

## **Appendices**

- Appendix 1 Pictures of current vehicle livery.
- Appendix 2 Current hackney carriage byelaws and conditions  
Current private hire licence Council conditions.
- Appendix 3 Questionnaire, Letter, Pictures of proposed door livery
- Appendix 4 Statistical Results of Questionnaire
- Appendix 5 Supplementary correspondence from Private Hire Operators  
and Peter Smith, Hackney Carriage Proprietor
- Appendix 6 Police Feedback
- Appendix 7 Disability Involvement Group (DIG) Feedback
- Appendix 8 Pictures of current wheelchair accessible door signs
- Appendix 9 Nightwatch Feedback
- Appendix 10 What should be included on any future signs
- Appendix 11 Suggested draft wording of vehicle conditions



## **Appendix 1**









Eastbourne & Country

720-720

163

24 HOUR TAXI 24 HOUR

*Eastbourne*



*163*







*Eastbourne*  
**Eastbourne & Country**  
**720.720**  
**264**  
**PRIVATE HIRE**



*Secured*

## **Appendix 2**

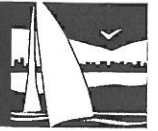




# **Extracts from the Byelaws and Resolutions of the Council**

made with respect to hackney carriages (taxis) in the Borough of Eastbourne (i.e. paragraph numbers relate to the 1970 Byelaws as amended)

**EASTBOURNE**  
Borough Council



- 1. Provisions regulating the manner in which the number of each hackney carriage, corresponding with the number of its licence, shall be displayed.**
  
- 2. Every proprietor of a hackney carriage shall:-**
  - a. cause the number of the licence granted to him in respect of the carriage to be displayed:-**
    - (i) inside the carriage in such a position as to be clearly legible by the hirer throughout the hiring; and**
    - (ii) outside the carriage by securely fixing at the rear of the carriage in a position above the rear bumper and to the off-side of the centre line of the vehicle, the authorised hackney carriage plate issued to him by the Council;**
  - b. not wilfully or negligently cause or suffer any such number to be concealed from public view while the carriage is standing or plying for hire;**
  - c. not cause or permit the vehicle to ply for hire with any such plate so defaced that any figure or material particular is illegible.**

## **CURRENT HACKNEY CARRIAGE VEHICLE LICENCE CONDITIONS**

### **3. ALTERATION OF VEHICLE**

*No material alteration or change in the specification, design, condition or appearance of the vehicle shall be made without the approval of the Council at any time while the licence is in force.*

### **6. INTERIOR MARKINGS**

*The proprietor shall cause to be clearly marked and maintained inside the vehicle in such a position as to be visible at all times to persons conveyed therein the number of this licence and the number of passengers prescribed in this licence.*

### **7. SIGNS, NOTICES, ETC.**

*(1) No signs, notices, advertisements, plates, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from the vehicle except as may be required by any statutory provision (including byelaws) or required or permitted by these conditions, provided however that this condition shall not apply:-*

- (i) To any indication on a taxi meter fitted to the vehicle or to a sign which:
  - (a) is displayed in, on or from the vehicle while it is stationary;*
  - (b) contains no words or numbers other than the name and address of the operator of the vehicle or the name under which he carries on his business and its address and, in either case, the name of the passenger or passengers to be carried in the vehicle; and*
  - (c) is displayed in pursuance of a prior arrangement made for the carriage of a passenger or passengers named in the sign.**
- (ii) to the door sign which shall be displayed on both front doors:*

#### *Exemptions to (1)(ii)*

- custom built cars*
- limousines*
- vehicles used exclusively for weddings and funerals*



**(2) The proprietor shall cause to be affixed and maintained to the roof of the vehicle at all times that the vehicle is in use as a taxi, the authorised sign for taxis licensed by the Council. The sign shall comprise a yellow base material with attached blue front panel bearing the words EASTBOURNE TAXI in yellow. The rear panel of the sign shall bear the word TAXI or if the proprietor chooses, the telephone number of the taxi business. The word TAXI or telephone number of the taxi business on the rear panel shall be in red on a black background in Helvetica Bold font style. The letters of the word EASTBOURNE shall be 2.5cm high and 2cm wide. The letters of the word TAXI shall be 7cm high and 8.5cm wide. The digits of the telephone number on the rear of the sign shall be 8cm high and 5cm wide.**

**The sign shall be illuminated and have a green light on top capable of being switched on to indicate the vehicle is for hire.**

**The sign shall be displayed transversely on the roof of the vehicle and may not exceed 46cm in width and 17cm in height of a type approved by the Council.**

**Fairway, Metrocab and similar purpose-made taxis with built-in signs are exempt from the above.**

**Additional exemptions to 6(2) are:-**

- custom built cars**
- limousines**
- vehicles used exclusively for weddings and funerals**

## **CURRENT PRIVATE HIRE VEHICLE LICENCE CONDITIONS**

### **1. COLOUR OF VEHICLE**

***With effect from 9<sup>th</sup> March 2005, vehicles that enter the Eastbourne private hire trade and replacement private hire vehicles shall have paintwork that is a colour other than white.***

***Exemptions to 1.***

- custom built cars***
- limousines***
- vehicles used exclusively for weddings and funerals***

### **3. ALTERATION OF VEHICLE**

***No material alteration or change in specification, design, condition or appearance of the vehicle shall be made without the approval of the Council at any time while the licence is in force.***

### **5. IDENTIFICATION PLATE**

***The plate identifying the vehicle as a private hire vehicle and required to be exhibited on the vehicle pursuant to Section 48(6) of the Local Government (Miscellaneous Provisions) Act 1976 shall be securely fixed to the rear of the vehicle in a conspicuous position and in such a manner as to be easily removable by an authorised officer of the Council or Police Officer.***

### **6. INTERIOR MARKINGS**

***The proprietor shall cause to be clearly marked and maintained inside the vehicle in such a position as to be visible at all times to persons conveyed therein the number of this licence and the number of passengers prescribed in this licence.***

### **8. SIGNS, NOTICES, ETC.**

***(1) No signs, notices, advertisements, plates, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from the vehicle except as may be required by any statutory provision (including byelaws) or required or permitted by the Council, provided that this condition shall not apply:-***

***(i) to the door sign which shall be displayed on both front doors.***

***Exemptions to (1)(i):***

- custom built cars***

- *limousines*
- *vehicles used exclusively for weddings and funerals*

**(ii) to a sun-strip of the approved design displayed on the front and/or rear windscreen of the vehicle. The approved design of a sun-strip is as follows:-**

*The sun-strip should include the name of firm, the telephone number, the words "Private Hire" and no other information whatsoever. The words "Private Hire" should be in normal type face with black lettering on a white background and should not take up more than one third of the width of the sun-strip.*

**(iii) to signs of a design approved by the Council for display on the front door panels of the vehicles, when not more than one sign shall be displayed on each side of the vehicle. The proprietor shall obtain the consent of the Council for such signs before they are first displayed.**

**(iv) to any indication on a taxi meter fitted to the vehicle or to a sign which:-**

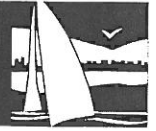
**(a) is displayed in, on or from the vehicle while it is stationary;**

**(b) contains no words or numbers other than the name and address of an operator of the vehicle or the name under which he carries on his business and its address and, in either case, the name of a passenger or passengers to be carried in the vehicle; and**

**(c) is displayed in pursuance of a prior arrangement made for the carriage of a passenger or passengers named in the sign.**

**(2) The proprietor shall cause to be affixed and maintained in the vehicle in a conspicuous position in accordance with the directions of the Council any sign or notice relating to private hire vehicles which the Council may from time to time require.**





## **LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1976**

### **1. COLOUR OF VEHICLE**

**With effect from 9<sup>th</sup> March 2005, vehicles that enter the Eastbourne private hire trade and replacement private hire vehicles shall have paintwork that is a colour other than white.**

#### **Exemptions to 1.**

- **custom built cars**
- **limousines**
- **vehicles used exclusively for weddings and funerals**

### **2. MAINTENANCE OF VEHICLE**

The vehicle and all its fittings and equipment shall at all times when the vehicle is in use or available for hire be kept in an efficient, safe, tidy, clean condition and all relevant statutory requirements including in particular those contained in Motor Vehicles (Construction and Use Regulations) shall be fully complied with.

### **3. ALTERATION OF VEHICLE**

No material alteration or change in specification, design, condition or appearance of the vehicle shall be made without the approval of the Council at any time while the licence is in force.

### **4. CCTV EQUIPMENT**

CCTV, including digital stills equipment may be installed in this licence vehicle subject to the following provisions:-

1. Approval in writing must be obtained from the Council before CCTV equipment is installed and used in the vehicle;
2. CCTV equipment shall be of a specification approved by the Head of Environmental Health; The equipment shall be installed, operated and maintained to the satisfaction of the Environmental Health Manager;

3. Any material recorded on the equipment shall be used only as evidence in court proceedings or to aid investigation of a crime or to confirm or rebut complaints made against a driver;
4. Material captured by the system shall be accessible only to the Police, specifically authorised Council officers or other persons authorised by the Environmental Health Manager;
5. Recorded material must be made available upon demand to the Police and a duly authorised officer of the Council;
6. Notices indicating that the CCTV system is in operation in the vehicle shall be clearly displayed on passenger windows visible from the outside and in the interior of the vehicle. The notices shall state "CCTV OPERATES IN THIS VEHICLE" Such notices shall not be displayed unless the system is in use;
7. Each system must be registered with the office of the Data Protection Registrar with proof of registration supplied to the Environmental Health Manager.

## **5. IDENTIFICATION PLATE**

**The plate identifying the vehicle as a private hire vehicle and required to be exhibited on the vehicle pursuant to Section 48(6) of the Local Government (Miscellaneous Provisions) Act 1976 shall be securely fixed to the rear of the vehicle in a conspicuous position and in such a manner as to be easily removable by an authorised officer of the Council or Police Officer.**

## **6. INTERIOR MARKINGS**

**The proprietor shall cause to be clearly marked and maintained inside the vehicle in such a position as to be visible at all times to persons conveyed therein the number of this licence and the number of passengers prescribed in this licence.**

## **7. SAFETY EQUIPMENT**

There shall be provided and maintained in the vehicle at all times when it is in use or available for hire a suitable and efficient fire extinguisher and a suitable first aid kit containing appropriate first aid dressing and appliances, such equipment to be carried in such a position as may from time to time be approved by the Council so as to be readily visible and available for immediate use in an emergency.

## **8. SIGNS, NOTICES, ETC.**

**(1) No signs, notices, advertisements, plates, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from the vehicle except as may be required by any statutory provision (including byelaws) or required or permitted by the Council, provided that this condition shall not apply:-**

**(i) to the door sign which shall be displayed on both front doors.**

**Exemptions to (1)(i):**

- custom built cars**
- limousines**
- vehicles used exclusively for weddings and funerals**

**(ii) to a sun-strip of the approved design displayed on the front and/or rear windscreen of the vehicle. The approved design of a sun-strip is as follows:-**

**The sun-strip should include the name of firm, the telephone number, the words "Private Hire" and no other information whatsoever. The words "Private Hire" should be in normal type face with black lettering on a white background and should not take up more than one third of the width of the sun-strip.**

**(iii) to signs of a design approved by the Council for display on the front door panels of the vehicles, when not more than one sign shall be displayed on each side of the vehicle. The proprietor shall obtain the consent of the Council for such signs before they are first displayed.**

**(iv) to any indication on a taxi meter fitted to the vehicle or to a sign which:-**

**(a) is displayed in, on or from the vehicle while it is stationary;**

**(b) contains no words or numbers other than the name and address of an operator of the vehicle or the name under which he carries on his business and its address and, in either case, the name of a passenger or passengers to be carried in the vehicle; and**

**(c) is displayed in pursuance of a prior arrangement made for the carriage of a passenger or passengers named in the sign.**

- (2) The proprietor shall cause to be affixed and maintained in the vehicle in a conspicuous position in accordance with the directions of the Council any sign or notice relating to private hire vehicles which the Council may from time to time require.



- (3) There may be displayed within the vehicle for the information of passengers table of fares in a form and printing previously submitted to and approved by the Council.

## **9. CHANGE OF ADDRESS**

The proprietor shall notify the Council in writing of any change of his address during the period of the licence within seven days of such change taking place.

## **10. CONVICTIONS**

The proprietor shall within seven days disclose to the Council in writing details of any conviction imposed on him (or, if the proprietor is a company or partnership, on any of the directors or partners) during the period of the licence.

## **11. DEPOSIT OF DRIVER'S LICENCE**

If the proprietor permits or employs any other person to drive the vehicle as a private hire vehicle, he shall before that person commences to drive the vehicle cause the driver to deliver to him his private hire driver's licence for retention until such time as the driver ceases to be permitted or employed to drive the vehicle or any other vehicle of his in which case the licence shall be promptly returned to the driver. Provided that any licence so deposited shall be made immediately available to the driver upon request if he is formally required to produce the licence by any authorised officer of the Council or police officer.

## **12. TAXI METERS**

If any taxi meter fitted to the vehicle is repaired, adjusted or for any reason the seal is broken, or if change is made to the type of tyre fitted to the vehicle or alterations made to the vehicle's transmission gearing ratio the proprietor shall not permit or suffer the vehicle to be used for hire until the taxi meter has been satisfactorily tested and sealed by an authorised officer of the Council.

## **13. SPECIAL CONDITIONS (if any)**

## **14. APPEALS**

Any person aggrieved by these conditions may appeal to the magistrates' court within 21 days of being notified of the Council's requirements. There is a further right of appeal to the Crown Court against a decision of the magistrates.



## **Appendix 3**



19th October 2011

Dear Proprietor/Vehicle Licence Holder,

### **Consultation on Vehicle Livery and Vehicle Advertising**

All hackney carriages and the majority of private hire vehicles are required to display door signs as part of the Boroughs Vehicle Licence Conditions. Currently, advertising is not permitted unless permission has been obtained by Eastbourne Borough Council.

At a Full Licensing Meeting in 1998, Members agreed that the following information should be included on all vehicle door signs. This must be displayed on the front door of the vehicle, set against a white background:

- Eastbourne Crest
- The wording "Private Hire," or "Hackney Carriage."
- The Company name and/or telephone number.

However, the size, colour and type face of the above was never formally recorded, and has meant that the Council has limited ability to prescribe the requirements. This has led to wide variations in signage, of differing quality. This is confusing to the travelling public, and does not offer a continuous Eastbourne identity. Therefore, action is needed to regularise the position.

I am sure you agree that the rear and internal plates issued to licensed vehicles since 2009 are highly professional. These have helped to identify licensed vehicles, and drivers to the enforcement agencies and travelling public, thereby helping to protect public safety.

It is important that Eastbourne licensed vehicles retain their unique identity and professional image by adopting up to date vehicle livery. There will be a change to the livery to reflect the new Corporate Standards, and the Council will be looking at ways to assist you with the funding of this change.

In addition, it is recognised that a number of organisations and individuals would like the opportunity to advertise their business in a more prominent way, for example, using a dedicated advertising door sign, which could be the one you currently use.

Through the Taxi and Private Hire Forum, and the Livery and Advertising Sub Group, the Council has been consulting with the Trade about the form

and content of vehicle livery, making it as identifiable and cost effective as possible.

I seek your views as a member of the Trade in relation to these changes. Please take the time to complete the attached questionnaire, comment on the proposals, and send it to the address below. Alternatively, you may wish to e mail your response to me directly at [licensing@eastbourne.gov.uk](mailto:licensing@eastbourne.gov.uk).

**The consultation will run from 12 noon on Friday 21st October 2011 and conclude 12 noon on Friday 18<sup>th</sup> November 2011. Responses received after this time will not be considered.**

For further advice and guidance, please visit our website at [www.eastbourne.gov.uk/taxis](http://www.eastbourne.gov.uk/taxis).

Yours sincerely



Miss Kareen Plympton  
Licensing Manager  
Telephone: (01323) 415937  
[kareen.plympton@eastbourne.gov.uk](mailto:kareen.plympton@eastbourne.gov.uk)

Refkp/letter11/advertisingliveryoct11



[www.eastbourne.gov.uk](http://www.eastbourne.gov.uk)

**QUESTIONNAIRE FOR CONSULTATION ON DRAFT EASTBOURNE BOROUGH COUNCIL'S POLICIES RELATING TO VEHICLE ADVERTISING & LIVERY.**

This questionnaire will help us to consider the Council's future approach in relation to corporate livery and vehicle advertising. **The consultation runs from 12 noon on Friday 21<sup>st</sup> October and concludes on Friday 18<sup>th</sup> November 2011.**

All responses must be submitted to Karen Plympton, Licensing Manager, Eastbourne Borough Council, 1 Grove Road, Eastbourne, BN21 4TW no later than 12 noon on Friday 18<sup>th</sup> November 2011. Responses can also be made via e mail to [licensing@eastbourne.gov.uk](mailto:licensing@eastbourne.gov.uk)

**(1) I am a** (Tick Box)

- Hackney Carriage Proprietor
- Private Hire Vehicle Licence Holder
- Other (Please Specify) .....

**(2) What sort of vehicle do you drive?** (Tick Box)

- Purpose Built Wheelchair Vehicle
- Multi Purpose Vehicle (MPV)
- Saloon Vehicle
- Other (please specify) .....

**(3) How many passengers are you licensed to carry?** (Specify) .....

**(4) Do you think that advertising of your business in a dedicated position on the exterior of the vehicle should be permitted?** (Tick Box)

- Yes
- No

**(5) If yes, what should be permitted?** (Tick Box)

- Company logo/slogan and colours
- Name of Company

**Licensing Team**, 1 Grove Road, Eastbourne, East Sussex BN21 4TW

Tel: +44(0)1323 410000 Fax: +44(0)1323 415997 Minicom: +44(0)1323 415111 DX6921 Eastbourne

Email: [licensing@eastbourne.gov.uk](mailto:licensing@eastbourne.gov.uk) Web: [www.eastbourne.gov.uk/licensing](http://www.eastbourne.gov.uk/licensing)

Telephone Number

E mail Address

Other (Please specify) .....

**(6) Should vehicle livery be: (Tick Box)**

Permanent

Magnetic

Other (Please specify) .....

There are 2 proposed versions of door sign, suggested by the Livery and Advertising Sub Group. These are attached. **The Council Corporate signage on the yellow background denotes private hire vehicles, and blue denotes hackney carriage vehicles.**

**(7) Please indicate your preference: (Circle)**

**Option A** On Front Doors - Company advertising door sign as per current Size.  
(This is indicated on the image as a pink sign. Your current door signs can be used if you wish)

On Rear Doors Council Corporate Door Sign

**Option B** All information on front doors to include company advertising and Council Corporate requirements.

**Option C** No change.

**N.B Larger versions of livery will be used in relation to minibuses and similar.**

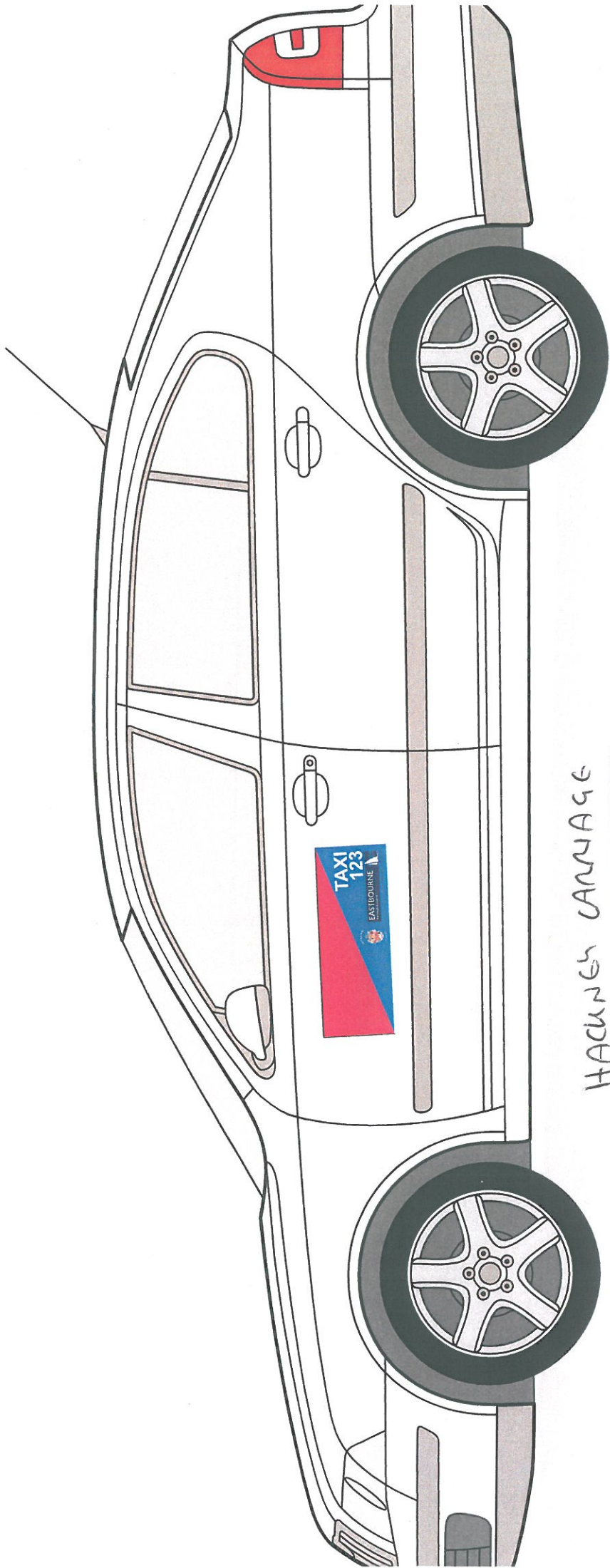
**(8) Do you have any other comments you wish to make?**

.....

**Thank you for taking the time to complete this questionnaire.  
The findings will be presented to the Full Licensing Committee at its next meeting on 6<sup>th</sup> December 2011. Please return it to Karen Plympton, Licensing Manager, 1 Grove Road, Eastbourne, BN214TW or via [licensing@eastbourne.gov.uk](mailto:licensing@eastbourne.gov.uk) no later than 12 noon on Friday 18<sup>th</sup> November 2011.**

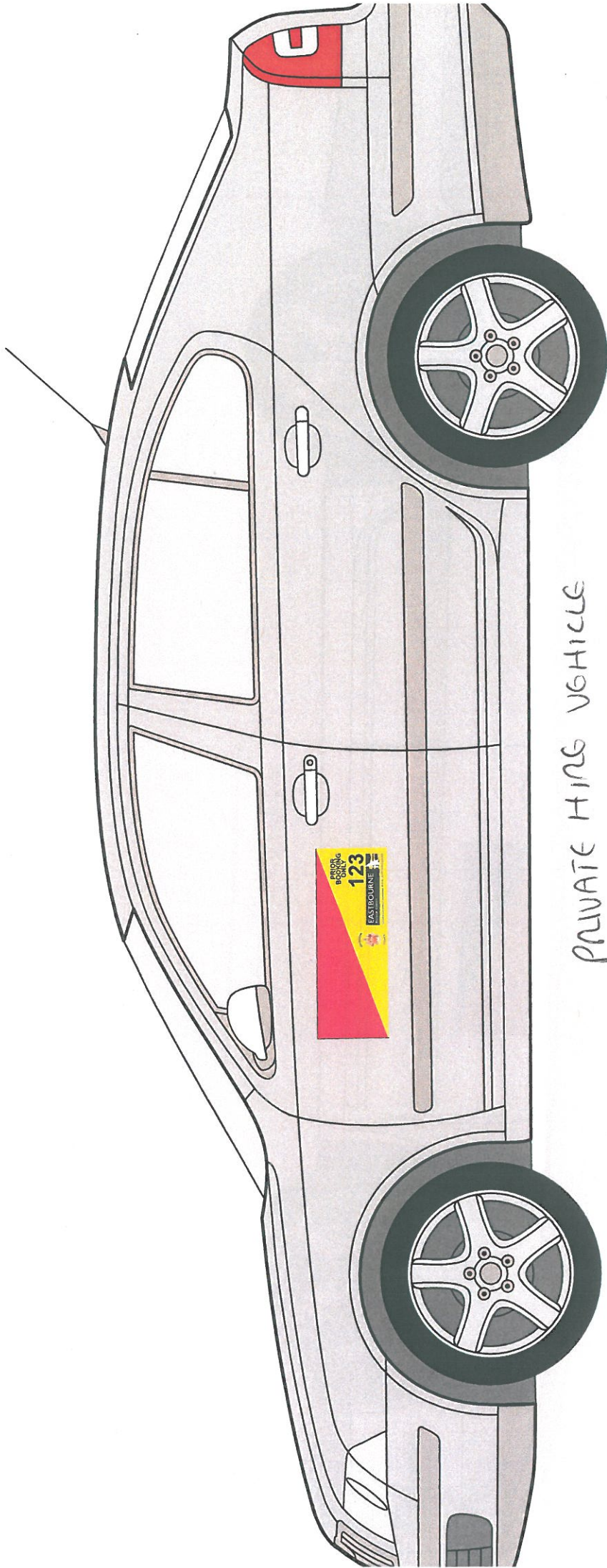


OPTION B



HACKNEY CANNAGE

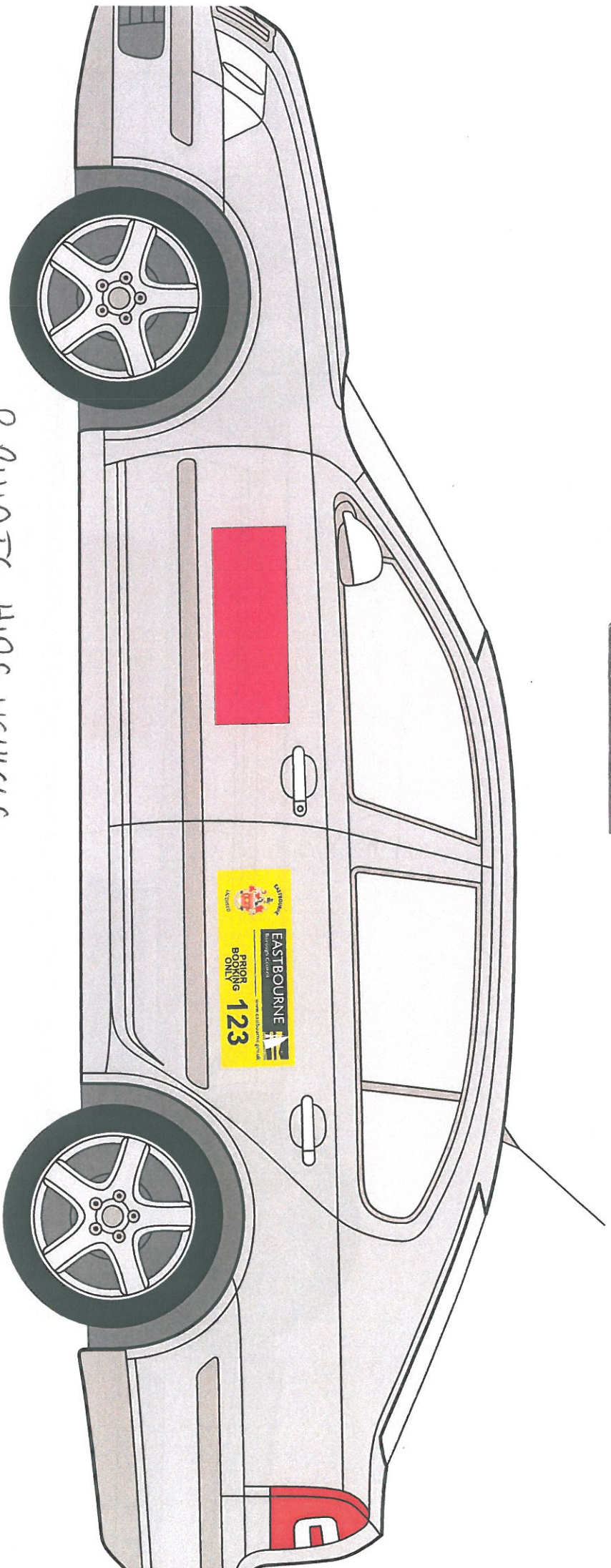
OPTION B



PRIVATE HING VEHICLE

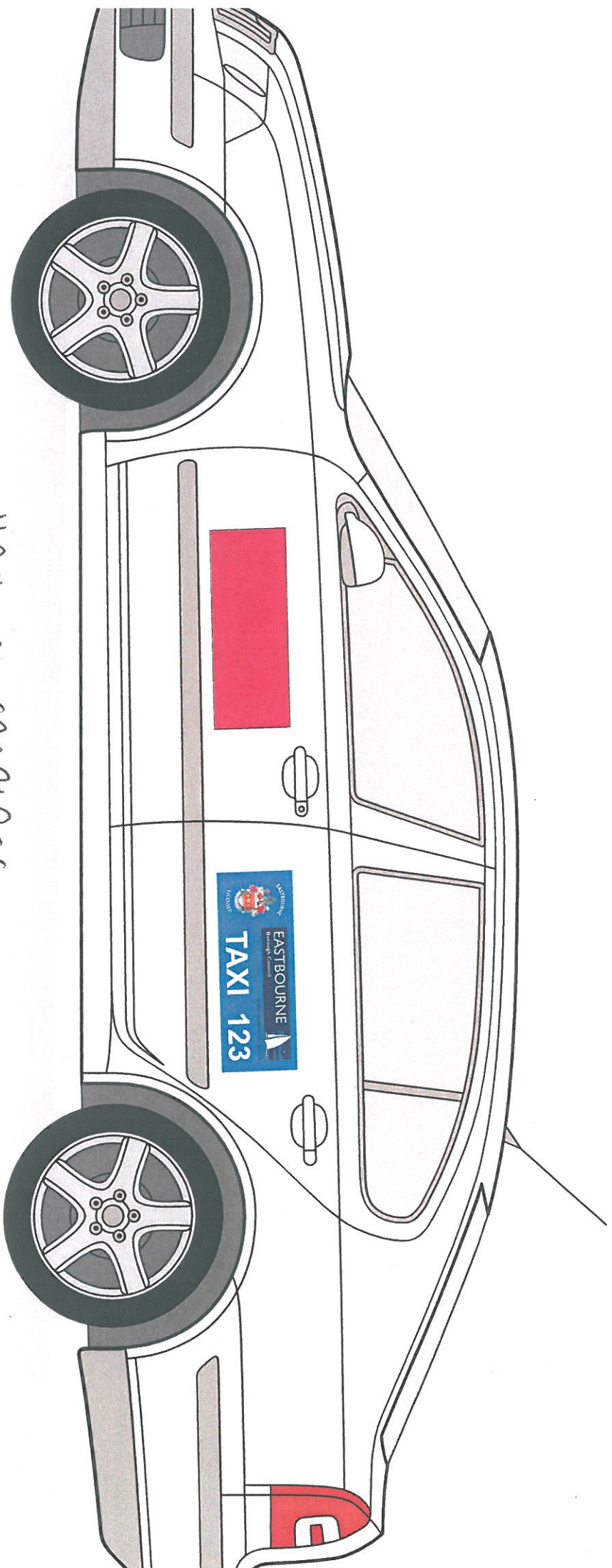


OPTION A



PRIVATE HIRE VEHICLE

OPTION A



HACKNES CARRIAGE

## **Appendix 4**



## Appendix 4

### **Results from the Questionnaire**

A questionnaire was also sent out to all hackney carriage proprietors, and those holding private hire vehicle licences, 421 in total

#### **Number of Respondents**

82 people responded to the questionnaire. Responses were also received from three private hire operators: Sussex Cars (now amalgamated with Radio Cars,) Eastbourne and Country and Call A Cab.

**This represents 19.5% of the Trade, suggesting that 80.5%, 339 do not have a view on the matter.**

#### **Vehicle Advertising**

All respondents indicated that they would like their own business specific advertising in a dedicated position on the exterior of the vehicle. 3 respondents indicated a desire to advertise accreditations from recognised bodies for example, Trading Standards, and other businesses within a dedicated advertising sign in order to generate a revenue stream.

#### **Vehicle Advertising**

In relation to advertising, respondents felt that the Company name, logo, slogan and colours should be permitted, along with the telephone number and e mail address.

#### **Content of Signs**

In relation to the content of door signs, respondents were given three options. Of the 82 respondents who offered a view:

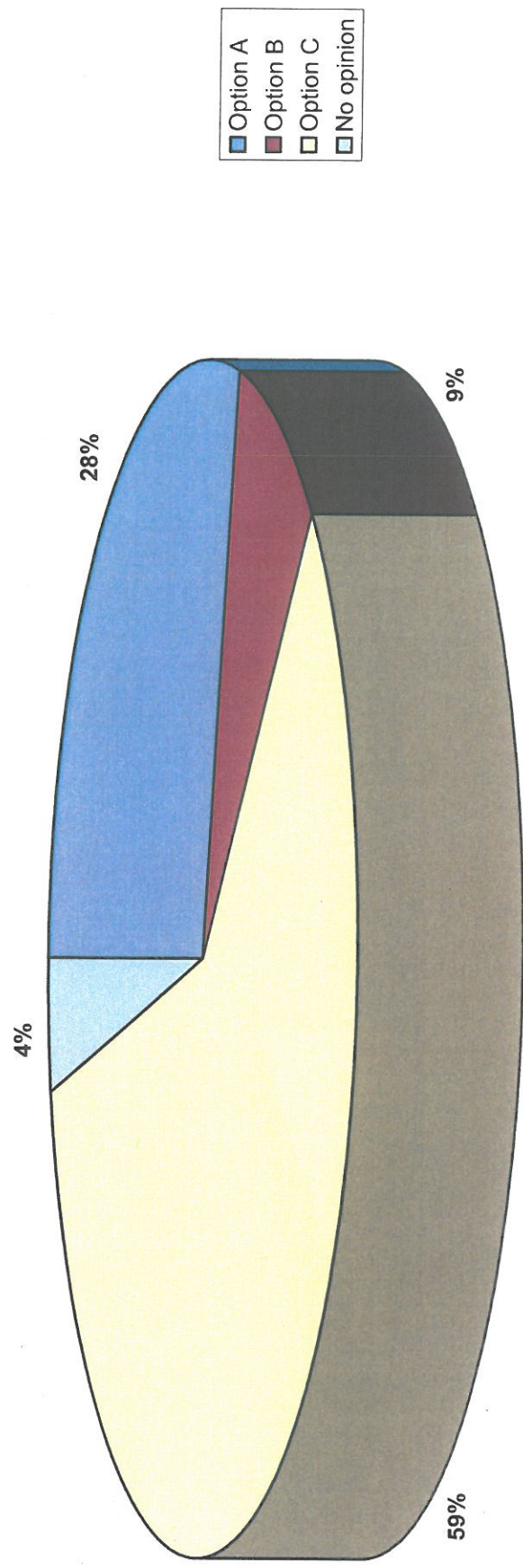
- 23 preferred Option A – Two separate door signs allowing advertising on one to be displayed on the front doors, and a separate Corporate Council specific door sign on the rear information.
- 7 preferred Option B – 1 door sign on the front incorporating both Council and advertising information.
- 49 preferred Option C – No change to the current livery format
- 3 respondents did not offer a view.

## **Magnetic versus Permanent Signage**

Of the 82 respondents, 46 respondents stated that they preferred magnetic door signs, with 9 indicating that they did not mind either magnetic or permanent door signs. The remainder did not offer a view.



Response from Vehicle Proprietors Concerning Doorsign Options (19.5% Turnout)



Preference for Magnetic or Permanent Doorsigns

