

Appendix 5

Appendix 5

Supplementary correspondence

David Hopkins, Eastbourne and Country 720 Taxis

"I am writing to confirm that we as a Company would like to go for Option A 2 door signs with Council Corporate branded identity sign on rear and our own company advertising livery on the front door. I would prefer them to be both. I suggest that the Council door sign would be smaller and different dimensions from our own Company front door signs

We feel that we have a right as a company to advertise our business as we see fit on the front door sign, and for safety of passengers which is obviously paramount. The rear door sign is a clear indication of the difference between the private hire and hackney vehicles i.e. - yellow for private hire and blue for hackney carriage."

Mr Bob Bremmer, Sussex Cars

"We at Sussex Cars wish to advise you that we as a company want no changes to the livery of Private Hire Vehicles. You can do what you like to the Hackneys and any other twit that suggested it."

Julian Ledger, Call A Cab

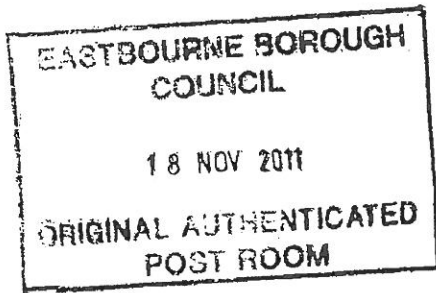
"I am emailing with regards to vehicle advertising and livery. I am a Private Hire driver operating a executive saloon vehicle (Audi A6).

My personal view is I am vehemently against permanent livery, reason being I do many weddings and executive travel requirements for a variety of clients. I have an exemption letter for my plate to facilitate the requirement of my VIP clients. **NB Mr Ledger already has a vehicle exemption for this car which means he is not required to display external livery.**

Another reason for not having permanent livery is the fact that the residents of Eastbourne benefit as Taxi drivers would not want to invest in quality vehicles for them to be permanently displaying door livery.

I would like the current door-sign to remain as un-changed in principle. The colour, adding credit-card details and website, plus email address could all be added, dependant upon space could all be included, but all the public are really going to see is the phone number and Company logo etc.

Another option not included in your letter is to adopt the Wealden approach; allowing drivers to have advertising on their vehicle, covering the bumpers etc to promote their business. This option allows drivers to have another income source etc.



Rec'd.
11-40AM

PETER SMITH
EASTBOURNE
B.C.
17/11/11

Vehicle Livery & Advertising

Dear Karen,

In response to your consultation letter may I make some pertinent observations.

1/ The proposed blue or yellow background colour is consistent with the relevant rear licence plate.

2/ The Council Taxi door sign (option A picture 2) is excellent as the words - EASTBOURNE, TAXI and vehical licence plate number are all clearly visible

3/ The private hire door sign (option A picture 1), the words

PRIOR
BOOKINGS
ONLY

should be larger, to accommodate this may I suggest

ONLY PRIOR
BOOKING

resulting in 2 lines, which can then be made larger and hence clearer for the visably impaired

4/ As the council crest was originally permitted on door signs by the Government's Heraldic Licencing Dept, on condition the crest is to the fore, may I suggest that the council designated door signs are positioned on the front door,

5/ with the council approved, individual company's logo, and phone number only, on the rear side door, the company door sign to be the same size as the council identifier.

6/ Colour of background, font type and size (minimum & maximum) to be defined.

May I also suggest that the council licence plate on the rear of private hire vehicals adopt the same colour scheme, i.e. the blue parts are changed to black to avoid any confusion with

the licenced Taxi plate

Sincerely yours

Peter ~~Sant~~

Appendix 6

Appendix 6

Sussex Police

Inspector Steve Tullett of Sussex Police advises that in his Professional view, a change in the form and content of the vehicle livery is essential.

He is of the opinion that the current door signage is over populated with information, and can be confusing to the travelling public, In the majority of instances, door signage does not include the vehicle plate number, and he has concerns that this is not currently a Council requirement. Often, the only prominent details are the company name and telephone number.

This makes identification and enforcement difficult, as many victims do not see the internal plate, and do not look at the rear/interior of the vehicle at the Council identification plate. This means that descriptions of vehicles can vary, and their individual identity hard to establish.

Inspector Tullett is of the view that separate, simplified corporate door signage, as detailed in Option A would be of significant benefit in identifying vehicles and/or drivers in the event of a crime or complaint.

The victim or complainant would only have to identify the colour of the Council Corporate branded door sign as being blue or yellow, and the plate number, thereby simplifying the process. This should be placed on the passenger door of the vehicle to maximise impact.

He is of the view that a separate door sign containing Trade specific advertising within Council specified parameters is understandable; enabling the business to market itself, but this should be kept entirely separate so that information is not confused.

In relation to concerns about licensed vehicles being more identifiable, this is what the Police want so that they are more identifiable to the travelling public and enforcement agencies, making the investigation and resolution of matters easier. There is limited evidence to suggest that more prominent, permanent vehicle livery makes the car more vulnerable to damage or break ins, since it is already identifiable by way of its rear plate anyway. Matters.

Appendix 7

Disability Involvement Group (DIG)

At the last DIG in November 2011, attendees were consulted regarding the potential changes to vehicle livery. The fifteen attendees, all with their own specific requirements, unanimously agreed that Option A, the two separate door signs was their favoured option. This means one sign containing company specific advertising on the front door, and Council corporate branded information on the rear. The Group considered that Council specific information was the most important and should be the most prominent and easiest to identify.

The Group unanimously supported the proposed Council corporate sign, and liked the blue signage for hackney carriages, and yellow for private hire vehicles.

The Group requested that any sign and the letters or numbers displayed be in the largest typeface possible, and be in black to maximise impact, and to make the relevant information easier to see.

Members commended the fact that advertising and Council corporate requirements were kept entirely separate as this made identification easier, particularly for the visually impaired. The DIG are keen to ensure that the Council corporate sign is simple, accessible and easy to understand.

They expressed a preference for the Council corporate branded door sign be located on the passenger door, and where appropriate, for the wheelchair sign to be displayed on appropriate vehicles. with key Council information also displayed on the passenger door.

The Group unanimously agreed that the current door signs in use lack information regarding the individual vehicle identity, are unclear and hard to see.

However, they were strongly in favour of a Council corporate sign similar to that already instated on the new, purpose built Wheelchair Accessible Vehicles (WAVs) agreed by the General Licensing Committee in April 2009. An example of this is included at Appendix 8.

The Group felt that having all information on one door sign as per Option B was confusing, over complicated, crowded and hard to see. Many attendees indicated that they found the current door livery adopted by the Council was hard to understand and see. The Group identified that the revised internal and external vehicle plates were a significant improvement, and believed that any future door signs should be similar to that.

Appendix 7



Eastbourne's Disability Involvement Group (DIG) Notes of meeting dated 2nd November 2011

Present:

Robert Cooper	Access Group/EHL
Molly Bunker	Individual
Jeremy Bengé	ESDA Pain Group
Bill Cutlack	Individual
John Gillam	Individual
Pat Newton	BLESMA
Anita Keall	MS Family Support
Alice Robertson	Chaseley Trust
Chris Wooller	Eastbourne Blind Society
Shirley McCall	MORE Club
Jill Parker	JPK Project/Learning Disabilities
Nick Tapp	ESDA
Cllr Janet Coles	Eastbourne Borough Council
Monica Ray (MR)	Eastbourne Borough Council
Clare Brown	Eastbourne Borough Council
Emma White	Speech to Text Reporter

1. Apologies for absence

Apologies had been received from Sarah Rose, Ian Westgate, Fred Connell and Yvonne Rouse.

2. Minutes of previous meeting and matters arising

These were agreed. MR reminded members that the November 2012 meeting date has been brought forward a week to the 31st October 2012. This is owing to Police Commissioner elections taking place in November 2012.

Eastbourne Carnival has been confirmed for Friday 1st June 2012, this will open celebrations for the Queen's Diamond Jubilee.

3. Penny Shearer (PS) – EBC’s Economic Development Manager – Street Trading/Street Market Consultation

Hard copies of PS’s presentation were handed round, along with a questionnaire for completion. Copies will be sent out with the notes for members not present.

The idea behind a regular street market for Eastbourne is to create something extra to encourage people to come in to the Town Centre. Research has showed that Thursday would be a good day for a market as it is currently a quieter day for shoppers.

It is hoped that the market will sell local produce and EBC would like to offer the opportunity to the shops outside of Terminus Road to have a stall, for instance shops from Little Chelsea, Old Town and Hampden Park could have a presence in the Town Centre for the day.

A contractor will be employed to organise the market and ensure market traders are aware of disabled access requirements and not make the town centre less accessible.

PS asked that as many people as possible complete the questionnaire at www.eastbourne.gov.uk/streetmarkets, having their say on what they would like to see and when and where they would like it.

PS took questions and asked for the DIG members immediate thoughts:

- Disabled people prefer having all of the stalls selling the same goods in the same area so that they do not have to negotiate the whole market to find the thing they want
- It will be vitally important that public transport is efficient and easily accessible to the market
- Access requirements need to be adhered to and the market accessible to all throughout the day with checks made mid morning and at regular intervals to ensure ‘gaps’ between stalls haven’t been filled with goods and/or clutter.
- It is much easier for disabled people if the traders are in straight lines with sufficient gaps between and around their stalls
- The stalls need to be accessible – with gaps left if traders are going to stack goods in front of the stall and also not too high up so that people in wheelchairs can see them

- What damage will the vehicles associated with the market stalls do to the pavements and kerbs? Some are already in a bad state and they do not need to be made worse. How will this be dealt with?
- Will there be an opportunity for a charity stand?
- Disabled parking must be accessible if roads are to be closed, parking in general must be made cheaper and easier to encourage people to the town
- Where will the traders be parking their vans? Will this cause further accessibility problems in the town?

PS thanked everyone for their comments and questions and asked that DIG members spread the word to their groups, friends and family for people to complete the questionnaire online and have their say about what is wanted in the town.

PS advised that she will be reporting back to Cabinet in February and would like to come back to a DIG meeting around that time to feed back as well.

Penny can be contacted at:
 Penny Shearer
 Economic Development Manager
 Eastbourne Borough Council
 1 Grove Road
 Eastbourne
 01323 415030
penny.shearer@eastbourne.gov.uk

4. Karen Plympton (KP), Licensing Manager, EBC – Improving Signage on Taxis/Private Hire Vehicles

KP advised that there had been a consultation on identification plates two years ago and that she wanted to introduce more uniformity and ownership to the door signage on vehicles. At the moment the signs on the sides of vehicles are a mix of the corporate crest, website addresses, telephone numbers, colours and company logos.

KP advised that since delimitation 2 years ago there are 10 extra taxi trade vehicles on the road.

Two proposals regarding signage have gone out to the taxi trade, asking them for their preferred choice.

- Option A – two signs on the vehicle, one the trade can use as an advertising tool with their slogan, company website, telephone number on etc, and a second sign which will only show EBC's corporate crest, the vehicle's plate colour and number
- Option B – one sign which will show all of the above information

The ID plates on the back and inside the vehicles will stay the same.

The taxi trade has been asked for their opinion and they seem to prefer the one sign, possibly because of the cost involved of having a second sign. EBC have offered to subsidise the cost of a second sign if this is decided upon.

It was asked whether it could be regulated that taxi firm operators have to advise the customer which taxi number they are booking for them. This will help the customer know which taxi they are waiting for.

It was also asked whether wheelchair accessible vehicles (WAV) could have a clearer sign to show whether they have a lift or a ramp installed and are side or rear loading. KP was not sure if this would be possible but advised DIG members how vitally important it is to advise the taxi firm operators exactly what needs are required when booking a WAV. This should mean the correct vehicle is sent.

On this note, it would be helpful if DIG members could let KP know what the key things are that would facilitate them ordering the correct WAV, ie; is the vehicle rear or side loading, whether it has a two or four anchor point etc. KP can then write to the companies asking for their operators to ask the relevant questions when a WAV is asked for.

Action: DIG members to contact KP re appropriate questions for taxi operators to ask customers when ordering a WAV

Kareen Plympton kareen.plympton@eastbourne.gov.uk
Licensing Manager
Eastbourne Borough Council
1 Grove Road
Eastbourne Tel: 01323 415937

Appendix 8

APPENDIX 8



Appendix 9

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Nightwatch Group and Business Crime Manager

At its last meeting in November 2011, members of Nightwatch were consulted about the proposed changes to vehicle livery. The group has been established to work together as the night time economy and enforcement agencies to promote safer socialising and ensure venues are operated appropriately.

Supported by both the Nightwatch Chair, Andrew Morris, and Trish Pyboush, Eastbourne Borough Council's Business Crime Manager, the Group unanimously agree that Option A, 2 separate door signs is the most appropriate way forward.

The Group felt Option B and the current livery in place is too crowded and hard to see.

The Group felt it was important to keep the Council branded corporate sign requirements entirely separate from any advertising to make it less confusing for the travelling public and identification of the vehicle easier.

Appendix 10

Appendix 10

What should be included on the signs?

Door livery should be compulsory unless an exemption is agreed, be similar in form to the current rear and internal identification plates and include the following:

Council Corporate Information

- Background colour of signage to be blue for hackney carriages and yellow for private hire vehicles to match the internal and external identification plates already in use;
- To include the Council Crest and logo;
- Specify in large black typeface the plate number of the vehicle.
- Specify in large black type face the wording "HACKNEY CARRIAGE" in respect of hackney carriages.

Whilst the word TAXI is universally recognised, and could be easier for the travelling public to identify. However the word "TAXI" may be used to refer to both hackney carriages and private hire vehicles, so according to the Council's Legal Advisor, it is more appropriate to use the wording "HACKNEY CARRIAGE" to comply with the law.

- Specify in large black typeface "PRIOR BOOKING ONLY" in respect of private hire vehicles.

Suggested Advertising Information

If the Committee is minded to approve the advertising of hackney carriage or private hire business specific information, the vehicle conditions will need to be amended to reflect this. These should also specify that any inappropriate imagery will not be permitted and will be a matter for the Licensing Manager to determine in order to prevent alarm, distress or offence. Any advertising signage shall only include:

- The Company Name and slogan;
- Company logo and colours;
- Formal accreditations from statutory bodies, for example Trading Standards.
- Telephone number
- E mail address.

It is suggested that advertising is kept specific to the licence held by that vehicle, so wording such as hackney carriage or taxi cannot be used in respect of private hire advertising, and prevents the use of other wording which could mislead the travelling public as to the method of hire and similar.

APPENDIX 11

Appendix 11

Draft conditions

Display of door signs and vehicle advertising

SINGLE SIGN

- In respect of all door signage on the front nearside and offside of the vehicle, the door sign shall be XXXX by XXXX size.
- This sign shall contain the following information (SPECIFY FONT AND SIZE)
 - In the coloured top triangle part of the door sign only, the company name, colours, telephone number and e mail only shall be permitted.
 - In the remaining area, the colour blue shall be permitted in respect of hackney carriages and yellow in respect of private hire vehicles.
 -
 - Within this area in black typeface(SPECIFY FONT AND SIZE) include the wording "HACKNEY CARRIAGE" in respect of hackney carriages and "PRIOR BOOKING ONLY" in respect of private hire vehicles.

Council Crest (SPECIFY SIZE)

Council Logo (SPECIFY SIZE)

Vehicle plate number (LARGEST FEATURE – SPECIFY SIZE)

There shall be no material or wording permitted that is likely to cause alarm distress or offence to the travelling public, and consent must be obtained from the Councils Licensing Manager before display

2 SIGNS

On the front nearside and offside top half of the vehicle door only there shall be a sign of XX by XX size (SPECIFY SIZE) displaying business specific advertising. The following will be permitted:

- Company colours
- Slogan
- Telephone number
- E mail address

There shall be no material or wording permitted that is likely to cause alarm distress or offence to the travelling public, and consent must be obtained from the Councils Licensing Manager before display

On the rear nearside and offside top half of the vehicle door, there shall be a Council displayed sign XXX by XXX, sourced only from the Councils Licensing Team or their nominated supplier(s)

This sign shall include:

A blue background colour in the case of hackney carriages

Eastbourne Borough Council Crest and Logo (INSERT SIZE)

In black typeface, (SPECIFY FONT AND SIZE) the wording "HACKNEY CARRIAGE."

Where appropriate, the sign shall include the wording "Wheel Chair Accessible" and the wheelchair sign.

In black typeface (SPECIFY SIZE AND FONT SO IT IS THE LARGEST FEATURE) specify the vehicle plate number.