



REPORT OF:	HEAD OF ENVIRONMENTAL HEALTH SERVICES
AUTHOR:	KATE ROFFEY
TELEPHONE:	01737 276421
E-MAIL:	kate.roffey@reigate-banstead.gov.uk
TO:	LICENSING & REGULATORY COMMITTEE
DATE:	23RD JULY, 2003

AGENDA ITEM NO:	4	WARD(S) AFFECTED:	-
------------------------	---	--------------------------	---

SUBJECT:	SIGNAGE ON LICENSED PRIVATE HIRE VEHICLE
PURPOSE OF THE REPORT:	TO CONSIDER AN APPLICATION FOR VARIATION OF THE STANDARD CONDITIONS
RECOMMENDATIONS: The Committee is requested to determine the application.	

Background

1. A letter has been received from Mr Rory Hillary, who operates a private hire business licensed as Eagle Luxury (Annex 1). Mr Hillary operates one private hire vehicle and has requested a variation in the standard conditions to permit the existing signage to remain on his private hire vehicle.
2. On 9 May 2003 Mr Hillary's Ford Transit Bambino Luxury Bus (8-seater) was licensed as private hire vehicle No. 33.
3. The vehicle was already sign-written when it was brought in for licensing but the signage did not conform to standard private hire licence conditions.
4. The conditions state: "The proprietor of a private hire vehicle may display on the side doors of the vehicle in letters not more than 50mm high, his/her name, or trading name and telephone number, provided that any such sign shall not include the words 'taxi' or 'cab' and shall not be illuminated. In the case of vehicles licensed to carry more than six people the letters or figures shall not be more than 75mm high."
5. Mr Hillary requests that the Council's conditions are varied to permit the following signage (Annex 2):
 - Front - Eagle motif 320mm x 200mm
'EAGLE LUXURY' in letters 55mm high
 - Rear - Eagle motif 430mm x 260mm
'TEL: 01293 822955' in letters 85mm high
'www.eagleluxury.com' in letters 80mm high
 - Both sides - Eagle motif 290mm x 180mm
'EAGLE LUXURY' in letters 160mm high

The vehicle will be available for Members to inspect on 23 July.

Factors for Consideration

6. Mr Hillary has asked for the following points to be taken into consideration:
 - This Ford Transit mini-coach is larger than the majority of 6-8-seater people-carriers/mini-buses and it would be reasonable for larger vehicles to have larger signs. (It is 2.63 metres high.).
 - The use of panels other than the side doors provides additional space for advertising the company.
 - Signwriting on the back of the vehicle makes it easier for passengers to identify it at Heathrow and Gatwick airports.
7. Mr Hillary has been invited to attend the committee meeting and has been advised that he may be represented if he should so wish.
8. One other similar vehicle (not sign-written) has been licensed as a private hire vehicle to another private hire operator.

Resource Implications

9. None.

Options

10. The Committee may:
11. Refuse the application
12. Allow a variation to the standard conditions.

Background Papers: None