

Proposed Taxi & Private Hire Vehicles Strategy 2020

Purpose

- 1.1 Following a consultation exercise on draft proposals and further consideration, the report provides information on a final proposed Taxi & Private Hire Vehicles Strategy 2020.

Recommendation(s)

- 2.1 To approve the proposed final Taxi & Private Hire Vehicles Strategy 2020 as set out at Appendix 2.
- 2.2 To approve the proposed colour and branding set out at Appendix 3.
- 2.3 To delegate authority to the Director of Public Protection and Streetpride, in consultation with the Chair of the Licensing Committee to make the amendments required to the current Hackney Carriage and Private Hire vehicle specifications and licence conditions including to reflect changes to the colour policy and branding of hackney carriages, as set out in Paragraph 4.18.
- 2.4 To delegate authority to the Director of Public Protection and Streetpride, in consultation with the Chair of the Licensing Committee to make the amendments required to the current Hackney Carriage vehicle specifications and licence conditions to reflect changes to the advertising requirements as set out at Paragraph 4.21.

Reason(s)

- 3.1 To set out measures to improve the condition of the Taxi and Private Hire (TPH) fleet, making it safer, cleaner, modern and more focussed.
- 3.2 To support the Council in meeting its corporate air quality requirements laid down by Central Government.

Supporting information

- 4.1 Derby City Council is committed to improving the city's transport offer whilst supporting the trade to meet the demands of cleaner air and a smarter, safer and cleaner Taxi and Private Hire (TPH) fleet.
- 4.2 Public Safety is a key driver for the implementation of the TPH strategy. Vehicle defects can largely be attributed to the age of vehicles. Derbyshire Constabulary has raised real concerns about the overall condition of Derby's licensed vehicles. The Council, in conjunction with Derbyshire Constabulary regularly work to safety check vehicles, which has ultimately led to many vehicles being taken off the road immediately.
- 4.3 Like many cities and towns within the UK, Derby is under a legal obligation to improve its air quality. It is important that proposals and actions contained within the proposed Taxi and Private Hire Vehicles (T & PHV) Strategy align with the wider vision for Derby, including present and upcoming changes to the Council Plan, Local Transport Plan and various policy changes to improve the Derby experience.
- 4.4 Derby is committed to improving its transport offer and integrating services where possible through the use of trains, buses, park and ride schemes, cycle schemes and TPH. Good quality transport is crucial to delivering economic benefits whilst contributing to a low carbon transport system and improving people's accessibility to services and employment. The measures set out in the proposed T & PHV strategy will contribute to Derby's Transport Vision 2026.
- 4.5 There are currently around 270 hackney carriages licensed within Derby, all of which are diesel vehicles. These comprise of two main manufacturer types; the London Taxi Company (formerly London Taxi International) and Metrocab. Both of their parent companies are investing heavily in electric vehicle technology along with several other manufacturers that will be available in future years.
- 4.6 There are currently around 1,000 private hire vehicles within Derby, although many more are licensed elsewhere and take pre-booked sub-contracted work in the city.
- 4.7 There are currently no age restrictions on TPH vehicles licensed in Derby. This has led to an aging fleet, high emission levels and poor overall condition.
- 4.8 In order to ensure that the Council understands local views and that these views inform any proposals, a twelve week public consultation was undertaken from 8 March to 31 May 2019. Feedback was welcomed from taxi/private hire drivers and operators, trade representatives, residents, local business and statutory bodies to help identify and develop further the draft proposals for the taxi and private hire vehicle strategy for Derby.
- 4.9 As part of the consultation, Council officers also held 6 workshop sessions over 2 days with members of the trade and public. The workshops included a presentation, a summary of the proposals and question and answer sessions. Participants were also encouraged to complete the survey online although paper copies were also made available at the events.

- 4.10 Council Officers also attended meetings of the 50+ forum, Disabled Equality Hub and Race Equality Hub. Again, members of the Forum and Hubs were encouraged to complete the survey online although paper copies were also made available at the meetings.
- 4.11 The consultation sought opinions on the draft proposals in the Taxi and Private Hire Vehicles Strategy 2020 and the Hackney Carriage and Private Hire Vehicle Age and Specification Policy.
- 4.12 In total, there were 515 responses to the survey, with sixteen additional comments also received through letters and emails. The Proposed Taxi and Private Hire Vehicles Strategy 2020 Consultation Results Report is set out at Appendix 1 for information.
- 4.13 Respondents were asked for feedback on the proposed actions and measures set out under the six main themes of the strategy:
- Work with neighbouring districts
 - Improving customer experience and services offered by the trade
 - Technology
 - Safeguarding
 - Measures to help encourage the use of low emission vehicles
 - Clean fleet
- 4.14 Throughout the consultation, there was a statistically significant difference in viewpoint given between the two distinct groups; those in the trade and those that were not in the trade.
- 4.15 Officers have considered the feedback from the consultation exercise and propose a revised Taxi & Private Hire Vehicles Strategy 2020 which is set out at Appendix 2.
- 4.16 The strategy also contains a Hackney Carriage and Private Hire Vehicle Age and Specification Policy that sets out amongst other things specific requirements in relation to a new colour policy with yellow branding for newly licensed Euro 6 Diesel or ZEC ULEV hackney carriages.
- 4.17 Officers have undertaken work on developing a suggested colour policy and branding for these newly licensed hackney carriages which is set out at Appendix 3 for consideration. In addition to the proposed yellow branding and black council logo, it is also proposed that the vehicle licence number is displayed in the rear side quarter-light window, as approved in accordance with Recommendation 2.3.
- 4.18 If Members agree to the introduction of the colour and branding set out at Appendix 3, the current Hackney Carriage Vehicle Specifications and Licence Conditions will need to be amended. The proposal is to delegate authority for this to be resolved by officers.
- 4.19 Other options for Members to consider will be to retain the yellow colour for all hackney carriages or revert to black with no additional yellow branding requirement.

- 4.20 Linked to the proposed changes to colour and branding is the advertising on the exterior of hackney carriages. Currently the specification allows approved adverts to be displayed on the lower panels of the front and rear doors and the rear windscreen of vehicles in a form which does not obscure the driver's rear view vision.
- 4.21 If Members agree to the introduction of the colour and branding set out at Appendix 3, the hackney carriage specification in respect of the advertising requirements needs to be amended to restrict approved adverts to the rear windscreen of vehicles only. This will ensure that there is no dilution of the colour policy and branding. Should the proprietor of the vehicle decide to sign up to a hackney carriage booking app, the official logo of the trading company will be allowed to be displayed within a defined area on the front door panels. The proposal is to delegate authority for this to be resolved by officers.

Public/stakeholder engagement

- 5.1 A twelve week consultation on the Council's proposals was undertaken from 8 March to 31 May 2019.
- 5.2 The consultation was primarily conducted through an online survey. Paper versions (and translated versions) of the survey and strategy were available on request, at the Council House reception and at the Licensing booth. Stakeholders and individuals were also given the opportunity to write in with any other comments.
- 5.3 The trade association DATA requested and received 300 paper copies of the consultation questionnaire and proposed strategy.
- 5.4 As part of the consultation, officers also held six workshop sessions over two days with members of the trade and public. Officers also attended meetings with the 50+ Forum, Disabled Equality Hub and Race Equality Hub.
- 5.5 A number of communications were sent during the consultation period via a variety of methods: social media – Facebook, Twitter and Linked-in, press coverage – Derby Telegraph and Radio Derby, email to all Councillors to share within their wards, an email to partners – Derbyshire Police, Derbyshire Fire and Rescue and the CCG and internal staff engagement.

Other options

- 6.1 None recommended.

Financial and value for money issues

- 7.1 None arising from the report.

Legal implications

8.1 Changes to taxi policy need to be approved by the Licensing Committee as the appropriate body vested with such power set out in the Council's constitution. Before any changes are made, an appropriate consultation exercise should take place. The Council must have regard to the product of consultation in revising existing or introducing new policy.

Other significant implications

9.1 None.

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal	Olu Idowu	12/08/19
Finance	-	
Service Director(s)	-	
Report sponsor	Richard Antcliff	12/08/19
Other(s)	-	