

TITLE	TAXI ROOF SIGNS
FOR CONSIDERATION BY	Licensing and Appeals Committee on 10 July 2013
WARD	None Specific
STRATEGIC DIRECTOR	Paul Anstey, Joint Service Delivery Manager for Environmental Health & Licensing

<p>OUTCOME / BENEFITS TO THE COMMUNITY</p> <p>To introduce a standard taxi sign to include Wokingham Borough Council logo and licensing information for all Hackney Carriage vehicles for Public Safety.</p>
<p>RECOMMENDATION</p> <p>Members are requested to consider the introduction of a standardised roof top sign for all Hackney Carriage vehicles to enhance Public Safety.</p>
<p>SUMMARY OF REPORT</p> <p>To introduce a standard taxi sign for Hackney Carriage vehicles.</p>

Background

Wokingham Borough Council Hackney Carriage vehicles are required to display an illuminated sign on the top of their vehicle which depicts that it is available for hire; this may include the words "TAXI" or "FOR HIRE".

Officers would recommend across the board signage that is not only aero-dynamic but also allows for Licensing information be sighted easily by the general public. Wokingham Borough Council has a diverse fleet of vehicles but with a sign which depicts that this is a local Hackney Carriage vehicle with detailed information, which includes the taxi number, officers believe that this would allow the public to be confident that they would be entering a fully licensed vehicle. The vehicle would be identifiable for the Public in such cases that they would need to complain about a vehicle and or its proprietor.

Some of the roof signs are showing considerable wear and are not of a design which is particularly aerodynamic and over time will continue to increase fuel costs. Savings will of course be dependent upon the type of vehicle used.

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. Looking at the internet, a similar design to which will be displayed to the Committee range from £40.00 - £60.00. It would be hopeful that the saving of fuel costs should fairly quickly fund the costs of the sign over a relatively short period, depending on the mileage travelled.

Members may wish to consider the sign(s), which will be available for inspection at the meeting.

Those vehicles which have a factory fitted sign such as the larger MPV's or similar will be exempt from the condition.

If Members choose to adopt the condition, it is suggested that Licensing will introduce a 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 the option personal advertising on the rear of the sign.

Recommendation

Members are asked to consider a standardised roof top sign for all Hackney Carriage vehicles.

All Hackney Carriage proprietors are to be consulted on the introduction of the above signs subject to the decision of the Committee to consider the new signage.

If the signage is to be introduced, that officers may consider some publicity by way of newspaper advertisements and/or a display in the Mall informing the local community of the new signage.

Analysis of Issues

To consider standard top taxi signs to ensure Public Safety with the introduction of licensing information of local residents using the local Hackney Carriage vehicles making them more identifiable.

FINANCIAL IMPLICATIONS OF THE RECOMMENDATION

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
Current Financial Year (Year 1)	Not Applicable		
Next Financial Year (Year 2)	Not Applicable		
Following Financial Year (Year 3)	Not Applicable		

Other financial information relevant to the Recommendation/Decision

None

Cross-Council Implications (how does this decision impact on other Council services and priorities?)

Not Applicable

Reasons for considering the report in Part 2

None

List of Background Papers

Contact Yvonne Jones	Service Licensing Service
Telephone No 01189 746353	Email Yvonne.Jones@wokingham.gov.uk
Date 1 July 2013	Version No. One

Appendix A

The intended roof sign will have a uniform cross section along its length, referred to by some sign manufacturers as the 'toblerone shape'. The long dimension, if agreed, will be approximately 25 inches (625 mm). The base will be approximately 8 inches (200 mm) and the height will be approximately 6 inches (160 mm). Reference should also be made to any illustrative art work, or model signs, to be provided by the Council if approval is agreed.

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 sign will show the words "Wokingham Borough Council" in the form of the Council's logo the word "TAXI" Licensing by, and the licence number within a circle on both sides, we would also recommend the inclusion of the Wheelchair sign.

All art work and fonts would to be agreed by the Committee and Licensing.

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 subjected to a penalty within any penalty point's system.

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.