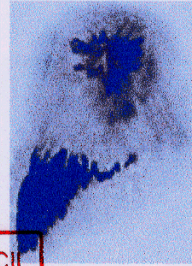


Licensing

Kate Roffey

Policy & Environment Department  
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Reigate  
Surrey

RH2 0SH



Eagle Luxury

14 Landen Park  
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REIGATE & BANSTEAD COUNCIL

RECEIVED

11 JUN 2003

Date 10/06/2003

Dear Mrs Roffey

Following our conversation regarding the sign writing currently appearing on our Reigate & Banstead Borough Council licenced vehicle R331 EFG, I would like to pursue my case with the council over the council's insistence to remove such writing from our vehicle.

As I understand from our telephone conversation regarding such matter I can attend a committee meeting on 23<sup>rd</sup> July 2003, making a case for why I think the current standards and regulations governing sign writing on 8 seater vehicles may need reviewing.

At this point I would like to highlight the following considerations before the meeting takes place:

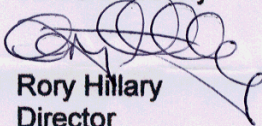
- A) Size Scale - The current regulations do not take into account the size of the vehicle in question. There is, I believe an assumption made that all 6 – 8 seater vehicles are people carriers or mini-buses. We at Eagle Luxury operate 8-passenger mini –coaches. A much larger vehicle with a great deal more panel space available for sign writing use. Can I suggest a more specific scale of sign writing against vehicle size be more practical?
- B) Advertising -Current regulations state that sign writing may only appear on the side doors of the vehicle. As small companies need to develop before great expenditure can be undertaken, why has the capacity for the cheapest advertising media for the company, that of company vehicle advertising, been greatly decreased? With the vehicle constantly on the road - why is it the only way for potential clients who view the bus from the road, those potential clients who may be impressed with its size and design, those who consider it as ideal for their future transport needs - why is it they can only know which company the bus is associated with by pulling up, very closely I might add, to the side of the vehicle to try and note the company name and numbers? A vehicle with the information clearly written on the back has a capture of 20 – 30 vehicles in standard traffic. On a single lane road you are relying on traffic passing you coming from the other direction, thus greatly reducing your capture.

- C) Presentation – on asking your colleague Ben Murray, as to the reason for a 75mm restriction on 6-8 seater private hire vehicles, it was put to me that the council did not want vehicles to have an unsightly presentation. However it does not list in the regulations that there is a limit to the amount of 75mm writing that can be put on a side door. To exploit this one could add a design for large letters which includes a series of smaller 75mm writing, thus not breaking the current individual 75mm regulation. I am sure you would agree this could prove to be a great deal more unsightly, yet stays within the current regulations. I would like the council to view my vehicles sign writing and hopefully conclude, as I do and several customers have commented on since, that the writing on the vehicle is more than presentable, 'stylish' to quote a Titan Tours representative and in no way establishes itself as unsightly.
- D) Identification – having secured contract work with a major nationwide holiday tour operating company it has come as large disappointment to them as well as myself that there is an issue with the sign writing. They have been instructing their representatives at Heathrow and Gatwick Airports to guide their transferring passengers to our vehicle parked in the waiting bays. These bays are anything up to 100 metres from the main exits. They are not directly in front of the exits either. The reps have been using the sign writing currently on the back of the vehicle for identification and passing the information on to passengers who make their way from the exits to the vehicles. The reduction in size and possible removal of sign writing to the vehicle will leave their clients, our passengers, in a state of some confusion given the large amount of transfers vehicles usually found at international airport pick up points.

These are our main areas of concern regarding the sign writing situation we find our selves in. I am eager to hear of the next step that must be taken, however expect that the meeting in July will be the point at which discussions will progress.

I very much look forward to hearing from you.

Yours sincerely



Rory Hillary  
Director

