repeal has been brought about by the Government on the grounds of public safety.

With the repeal of section 75, officers believe that now was the right time to confirm Members wishes with regard to licence plates/badges and signage for private hire vehicles.

In order to present Members with a fair unbiased view of options, it was decided to contact all private hire operators and those non licensed operators known to the Council, operating under the section 75 exemption, giving them a selection of options, as a guide, to elicit their views on the proposals and to offer them the opportunity to give their opinion. A copy of the letter to operators, and their responses were attached in Appendix A and Appendix B.

LICENSING COMMITTEE – 26 November 2007 – MINUTES

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Members have seen from the response letters that operators have varied views about the use of plates, windscreen badges and in some cases the permission to not display a licence plate at all. Officers have produced a number of options for Members to consider together with a wide range of licence plate types. These plates were provided for Members to discuss at the meeting.

A list of 6 proposals, reference page 6 of the agenda papers under sections 4. 1 through 4.6 was presented to Members for their consideration.

The current Private Hire Vehicle Proprietors Condition 4 (3) that referred to advertising, reference page 6 of the agenda papers under section 5.1, officers believed that those conditions a), b) and c) should be removed by and replaced by the following statement:

“The Proprietor shall ensure that his/her vehicle does not display any advertising or promotional material unless the said material has been approved by the Council in writing. Only signage which advertises the private hire company or a sponsor/s shall be permitted and such signage shall be no smaller in size than 15 inches by 6 inches and no greater than 22 inches by 9 inches. Advertising of a sexual nature, smoking product/s or other offensive material shall not be permitted. A full size copy of the material/sign must be provided with the application prior to consent being considered”.

Cllr Keith Woodhams asked if stretch limos would need a licence plate. Brian Leahy confirmed that stretch limos would need a licence plate.

Cllr Quentin Webb asked if the new licence plates or windscreen stickers could be read by the vehicle licence recognition system (VLRS). It was stated VLRS would not be able to read the licence plates or windscreen stickers.

Cllr Tony Linden proposed a recommendation that a working party should be set up consisting of a membership of Cllrs Tony Linden, Geoff Findlay, Andrew Rowles and Keith Woodhams.

The recommendation was seconded.

RESOLVED that to approve the recommendation to set up a working party to review a number of new options for Private Hire signage and licence plates.

Voting was unanimous

5 ANNUAL REVIEW OF THE TAXI TARRIFF

Brian Leahy (Senior Licensing Officer) introduced the paper to confirm the Council's position on setting a maximum taxi fare tariff. Councils are not obliged to set a maximum fare for their area but West Berkshire has set a maximum fare in the past. Officers have consulted with the Trade and Police and again there was general support for setting a maximum tariff. In the past year there had been very few complaints from the trade or public on the tariff set for 2007/08.

The Officer referred Members to the current maximum fare tariff that was listed in appendix A and to the proposed formal response provided by the trade on setting a new tariff rate in appendix B. The proposed increase equates to a 2.5% increase which was in line with inflation. Officers supported the proposed increase.

At the Chairman's request, standing orders were suspended to allow Mr Nemeth representative from the West Berkshire Hackney Carriage and Private Hire Operators Association to address the Committee.

Mr Nemeth made the following comments to Members:

- The trade were asking for a 2.5% increase that was in line with inflation

LICENSING COMMITTEE – 26 November 2007 – MINUTES

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- The trade remained in favour of the Council setting a maximum fare tariff and asked Members to set a maximum fare tariff again in 2008/09.
- He confirmed that the rates proposed were competitive with those rates charged in the Reading and Basingstoke areas.
- That the rates proposed ranked West Berkshire at 74 out of 378 authorities in the national fare table.

Note: standing orders were re-instated.

Cllr Jeff Beck raised a question in relation to how the proposed change would be notified. Brian Leahy confirmed that a Public Notice would be placed in the Newbury Weekly News asking the public and the trade for any comments on the proposed tariff. Cllr Jeff Beck proposed the recommendation to approve the 2008/09 tariff.

Cllr Adrian Edwards objected to the wording used in Appendix B which documented the proposed tariff for 2008/09. He said it was unacceptable to have tariff measurements that referred to metric distances and would not support the resolution. Brian Leahy responded by informing Members that the wording in Appendix B was based on a central Government and a National Taxi Association recommendation.

Cllr Peter Argyle commented on the fact that the proposed increase was fair and in line with inflation and he seconded the recommendation to approve the 2008/09 tariff.

Cllr Owen Jeffrey commented that setting a maximum tariff was appropriate and he supported the proposed 2.5% increase. He also commented that many younger people were only familiar with metric measurements.

RESOLVED that to approve the proposed tariffs for 2008/09.

Voting was 10 votes in favour and one vote against with Councillor Adrian Edwards voting against the resolution.

Next meeting of the Licensing Committee will take place on 17th March at 6.30pm in the Council Chamber.

(The meeting commenced at 5.00 p.m. and closed at 5.50 p.m.)

CHAIRMAN

Date of Signature:

Title of Report: Private Hire Licensing

Item 4

Report to be considered by: Licensing Committee

Purpose of Report:

To present the Licensing Committee Working Party's option for change to Private Hire Vehicle Licence Plates and external advertising signage

Recommended Action:

1.To agree the proposed changes to licence plates/windscreen badges and vehicle advertising signage

2.To agree to lift the moratorium on the issue of windscreen licence badges in accordance with the option being submitted from the 1st May 2008

Reason for decision to be taken:

To ensure a level of consistency for licensing private hire vehicles and to regulate advertising signage

Key background documentation:

None

The proposals contained in this report will help to achieve the following Council Plan Theme(s):

CPT1 - Safer Communities – reducing crime and anti-social behaviour

The proposals contained in this report will help to achieve the above Council Plan Themes and Outcomes by:

ensuring that all private hire vehicles in West Berkshire are easily identifiable as such thus reducing any potential for bogus vehicles to operate within the District

Portfolio Member: Councillor Findlay
Tel. No.: 01635 871992
E-mail Address: gfindlay@westberks.gov.uk

Contact Officer Details

Name: Brian Leahy
Job Title: Senior Licensing Officer
Tel. No.: 01635 519209
E-mail Address: bleahy@westberks.gov.uk

Executive Summary

1. Introduction

- 1.1 The Local Government (Miscellaneous Provisions) Act 1976 (referred to hereafter as the act) was introduced to regulate private hire activities outside London.
- 1.2 Section 48 of the Act allows for a District Council to grant a licence in respect of a private hire vehicle and under section 48 (2) a council may attach to the grant of a licence such conditions as they may consider reasonably necessary. Although there is a mandatory requirement for all vehicles to be issued a plate or disc identifying that vehicle as a private hire vehicle in respect of which a vehicle licence has been granted, it is at the discretion of the Council as to what type, colour or design any such plate or disc should be.
- 1.3 West Berkshire Council Licensing Committee met on the 21st January 2008 to discuss whether or not changes to private hire vehicle licence plate requirements and advertising signage were necessary. The meeting decided that a working party of four members assisted by officers should be set up to discuss options available.
- 1.4 A letter was sent to all private hire operators and vehicle owners (87 in total), on the 25 January 2008 advising them that the Committee had decided to set up a working party to consider options. Suggestions were invited with a view to presenting these to the working party for their scrutiny. In order to assist interested parties in forming an opinion, a range of plates and badges were displayed at the Faraday Road Offices for 5 weeks starting from the 25th January 2008 and ending on the 3rd March 2008.
- 1.5 By the 3rd March 2008, five operators had responded. The Council's letter of the 25th is shown as Appendix A and the five response letters as Appendix B.
- 1.6 The working party have considered the options proposed and have looked carefully at all of the plate and windscreen badge types presented to them. They considered the safety implications of being able to ensure that all private hire vehicles were readily identifiable as such, regardless of the type of trade in which they are engaged. Both internally situated identification badges and externally mounted plates were discussed.

2 Preferred Option (licences)

- 2.1 All private hire vehicles regardless of type of use are to display a window badge/sign, issued by the Council, at the nearside part of the front windscreen and at the bottom offside part of the rear windscreen. The badge to show details of the vehicle and the licence number(these will be pre-printed by the Council). The hologramed white face is to be clearly visible from the outside of the vehicle and the yellow face is to be clearly visible from the inside of the vehicle. These badges/signs must be displayed on the vehicle at all times whilst the vehicle holds a valid licence. The badge/sign is shown at Appendix C. It shall be an offence to

remove, cover or deface these badges/signs without written permission from the Council. This would normally only be given when the vehicle is used in connection with a wedding or funeral.

- 2.2 All private hire vehicles will be issued with a licence plate of a design shown in Appendix D.
- 2.3 Those vehicles which are currently authorised to display a window badge/sign, must have the licence plate available on the vehicle at all times that the vehicle is licensed but will be exempt from having the plate affixed to the external rear surface of the vehicle. These vehicles are those that currently qualify for the exemption by virtue of at least 95% of the vehicles work being contract work and being a so called, "top end of the range" vehicles.
- 2.4 All other vehicles which do not qualify for the exempt status must display a licence plate, issued by the Council, which is affixed to the external rear surface of the vehicle. The new design plate shown at Appendix D comes complete with an easily fixable bracket which attaches to the vehicle registration number plate. There are some vehicles which are designed in such a way as to make the standard fixing bracket unusable, however the manufacturers have assured officers that an adjustable fixing is available for these vehicles. This plate must be displayed at all times whilst the vehicle is licensed as a private hire vehicle. It shall be an offence to remove, cover or deface the plate without written permission from the Council. This would normally only be given when the vehicle is used in connection with a wedding or funeral.
- 2.5 Only the following types of vehicle will be given an exemption from displaying the rear mounted licence plate.
- Those vehicles which are used for at least 95% of the time engaged in contract work and fit into the class of vehicle shown below. The Council would normally wish to see records of the previous three months work before considering giving any exemption.
 - Those vehicles sold as and described in manufacturers literature as executive class vehicles. These would normally be saloons and be under 5 years old from first registration. Older vehicles which are already licensed may be considered but approval for the exemption will be given at the Council's discretion based upon officers opinion of the condition of the vehicle at inspection.
 - A list of vehicles which will be considered, although not exhaustive, follows;
 - Audi A8 Saloon
 - Audi A6 Saloon
 - Audi A6 Avant
 - BMW 5 series Saloon
 - Cadillac CTS Saloon
 - Chrysler 300C Saloon
 - Chrysler 300 C Touring
 - Citroen C6 Saloon
 - Honda Legend Saloon
 - Jaguar XF Saloon

Jaguar S-type Saloon
Lexus GS Saloon
Mercedes Benz E-class Saloon
Mercedes Benz CLS Saloon
Peugeot 607 Saloon
Saab 9-5 Saloon
Volvo S-80 Executive

3. Changed Condition (vehicle signage)

3.1 The current Private Hire Vehicle Proprietors Condition 4 (3) which refers to advertising states "The Proprietor shall ensure that his/her vehicle does not display any advertising or promotional material unless the said material has been approved by the Council in writing, subject to the following exceptions:-

- a) a sign displayed on or from a private hire vehicle which indicates membership of the AA, RAC or other similar motoring organisation.
- b) A sign which requests passengers not to smoke
- c) A "first aid kit carried" sticker

3.2 Officers believe that the above conditions a), b) and c) can be removed and replaced by;

3.3 The Proprietor shall ensure that his/her vehicle does not display any advertising or promotional material unless the said material has been approved by the Council in writing. Only signage which advertises the private hire company or a sponsor/s, shall be permitted and such signage shall be no smaller in size than 15 inches by 6 inches and no greater than 22 inches by 9 inches. Advertising of a sexual nature, promoting smoking product/s, alcohol or offensive material shall not be permitted. A full size copy of the sign must be provided with the application prior to consent being considered.

4. Consultation Responses (shown at appendix B)

Autolink Executive Cars
Carrie Meissner
Excel Executive Chauffeurs Ltd
T Clarke
West Berkshire Executive Hire Association

Appendices

Appendix A - Copy letter to Private Hire Proprietors/Operators
Appendix B - Copies of consultation responses
Appendix C - Windscreen Badge/sign
Appendix D - Licence Plate

- Policy:** It is the Council's policy to maintain and update its licensing conditions as and when necessary, or as seen appropriate.
- Financial:** There will be financial implications if the type of licence plate is changed. If implemented as proposed on the 1st May 2008, costs during the first financial year will be in the region of £1,500. This will be offset slightly by approximately £350 by taking into consideration current costs associated with existing plates, badges, fixings etc. Further financial information will be available at the meeting if required.
- Personnel:** None
- Legal:** The Council have a duty to licence private hire vehicles. The type and design of any licence plate is a matter for the Council to determine.
- Environmental:** None
- Equalities:** None
- Property:** None
- Risk Management:** None
- Community Safety:** All private hire vehicles would be easily recognisable and the changed style of licence plates and window badges will ensure that any person using a private hire vehicle can readily identify the vehicle as such.
- Local Stakeholders:** West Berkshire Hackney Carriage & Private hire Operators Association and independent private hire owners.
West Berkshire Executive Hire Association
- Officers Consulted:** John Priest
- Trade Union:** None
-

APPENDIX A

25 January 2008

**Countryside & Environment
Environmental Health & Licensing**
West Berkshire District Council
Council Offices
Faraday Road Newbury
Berkshire RG14 2AF
Our Ref: BAL/PH
Please ask for: Brian Leahy
Direct Line: 01635 519209
Fax: 01635 519172
e-mail: bleahy@westberks.gov.uk

Dear Sir / Madam

**Local Government (Miscellaneous Provisions) Act 1976
Private Hire Vehicle Licence Conditions**

I wrote to you in November 2007 explaining the Government's repeal of section 75 (1)(b) of the above act and to put forward some suggestions for reviewing the type of licence plate issued to private hire vehicles.

I have been able to present a paper to the Licensing Committee which offered some proposals for possible changes to both licence plates and signage on vehicles. The Committee have decided to set up a working party to consider those options put forward by officers, and your colleagues who wrote in response to the November letter, with a view to completely revisiting the licence plate, advertising signage issues. The Committee Paper is available at the Council's website www.westberks.gov.uk

I must make clear that it is not a forgone conclusion that the working party will recommend any changes at all, however any decisions that are made will become licensing conditions for the future.

It is not cost effective for the Council to send you copies of all the options available and we have therefore set up a display of options/plates etc in the reception area of the Faraday Offices. These can be viewed during office hours and will be available until 29th February 2008.

If you wish to play some part in the future of private hire licences please take this opportunity to view and comment upon the options available. All comments will be presented to the working party for consideration prior to any decisions being taken.

A meeting has been scheduled for 17th March 2008 where the working party will present their report to the Licensing Committee. This meeting is open to all interested parties. Anyone wishing to address the Committee should contact myself before the 3rd March 2008 and I will pass on requests to the Chairman for his consideration.

The options displayed at the offices are not definitive and your own options are welcome however they must be in writing addressed to myself.

The display is self explanatory and I have provided copies of the options put to members at the January meeting. These are on the table in reception. Please do not ask to speak to a member of the team to discuss your views when visiting as this will result in them being taken away from their routine duties.

I am generally available to discuss these matters by telephone.

Yours sincerely



Brian Leahy
Senior Licensing officer

RECEIVED

4 - MAR 2008

PUBLIC PROTECTION

117, Kingsley Close
Shaw
Newbury
Berkshire
RG14 2EB

2nd March 08

Dear Mr Leahy

Further to the pending decision on the permanent adoption of the Private Hire plates, I would just like to offer my opinion to the fact that the letter from the Treasurer of the Association (Bob Russell) fully sets out the decision that I, as a private hire driver, would like to see. I.e; small plates for the front and back windows, with the option of an additional door sticker *if the driver so desires*.

I hope that my opinion will be of help in determining the final outcome.

Yours faithfully



Carrie Meissner
Fastlane Cars
Meridian Cars (Newbury) Ltd



Corporate & Limousine Services

46 Greenham Rd,
Newbury, Berks.
RG14 7HX

Tel & Fax: 01635 552 466
Mob: 07949295654
autolinkexecutivecars@fsmail.net

RECEIVED

4 - MAR 2008

PUBLIC PROTECTION

28th February 2008.

Dear Mr. Leahy.

I have now considered the plating situation and would like to see the front and rear window Badges in the executive private hire vehicles as pointed out to Barbara Holden when we saw her . As you might be aware a private executive hire association has been set up and Mr. Bob Russell should have written to you on this point and also the meeting that was held at the Hilton Central Hotel 3 weeks ago. The matters arising were mainly the setting up of the association but also discussed was the plates . Plate 2 would be possibly for those who don't come into the executive category.

Once again I would like to see the front and rear window stickers approved

Regards

Keith Jenn

Wayside
46, Greenham Road
Newbury
Berks
RG14 7HX
3rd March 2008

Brian Leahy
Senior Licensing Officer
West Berkshire District Council
Council Offices
Faraday Road
Newbury
Berks
RG14 2AF

RECEIVED

4 - MAR 2008

PUBLIC PROTECTION

Dear Mr Leahy

**West Berkshire Executive Hire Association
Formed on 17th February 2008**

As a matter of courtesy we are writing to advise you that the above association has been formed to represent the views of interested parties, solely carrying on business in the executive hire sector.

Chairperson is Keith Jenn
Secretary / treasurer is Bob Russell
Spokespersons are Graham Cox and Keith Jenn

Whilst we are aware that there is currently a Hackney & Private Hire Association, we do not consider that it represents the views of our sector of the business market, especially as the current proposals will have the greatest impact on our group.

We are aware, following your letter of 9th November 2007 and your comments to the Licensing Committee on 21st January 2008, that it is the intention for all vehicles to have the same type of plate. Taking this into consideration we feel that the current window badges, in the new style, should be issued to all vehicles, with the option for door stickers for those that want them, ie. those vehicles that are used to assist the hackney trade.

We do consider that the present small badges work well and as this is exactly what London's PCO uses, why can't West Berkshire make a similar system work? We do not, however, agree with the 100% proposal as we feel that this would create a restrictive working practice, and directly effect the income of all concerned.

With reference to the working party, set up at the meeting of 21st Jan, to the best of our knowledge none of that party has contacted any of the operators, who took the time to express their views regarding the proposals. With just over two weeks before they make their report to the full committee, when is this contact going to be made?

In view of our concerns we are requesting that our spokespersons, Graham Cox and I, be able to address the meeting scheduled for 17th March of the Licensing Committee, and ask that you pass their names to the Chairman accordingly.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Keith Jenn', written in a cursive style.

Keith Jenn
Chairperson of West Berkshire Executive Hire Association.

Excel Executive Chauffeurs Ltd

11 Sutton Road, Speen, Newbury, Berkshire, RG14 1UW

Telephone & Fax: 01635 45964

Mobile Phone: 07774 665544

Mr B Leahy
Senior Licensing Officer
West Berkshire Council
Faraday Road
Newbury
Berkshire
RG14 2AF

RECEIVED

3 - MAR 2008

PUBLIC PROTECTION

1st March 2008

Dear Brian

I write in response to your letter of 25th Jan 2008. I would like to thank you for taking the time to look into alternative ideas regarding plates for Private Hire Vehicles. I have indeed looked at the options that you had on display & feel, as I always have, that there appears to be no viable reason as to why the window badges you had on display can't be made to work for the whole Private Hire & Executive Hire Trade, being aware that you have always wanted a system where all vehicles used the same design.

Why would it not be possible for all Private Hire vehicles to have the window badges?, with the option for those that want them to have the door stickers for vehicles used to assist the local hackney trade.

This is obviously a system that does work as London's P.C.O. uses this system. If it is good enough for the UK's largest licensing authority why should it not be good enough for West Berkshire.

Locally, as you know there is a problem with owners not wanting to display the large Plates, so much so that some of them are in fact not displaying any I.D. on the rear of there cars. If the small badges were used this problem would not arise as these would be suitable for all vehicles. Any person then found not displaying should have there license suspended.

Also, as I have said before I have serious concerns regarding the large plates, as this makes these vehicles look like taxis. In general the public do not know the difference between the types of vehicles and therefore do try to flag down Private Hire vehicles.

I would appreciate the opportunity to speak to the committee at the meeting on 17th March, depending on the recommendations made by the Working Party, which as yet

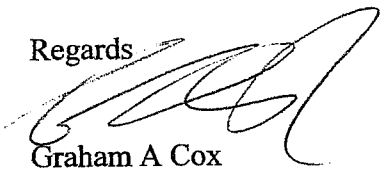
have made no contact with any of the companies that took the time to express their view originally. The Trade were led to believe that the Working Party would be contacting them. It is now the 1st March & the Licensing Committee meets on the 17th. There is obviously not much time left in between. Hopefully we will hear from them soon.

With reference to the suggestion that the 95% corporate work ruling be increased to 100%. This is totally unworkable as it would create a restrictive working practice by insisting that such companies were not allowed to take non-corporate work such as Weddings & Garden Parties at the Palace, both of which we as a company do frequently. It will also cause problems for the general public as we would be in a position of having to explain that the council would not let us accept their work.

I would appreciate it if you would pass a copy of this to the Working Party.

Many thanks for your time

Regards


Graham A Cox

Brian Leahy

From: Tclarkevr4@aol.com
Sent: 13 February 2008 16:42
To: Brian Leahy
Cc: info@adcexecutivecars.co.uk
Subject: Vehicle signage feedback

Hi Brian

Some while ago you sent out a letter explaining the change in the law relating to hackney carriage/private hire vehicles signage and licensing and requesting our views as licensed drivers. I have been a private hire license holder for about 4 years and before that a hackney carriage driver for about 1 year.

Whilst renewing my private hire vehicle license this morning in your Newbury offices reception i noticed the examples of taxi/private hire signage and this prompted me to email you with my thoughts.

As I run an executive car (BMW 525d) my choice would be for the small rear and front windscreen badge, this in my view looks discreet, professional and displays the right level of branding as to what my vehicle is used for. All my work is to and from the local airports , so i rarely, if ever, collect a member of the public from the streets via my operator. All collections are from corporate headquarters, and i believe the screen badges offer the right level of branding, reassurance and visibility to the customers.

I also believe there needs to be a marked difference between taxi, private hire and executive /chauffeur hire vehicle signage and the current examples for the different vehicle groups does reflect this. Some may view this as class distinction or "snobbery" , but i disagree, as it merely reflects the target markets for which each of us address. A walk round the car parks at Heathrow or Gatwick will clearly show this, as all executive cars have small, discreet badging, whereas taxi's advertise their services by large, bold council/personal branding.

The London PCO cars have a really neat yellow hologram badge, which i think looks great and which could easily be mirrored by a similar West Berks Council version.(similar to the ones displayed in the council reception).

I do hope you find my comments constructive and helpful

best regards
Terence J. Clarke
Vehicle License number 146



WestBerkshire
C O U N C I L

**PRIVATE
HIRE**

REGISTRATION NO:

VEHICLE TYPE:

EXPIRY DATE:

LICENSED TO CARRY:

621

DEM 888R

Brown CHRYSLER Neon

12/09/2005

4 PASSENGERS

THIS PLATE BELONGS TO WEST BERKSHIRE COUNCIL MOGO



West Berkshire
C O U N C I L

**PRIVATE
HIRE**

REGISTRATION NO:

VEHICLE TYPE:

EXPIRY DATE:

LICENSED TO CARRY:

621

DEM 888R

Brown CHRYSLER Neon

12/09/2005

4 PASSENGERS

THIS PLATE BELONGS TO WEST BERKSHIRE COUNCIL (MOGO)

050W

REGISTRATION NUMBER
K446 LUM

EXPIRY DATE
28/01/2004

LICENSED TO CARRY
4 Passengers

 West Berkshire
C O U N C I L

PRIVATE HIRE

364

Red FIAT MULTIPLA

MOGO