

**Manchester City Council
Report for Resolution**

Report to: Licensing and Appeals Committee – 17 February 2014
Subject: Review of Hackney Carriage Advertisement and Livery Policy
Report of: Head of Planning, Building Control and Licensing

Summary

This report provides the Committee with details of the consultation responses received following the Committees decision on the 27 August 2013 to consult on a review of Manchester's Hackney Carriage Advertisement and Livery Policy.

The report provides further information regarding the review of the above Policy having regard to the original proposals and the consultation responses. Also highlighted is a technical omission on the online consultation which resulted in an incomplete consultation.

Of particular importance is the legal advice provided in respect of any proposed changes to the current policy

Purpose of Report

The report provides the Committee with the relevant information to allow the committee to make a decision as to whether to undertake any further work in respect of the review of the Policy

Recommendations

1. The Committee consider the report including appendices
2. That the Committee determine that the current advertisement and livery policies in respect of hackney carriage vehicles remain in place

Or

The Committee request officers to undertake a public survey to identify the level of public awareness regarding identification of hackney carriage and private hire vehicles

and

Repeat the on line consultation ensuring that all questions detailed in Appendix 1 are included in the online questionnaire

and

That officers undertake further work including a consultation exercise aimed at establishing the cost / benefit analysis associated with the proposed revised policy (the specific details to be agreed in consultation with the Chair and deputy)

Wards Affected: All

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	Any enhanced restriction for advertising on hackney carriages will result in a loss of income to those proprietors who currently choose to advertise on their vehicle(s)
Reaching full potential in education and employment	Not applicable to the content of this report
Individual and collective self esteem – mutual respect	Not applicable to the content of this report
Neighbourhoods of Choice	Not applicable to the content of this report

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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Background documents

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Report to the Licensing and Appeals Committee 27 August 2013
Local Government (Miscellaneous Provisions) Act 1976
Department for Transport's Taxi and Private Hire Vehicle Licensing Best Practice Guidance published March 2010

1. Introduction

- 1.1 Following a review of Manchester's Hackney Carriage Vehicle Policy, the Committee requested officers undertake a consultation process in respect of advertisement and livery of Manchester's hackney carriage vehicles.
- 1.2 The consultation proposals were detailed in the report considered by the Committee on 27 August 2013 for completeness these are included at **Appendix 1** of this report

2. Consultation

- 2.1 The consultation took place between September and December 2013 and closed on 9 December 2013
- 2.2 The questions provided within Appendix 1 were converted into an online questionnaire. Following the close of consultation, responses were collated and in the preparation of this report it was noted that no responses had been received in relation to the questions detailed in pages 4 and 5 of Appendix 1.
 - 2.2.1 Investigations revealed that the questions from pages 4 and 5 had not been included in the on line consultation.
- 2.3 The consultation involved
 - A letter sent to every Manchester Hackney Carriage Proprietor advising them how to access the online consultation.
 - An e-mail sent to all hackney carriage trade representatives advising them of the link to the online consultation and that a letter advising the same was being sent to all hackney carriage proprietors
 - The consultation being published on the Councils website
 - E mails being sent to the following organisations advising them of the consultation Manchester safeguarding Children Board, GMP, Adults Safeguarding, NHS, Manchester Airport and Advertisers
- 2.4 Consultation responses
 - 2.4.1 Forty five on line responses were received and one written response (this represents a response rate of between 4 and 5 %). A number of the on line responses were made anonymously and several responses were from advertising companies.
 - 2.4.2 One respondent provided two separate consultation responses however this has been clarified and confirmation obtained in writing that one of the responses was on behalf of a trade union the other was submitted on behalf of an individual member of the union.
 - 2.4.3 A full copy of the on line consultation responses are provided at **Appendix 2**. The written consultation response is contained at **Appendix 3**

2.4.4 An overview of the questions that had appeared in the consultation and the responses received to date are shown in Table 1 below and demonstrate that there is not a consistent view held by all respondents on the partial consultation.

Table 1 Consultation responses

Question	Yes	No
1. Should the current advertisement locations on/in hackney carriage vehicles be left as they are?	26	18
2. Should all new/replacement hackney carriage vehicles be allowed to advertise on only...	-	-
2a. The rear door and wings on both sides of the vehicle (excluding the window area)?	13	
2b. The rear window - covering the rear window of the vehicle, provided the material is see-through from the interior?	10	
2c. Inside the vehicle on the base of the tip-up seats?	24	
3. Should all new/replacement hackney carriage vehicles only be allowed to advertise their own radio base etc on the rear doors?	14	28
4. Should all new and replacement licensed hackney carriages be black in colour?	25	20
5. Should all hackney carriages have a Manchester crest displayed on the front doors of the vehicle? It is proposed that the crest, as seen at the top of this page, is used and would incorporate wording 'Licensed by'	22	23
6. Are there other ways in which hackney carriage vehicles licensed by Manchester City Council can be distinguished in appearance and or have such distinguishing marks to clearly identify the vehicle as a hackney carriage?	18	25

2.5 Officer Comments

2.5.1 It is clear that the responses received to date in the consultation represent differing views within the hackney carriage trade and that there is no overriding opinion on the matter

- 2.5.2 The written response provided at **Appendix 3** provides some information regarding financial benefits to the taxi trade associated with advertising income, this is not something the Council could verify or validate at this time. This would require an independent piece of work to be undertaken on the assessment of associated cost/benefits.
- 2.5.3 Following receipt of the consultation responses legal advice has also been sought regarding the consultation responses received, and how the City Council may wish to proceed in reviewing the policy. The relevant legislative framework together with an overview of the legal advice received is detailed in section 3 of the report below.
- 2.5.4 It also remains unclear as to what proposals the Law Commission review (expected April 2014) will provide in relation to hackney carriage and private hire standards. The timescales for consideration and implementation of the Law Commission proposals is also vague.

3.0 Legal implications

- 3.1 The Local Government (Miscellaneous Provisions Act) 1976 details provisions that are directly relevant to this policy in particular section 47 of the Act states the following
Licensing of Hackney Carriages

- (1) A district council may attach to the grant of a licence of a hackney carriage under the Act of 1847 such conditions as the district council may consider reasonably necessary.
- (2) Without prejudice to the generality of the foregoing subsection, a district council may require any hackney carriage licensed by them under the Act of 1847 to be of such design or appearance or bear such distinguishing marks as shall clearly identify it as a hackney carriage.
- (3) Any person aggrieved by any conditions attached to such a licence may appeal to a magistrates' court.

- 3.2 In addition to the above legislation the Council ought to have regard to the Department for Transport's Taxi and Private Hire Vehicle Licensing Best Practice Guidance published March 2010. The section relating to policy justification has been reproduced below

3.2.1 The Role of Licensing: Policy Justification

The aim of local authority licensing of the taxi and PHV trades is to protect the public. Local licensing authorities will also be aware that the public should have reasonable access to taxi and PHV services, because of the part they play in local transport provision. Licensing requirements which are unduly stringent will tend unreasonably to restrict the supply of taxi and PHV services, by putting up the cost of operation or otherwise restricting entry to the trade. Local licensing authorities should recognise that too restrictive an approach

can work against the public interest – and can, indeed, have safety implications.

For example, it is clearly important that somebody using a taxi or PHV to go home alone late at night should be confident that the driver does not have a criminal record for assault and that the vehicle is safe. But on the other hand, if the supply of taxis or PHVs has been unduly constrained by onerous licensing conditions, then that person's safety might be put at risk by having to wait on late-night streets for a taxi or PHV to arrive; he or she might even be tempted to enter an unlicensed vehicle with an unlicensed driver illegally plying for hire.

Local licensing authorities will, therefore, want to be sure that each of their various licensing requirements is in proportion to the risk it aims to address; or, to put it another way, whether the cost of a requirement in terms of its effect on the availability of transport to the public is at least matched by the benefit to the public, for example through increased safety. This is not to propose that a detailed, quantitative, cost-benefit assessment should be made in each case; but it is to urge local licensing authorities to look carefully at the costs – financial or otherwise – imposed by each of their licensing policies. It is suggested they should ask themselves whether those costs are really commensurate with the benefits a policy is meant to achieve.

- 3.3 Counsel's advice has been sought on whether having regard to the consultation responses received and the legal requirements above, it would be appropriate for the Council to proceed to a more restrictive advertisement policy, a single colour/ black livery for new and replacement hackney carriages, and the proposed requirement for additional signage.
- 3.3.1 The City Council has been advised that if it wishes to consider a change to the current policy it should make full and proper enquiries into the need for the change of Policy, the effectiveness of the proposals and any unintended consequences/detrimental effects that a policy change would produce. The City Council is advised to weigh up all of those factors and to consider whether the policy is proportionate to the problem.
- 3.3.2 The advice also suggests that the efficiency of the current policy should be tested by undertaking a survey to see if members of the public can tell a hackney from a private hire vehicle.
- 3.3.3 In addition and as noted in 2.5 the City Council would need to consider the financial implications of a change in policy. This would best be undertaken by way of an independent assessment.
- 3.3.4 Failure by the Council to properly consider the above matters may provide support for a judicial review challenge on the grounds of disregard of relevant considerations. If members therefore are minded to pursue the matter further it is recommended that the additional work highlighted in 3.3.1 to 3.3.3 be undertaken in order to de risk and provide a robust platform for policy change

4. Options

- 4.1 Having regard to the consultation responses and the subsequent legal advice received and outlined in this report there are two options for the Committee to consider

That the Committee determine that the current advertisement and livery policies in respect of hackney carriage vehicles remain in place

Or

The Committee request officers to undertake a public survey to identify the level of public awareness regarding identification of hackney carriage and private hire vehicles

and

Repeat the on line consultation ensuring that all questions detailed in Appendix 1 are detailed in the online questionnaire

and

That officers undertake further work including a consultation exercise aimed at establishing the cost / benefit analysis associated with the proposed revised policy (the specific details to be agreed in consultation with the Chair and deputy)

5.0 Contributing to the Community Strategy

5.1 (a) Performance of the economy of the region and sub region

- 5.1.1 Any enhanced restriction for advertising on hackney carriages will result in a loss of income to those proprietors who currently choose to advertise on their vehicle(s)

5.2 (b) Reaching full potential in education and employment

5.3 (c) Individual and collective self-esteem – mutual respect

5.4 (d) Neighbourhoods of Choice

6. Key Policies and Considerations

6.1 (a) Equal Opportunities

- 6.1.1 There are no equal opportunities issues arising from this report. The policy would apply equally to all hackney carriage proprietor licence holders

6.2 (b) Risk Management

- 6.2.1 Any requirements imposed that are deemed to be unreasonable could be subject to legal challenge via the judicial review process.

6.2.2 Section 47 of the Local Government (Miscellaneous Provisions) Act 1976 provides an opportunity for licence holders to appeal any conditions imposed on a licence to Magistrates Court

6.3 (c) Legal Considerations.

6.3.1 These are already outlined in section 3 of the report

7. Conclusion

7.1 This report follows the decision in August 2013 to consult on a review of the City Councils Advertisement Policy; it sets out the responses received, the technical error in the consultation process and the recommended options going forward

7.2 The consultation responses provide a number of conflicting views including a significant number of responses, which do not support the proposed changes. To assist consideration of the matter legal advice has been sought. In order to protect the Council from risk and challenge it has been confirmed that the City Council should undertake further work if it wishes to proceed with a revised policy at this stage. This would provide a much stronger and robust basis for a change in the policy as previously outlined by the Committee.

7.3 It is therefore recommended that the Committee either determine whether to leave the current policy in place or ask officers to undertake further work as detailed in the recommendations and re-examine the policy at a future day when more information is available.

Consultation Proposals

Having regard to recent changes to Manchester's Conditions of Fitness (i.e. vehicle specification) for Hackney Carriages, the City Council considers it appropriate to review the advertisement and livery policy in respect of Hackney Carriage vehicles.

(Please note there is no consultation or change proposed in respect of private hire vehicle advertisement and livery policy)

The Consultation exercise is in respect of the following:

- A. Advertisements on hackney carriage vehicles
- B. Livery i.e. identification/ distinguishing marks of hackney carriage vehicles

The consultation will be an electronic consultation utilising the Council's website. All Manchester hackney carriage proprietors will be advised of the consultation in writing.

A. Advertisements on hackney carriage vehicles.

Currently hackney carriage vehicles can advertise on the following locations on/in the vehicle.

- (i) On the outside of the vehicle:
 - Full livery - advertising material covering the complete exterior body shell
 - Supersides - advertising material covering the exterior doors and wings on both sides of the vehicle, excluding the window area
 - Doors only - advertising material covering the exterior lower panels of both doors on both sides of the vehicle
 - Rear window - advertising material covering the rear window of the vehicle, provided the material is see-through from the interior
 - Hub caps - advertising material covering the hub caps on all four wheels
- (ii) On the inside the vehicle:
 - Tip –Up Seats-base of the occasional (tip-up) seats

Consultation questions

1. Should the current advertisement locations on / in hackney carriage vehicles be left as it is? Yes No

Please provide reason(s) for your answer

Should all new/replacement hackney carriage vehicles only be allowed to advertise on :-

- the rear door and wings on both sides of the vehicle (excluding the window area)? Yes No

Please provide reason(s) for your answer

- the rear window covering the rear window of the vehicle, provided the material is see-through from the interior? Yes No

Please provide reason(s) for your answer

- inside the vehicle on the base of the tip-up seats? Yes No

Please provide reason(s) for your answer

3. Should all new/replacement hackney carriage vehicles only be allowed to advertise their own radio base etc on the rear doors? Yes No

Please provide reason(s) for your answer

B. Livery i.e. identification / distinguishing marks of hackney carriage vehicles

The legislation states that a hackney carriage vehicle should be of such a design and appearance or bear distinguishing marks to clearly identify it as a hackney carriage.

Bespoke London taxis are easy to identify due to their design, but other licensed hackney carriage vehicles e.g. the Mercedes Vito taxi and the Peugeot E7 have identical body shells to vehicles licensed for private hire e.g. the Mercedes Vito and Peugeot Eurobus. Advertising and Livery policies need to ensure that hackney carriage and private hire vehicles are distinguishable.

Currently bespoke London taxi company vehicles are allowed to be any colour. Manchester licensed Mercedes Vito taxis, Peugeot E7 SE and Mercedes M8 have all been required to be black in colour (or the option of full livery for the Mercedes Vito taxi) All Manchester licensed Hackney carriage vehicles have a small taxi plate on the front of the vehicle and a larger rear plate containing an expiry date that identifies the vehicles as being licensed by Manchester City Council.

Consultation questions:

1. Should all new and replacement licensed hackney carriages be black in colour? Yes No

Please provide reason(s) for your answer

2. Should all hackney carriages have a Manchester crest displayed on the front doors of the vehicle? Please see the Council crest – it is proposed that the crest as shown below is used and would incorporate wording “Licensed by” Yes No



MANCHESTER
CITY COUNCIL

Please provide reason(s) for your answer

3. Are there other ways in which hackney carriage vehicles licensed by Manchester City Council can be distinguished in appearance and or have such distinguishing marks to clearly identify the vehicle as a hackney carriage?

Please provide reason(s) for your answer

Vehicles that can be licensed as either hackney carriage or private hire vehicles.

Questions:

1. Should there be a separate advertisement policy in relation to hackney carriage vehicles that are not of the design of the London Taxi Company vehicle (e.g TX vehicles) ? Yes No

Please provide reason(s) for your answer

2. Should licensed hackney carriages other than the bespoke London Taxi be restricted to the colour black? Yes No

Please provide reason(s) for your answer

Content of Adverts.

The current policy includes the following information:

- 1) A number of factors will be considered when the City Council determines whether to consent to an advertisement. Each proposal will be considered on its own merits.
- 2) Materials used must be professional in appearance and manufactured to a high standard so as to be durable and not easily defaced, soiled or detached. Vehicle owners should make available their advertisements to be inspected by Licensing Unit Officers when requested.
- 3) One factor which may be considered is whether the advert complies with the British code of Advertising, Sales Promotion and Direct Marketing ('The Code'). Applicants should refer to the Code itself for a full explanation of all the guidelines. If an advertisement does not comply with the Code then consent may be refused or withdrawn

Consent will not be given for advertisements which are:

- 1) Illegal - marketers have primary responsibility for ensuring that their marketing communications are legal. Marketing communications should comply with the law and should not incite anyone to break it.
- 2) Indecent or offensive - marketing communications should contain nothing that is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, religion, sex, sexual orientation or disability. Marketing communications will be judged on the context, medium, audience, product and prevailing standards of decency.

- 3) Dishonest - marketers should not exploit the credulity, lack of knowledge or inexperience of consumers.
- 4) Untruthful - no marketing communication should mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.

In relation to the content of any advertisements it is proposed that consideration be given to adding the following within the policy (shown in italics)

Health/Safety and Protection of the Public – advertisements which market the following will not be approved:

- *Alcohol*
- *Cigarettes*
- *Gambling*
- *Payday loans (or similar)*

Question:

1. Do you think the statement shown above in italics should be included in the advertisement policy as advertisement that should not be approved?
Yes No

Please provide the reason for your answer

2. Are there any other issues in relation to the type of advertisements on/in hackney carriage vehicles that you feel should be addressed?

Comment box required here

For the purpose of clarification please note that there is no intention to review the advertising policy in relation to Advertising via TV screen , nor is the advertising on private hire vehicles included within the scope of this review.

Ref	Date Received	1. Should the current advertisement locations on/in hackney carriage vehicles be left as they are?	Please provide reason(s) for your answer to Question 1.	2. Should all new/replacement HC vehicles be allowed to advertise on only...	2a. The rear door and wings on both sides of the vehicle (excluding the window area)?	2b. The rear window - covering the rear window of the vehicle, provided the material is see-through from the interior?	2c. Inside the vehicle on the base of the tip-up seats?	Please provide reason(s) for your answers to Question 2.
1	16/09/2013	No	Many of the Liveries are a disgrace. Many are put on vehicles just to camouflage bad bodywork. I believe all Hackney vehicles should be black only, when registered for the first time.					No commercial adverts whatsoever
2	16/09/2013	Yes	Livery is more an attractive advert than just side adverts					New or replacement vehicle should allow all forms of adverts in and out
3	17/09/2013	No	all adverts should be removed from out side the vehicle, they make the vehicles look tatty The tip up seats are not on show except inside the vehicle which is for the person hiring to be advertise too				Y	Tip up seats only
4	17/09/2013	No	Uniform black colour externally would be more distinct and professional-looking. Perhaps small adverts on front door panels to advertise radio system.				Y	
5	17/09/2013	No	A lot of livery's on vehicles are peeling off and they look bad in the city				Y	these are adverts aimed at the public that hire the vehicle to go from A to B
6	18/09/2013	Yes	It generates extra income for the owner towards the cost of insurance	Y			Y	Buses carry advertisements on them so why not taxis.
7	18/09/2013	No	with the advent of specialised 2 way vision material the whole rear passenger side windows should also be allowed.					
8	18/09/2013	No	Are the Peugeot and Mercedes permitted to have full livery? If they are it will cover the Taxi signage that is a necessity laid down by the city counsel on this type of vehicle. If they still have to show the Taxi signs then this is unacceptable to the advertiser as it interrupts the advert. It would appear to be discriminatory against owners of this type of vehicle.					I would like licensing to ban all livery on all Hackney Vehicles and only allow radio firms to be advertised. I would also like to see a Manchester Crest shown somewhere on the vehicle to show which licensing authority it belongs to. I mean a sizeable crest perhaps displayed on both front doors of all vehicles.
9	19/09/2013	Yes	Taxi Advertising provides a much needed secondary income for drivers.	Y			Y	Tip up seats give the passenger information to consider when they do not want to talk to driver.
10	20/09/2013	No						
11	20/09/2013	Yes	They cause no problems and should be left as they are. The extra revenue helps going to off set the insurance costs					
12	22/09/2013	No	Clean and tidy look will be for the hackney vehicle to be black all over				Y	My view is the adverts look very tacky and unprofessional
13	22/09/2013	Yes						
14	24/09/2013	Yes						
15	25/09/2013	No	I think black cabs should be left free of adverts on the out side as it makes the fleet look shabby & unprofessional. exceptions should allow radio company logos e.g. mantax.				Y	as above
16	27/09/2013	Yes				Y	Y	should be left as they are
17	30/09/2013	Yes	It gives the owner the option to earn extra income in these difficult economic times by advertising on different areas of their vehicle.					It should be allowed all over the vehicle as it is now.
18	01/10/2013	Yes	Businesses should be able to advertise as per their needs and their budget. Whether a full livery or just a rear window advert.			Y	Y	As long as it is see through, rear window advertising should be allowed as this wont interfere with the drivers view.
19	02/10/2013	Yes	The adverts look good and help to make the cabs look tidy	Y		Y	Y	
20	04/10/2013	No	they look untidy and they make an old cab look better				Y	
21	04/10/2013	Yes	As a mantax driver the advertising on the cab, get us more work					There should be no change to the current policy
22	04/10/2013	Yes	freedom of choice, and as vehicle belongs to owner as a business they need to maximize earning potential					policy should be left as it is
23	05/10/2013	No	much better visibility. to recognise black cabs without adverts				Y	as previous
24	05/10/2013	Yes	I can see nothing wrong with the current arrangement. Any amendment in policy would result in a loss of much needed revenue in the current economic climate.					I can see nothing wrong with the current arrangement. Any amendment in policy would result in a loss of much needed revenue in the current economic climate.
25	06/10/2013	No	Looks like a carnival parade instead of a fleet of taxis. They also cover up a multitude of sins.				Y	The tip up seat advert is inconspicuous and the taxi will still look like it belongs to a fleet.
26	08/10/2013	No	no uniformity in trade look tatty do not look professional(gimmicky)					
27	09/10/2013	Yes						The advertising on the taxis meaning public hire should be left as they are . the private hire should not be uniformed in colour and should not have advertising
28	10/10/2013	No	Full advertising wraps on the outside of cabs causes more visual clutter in the street environment and makes the city look untidy.				Y	Keeping the outside of the cab clear and tidy - making the city's street look tidier.
29	10/10/2013	Yes		Y		Y		
30	25/10/2013	Yes	This allows for all advertisers to be able to access the amount of space in variation to their needs. Hackney Vehicles are a great way for company's to promote themselves & this should not be limited to those national but rather local as well in order to stimulate the local economy in Manchester.	Y		Y	Y	Advertising should be allowed in all these specific areas.. we need to promote & create wealth in Manchester & allow businesses to develop their potential in our city .This will attract more visitors & inform residents & new comers of the great corporate, leisure & social opportunities in this city.
31	05/11/2013	Yes	Advertising provides an additional revenue income for hackney carriage operators, if advertising were changed or restricted it could push up the cost of taxi fares.	Y		Y	Y	Advertising provides an additional revenue income for hackney carriage operators, if advertising were changed or restricted it could push up the cost of taxi fares.
32	12/11/2013	No					Y	
33	15/11/2013	No	need a more simple consistent approach	Y				simple and maintains visibility

Ref	Date Received	3. Should all new/replacement HC vehicles only be allowed to advertise their own radio base etc on the rear doors?	Please provide reason(s) for your answer to Question 3.	4. Should all new and replacement licensed HC be black in colour?	Please provide reason(s) for your answer to Question 4.	5. Should all HC have a Manchester crest displayed on the front doors of the vehicle? It is proposed that the crest, as seen at the top of this page, is used and would incorporate wording 'Licensed by'	Please provide reason(s) for your answer to Question 5.	6. Are there other ways in which HC vehicles licensed by Manchester City Council can be distinguished in appearance and/or have such distinguishing marks to clearly identify the vehicle as a HC?	Please provide reason(s) for your answer to Question 6.
1	16/09/2013	No	As already stated, back to black. No adverts at all	Yes	For identification and safety	Yes	It would enhance the vehicle. It would also reassure the travelling public that the vehicle was licensed in Manchester and give them a feeling of greater safety.	No	
2	16/09/2013	Yes	Not every owner wishes to have an advert in vehicle so a radio advert is suitable as they are working for radio company	Yes	Black only but any advert colour is OK	No	A crest would impose on a livery advert	No	Current highlight is sufficient
3	17/09/2013	No	makes the vehicle look tatty and unprofessional	Yes	all black with the council logo on the door and lets be proud of this fantastic city	Yes	definitely best idea ever by licensing	Yes	City Council Logo on the front doors and all black in colour the fleet would be a shining example to the country
4	17/09/2013	Yes		Yes		Yes			
5	17/09/2013	No	makes the hackney carriage vehicles look ugly and tatty	Yes	all one unified colour and black fits the vehicle perfectly	Yes	Yes very good idea makes them look part of the best city in the north west	Yes	they have the hire sign on the roof and with the crest on the doors what more is needed
6	18/09/2013	Yes	So the public can see what radio system the cab is on.	No	The travelling public like to get in a cab that is not black. the comments I got about my none black cab is what a change to get in a cab that is not black.	No	It is already on the plate so why go to more expense	No	No the public know a that a Manchester cab is a typical London style. The main problem is out of town hackney saloon cars with taxi roof signs on
7	18/09/2013	No	non beneficial for driver as phone operators may make them carry an add for non revenues	Yes	metallic's cause problems when removing adverts.	No	draconian by nature a plate on the back of the cab is adequate	Yes	a yellow light on roof
8	18/09/2013	Yes	See previous answer	Yes	I would support a policy for all Hackney Carriages to be black in colour. If by introducing a black only policy is a non starter then I question your policy of only accepting Peugeot and Mercedes in black only. London whose lead we have always followed allow any colours for their fleet of Mercedes Hackney Carriages. I'm sure that the public have the same problems in identifying Private Hire from Hackney in London as they permit the same colour vehicles, but perhaps they have better enforcement and issue harsher penalties to a y vehicles caught working outside the law. I would like Manchester to allow an any colour policy to all Hackney Vehicles as I don't believe a black only policy would ever be proposed. Private Hire have to be in white or silver but in a certain spectrum within white or silver. My proposal would be for Hackney to be any colour including white and silver but outside of this spectrum that relates to Private Hire.	Yes	See previous answer	Yes	Bonnets on all vehicles to be white in colour. As in Leeds.
9	19/09/2013	No		Yes	Classic image of hackney cab	No		No	Taxi advertising is a great income, this would affect advertise
10	20/09/2013	No		No		No		No	
11	20/09/2013	Yes	It helps the public to get in a radio cab they have booked	No	If there is a shortage of new/ used cabs the second choice is one in a different colour. The public know that Manchester has other colours	No	All the years Manchester has not had a crest on the doors, so we do not need them, the travelling public know a cab is a cab.	No	Leave well alone no change is needed
12	22/09/2013	No	The radio company's need to advertise in a more appropriate manner	Yes	The proof is in the pudding most people will say 'I'm getting a black cab' not a multicoloured advertising board home	Yes	To distinguish between Manchester licensed vehicles and all the new out of area hackneys that never know where they are going	No	
13	22/09/2013			No	the London taxis in any colour are easily distinguishable vito and E7 should be in black	Yes	hackney carriages stand out any way but having a crest is a good idea	No	
14	24/09/2013	No		Yes		No		No	
15	25/09/2013	Yes	public identification	Yes	makes it easier for public to identify, we are known as black cabs not silver or red cabs .	Yes	in these days where taxis from different local authorities appear to be able to operate as PH cars with impunity, we need as much unique markings as possible to differentiate us from these interlopers.	No	
16	27/09/2013	Yes	Helpful to customers	No	Only The none LTI models	Yes	nobody actually looks at the plates on the front and rear of the taxi, so this will make it easily visible	No	see Q4

Ref	Date Received	3. Should all new/replacement HC vehicles only be allowed to advertise their own radio base etc on the rear doors?	Please provide reason(s) for your answer to Question 3.	4. Should all new and replacement licensed HC be black in colour?	Please provide reason(s) for your answer to Question 4.	5. Should all HC have a Manchester crest displayed on the front doors of the vehicle? It is proposed that the crest, as seen at the top of this page, is used and would incorporate wording 'Licensed by'	Please provide reason(s) for your answer to Question 5.	6. Are there other ways in which HC vehicles licensed by Manchester City Council can be distinguished in appearance and/or have such distinguishing marks to clearly identify the vehicle as a HC?	Please provide reason(s) for your answer to Question 6.
1	16/09/2013	No	As already stated, back to black. No adverts at all	Yes	For identification and safety	Yes	It would enhance the vehicle. It would also reassure the travelling public that the vehicle was licensed in Manchester and give them a feeling of greater safety.	No	
2	16/09/2013	Yes	Not every owner wishes to have an advert in vehicle so a radio advert is suitable as they are working for radio company	Yes	Black only but any advert colour is OK	No	A crest would impose on a livery advert	No	Current highlight is sufficient
3	17/09/2013	No	makes the vehicle look tatty and unprofessional	Yes	all black with the council logo on the door and lets be proud of this fantastic city	Yes	definitely best idea ever by licensing	Yes	City Council Logo on the front doors and all black in colour the fleet would be a shining example to the country
4	17/09/2013	Yes		Yes		Yes			
5	17/09/2013	No	makes the hackney carriage vehicles look ugly and tatty	Yes	all one unified colour and black fits the vehicle perfectly	Yes	Yes very good idea makes them look part of the best city in the north west	Yes	they have the hire sign on the roof and with the crest on the doors what more is needed
6	18/09/2013	Yes	So the public can see what radio system the cab is on.	No	The travelling public like to get in a cab that is not black. the comments I get about my none black cab is what a change to get in a cab that is not black.	No	It is already on the plate so why go to more expense	No	No the public know a that a Manchester cab is a typical London style. The main problem is out of town hackney saloon cars with taxi roof signs on
7	18/09/2013	No	non beneficial for driver as phone operators may make them carry an add for non revenues	Yes	metallic's cause problems when removing adverts.	No	draconian by nature a plate on the back of the cab is adequate	Yes	a yellow light on roof
8	18/09/2013	Yes	See previous answer	Yes	I would support a policy for all Hackney Carriages to be black in colour. If by introducing a black only policy is a non starter then I question your policy of only accepting Peugeot and Mercedes in black only. London whose lead we have always followed allow any colours for their fleet of Mercedes Hackney Carriages. I'm sure that the public have the same problems in identifying Private Hire from Hackney in London as they permit the same colour vehicles, but perhaps they have better enforcement and issue harsher penalties to a y vehicles caught working outside the law. I would like Manchester to allow an any colour policy to all Hackney Vehicles as I don't believe a black only policy would ever be proposed. Private Hire have to be in white or silver but in a certain spectrum within white or silver. My proposal would be for Hackney to be any colour including white and silver but outside of this spectrum that relates to Private Hire.	Yes	See previous answer	Yes	Bonnets on all vehicles to be white in colour. As in Leeds.
9	19/09/2013	No		Yes	Classic image of hackney cab	No		No	Taxi advertising is a great income, this would affect advertise
10	20/09/2013	No		No		No		No	
11	20/09/2013	Yes	It helps the public to get in a radio cab they have booked	No	If there is a shortage of new/ used cabs the second choice is one in a different colour. The public know that Manchester has other colours	No	All the years Manchester has not had a crest on the doors, so we do not need them, the travelling public know a cab is a cab.	No	Leave well alone no change is needed
12	22/09/2013	No	The radio company's need to advertise in a more appropriate manner	Yes	The proof is in the pudding most people will say "I'm getting a black cab" not a multicoloured advertising board home	Yes	To distinguish between Manchester licensed vehicles and all the new out of area hackneys that never know where they are going	No	
13	22/09/2013			No	the London taxis in any colour are easily distinguishable vito and E7 should be in black	Yes	hackney carriages stand out any way but having a crest is a good idea	No	
14	24/09/2013	No		Yes		No		No	
15	25/09/2013	Yes	public identification	Yes	makes it easier for public to identify. we are known as black cabs not silver or red cabs .	Yes	in these days where taxis from different local authorities appear to be able to operate as PH cars with impunity. we need as much unique markings as possible to differentiate us from these interlopers.	No	
16	27/09/2013	Yes	Helpful to customers	No	Only The none LTI models	Yes	nobody actually looks at the plates on the front and rear of the taxi, so this will make it easily visible	No	see Q4

Ref	Date Received	3. Should all new/replacement HC vehicles only be allowed to advertise their own radio base etc on the rear doors?	Please provide reason(s) for your answer to Question 3.	4. Should all new and replacement licensed HC be black in colour?	Please provide reason(s) for your answer to Question 4.	5. Should all HC have a Manchester crest displayed on the front doors of the vehicle? It is proposed that the crest, as seen at the top of this page, is used and would incorporate wording 'Licensed by'	Please provide reason(s) for your answer to Question 5.	6. Are there other ways in which HC vehicles licensed by Manchester City Council can be distinguished in appearance and or have such distinguishing marks to clearly identify the vehicle as a HC?	Please provide reason(s) for your answer to Question 6.
17	30/09/2013	No	The radio circuit number can be shown on all glassed areas on the vehicle as well as the interior partition	No	All Hackney Carriage vehicles all have an illuminated hire sign which helps to distinguish them from private hire vehicles. Why not have all PHV's with the same colour bonnet or similar	No	It would restrict drivers who wished to advertise on their vehicles. The plates on the vehicle identify where the taxi is from. Generally if the taxi is in Manchester, you would say it was a Manchester Cab	No	How many areas does a vehicle need to be identified as where it is from. The front and rear license plate is more than enough
18	01/10/2013	No	It should be up to the driver. If he wishes to advertise only his radio company then so be it. If however he wishes to advertise other companies then he should have the freedom to do so.	No	The Lti models distinguish themselves as hackney carriage from private hire regardless of their colour. The vito and Peugeot should be black only as there are private hire vehicles that use these hence to differentiate them the hackney should be black.	No	The crest printed on the licence plate will suffice.	No	However, if more was done to prevent private hire drivers from parking in hackney spaces there wouldn't be any confusion as to whether those parked were hackney or private hire.
19	02/10/2013	No	Other businesses would also like to utilise the markets made available by cab adverts	No	cabs with a livery are of different colour so cabs should be able to be in different colours	No	Manchester cabs have the cab plate on the front and rear of vehicle with the word Manchester on them and the city crest	No	current method is good
20	04/10/2013	No		Yes	all Manchester hackney vehicles should be black and all private hire should be silver that way both trades can be recognised	Yes	this will add pride to the Manchester fleet ,therefore benefit Manchester people and visitors that they are getting into a local cab not an outsider	Yes	the Manchester crest with words Manchester underneath all cabs have to have them and all be black , also only on the rear doors the word taxi in bold yellow and nothing else plus STOP LETTING OUTSIDE CABS WORKING IN MANCHESTER
21	04/10/2013	No	There should be no change to current policy	No	There should be no change to current policy	No	No change to current policy	Yes	Advertising in the local paper
22	04/10/2013	No	policy should be left as it is	No	freedom of choice	No	the plate is property of council, vehicle belongs to proprietor, and policy should be left unchanged	No	the council has licensed 3 manufacturers to give proprietors choice. The policy should remain as it is
23	05/10/2013	No	black cabs are predominately a public service vehicle	Yes	tradition, more easy to recognise	Yes	would promote m/c city council better	No	a black cab that is black and has a clear illuminated for hire sign is enough
24	05/10/2013	No	I can see nothing wrong with the current arrangement. Any amendment in policy would result in a loss of much needed revenue in the current economic climate.	No	I can see nothing wrong with the current arrangement.	No	I can see nothing wrong with the current arrangement. Any amendment in policy would result in a loss of much needed revenue in the current economic climate.	Yes	Perhaps the plates could be doubled in size, or all vehicles be required to have bright yellow bumpers.
25	06/10/2013	Yes	The advert for a radio company reinforces the image of a taxi.	Yes	Reinforces the corporate identity.	No		Yes	Bonnet and boot.
26	08/10/2013	Yes	to increase work for hackney carriage trade through advertising radio bookings	Yes	uniformity professional	Yes	save confusion for some passengers when hailing cab in Manchester	No	
27	09/10/2013	Yes	If they want to	No	The shape of the taxi is instantly recognised	No	These vehicles do not belong to the council they are privately owned. Having a crest would not benefit the trade.	No	The private hire should not be uniformed in colour and the stickers removed so that the public is not confused that it may be a taxi (public hire)
28	10/10/2013	No	What use is this to the end-consumer?	No	Black is one option and certainly black cabs are part of the British identity, however taking the cue from NYC why doesn't Manchester choose a bright and distinctive signature colour for its hackney carriage that become part of "brand Manchester".	Yes	Or at least some unifying visual mark for Manchester cabs, this could be the Manchester bee or some other strongly Mancunian symbol. The crest is a good choice - not sure it needs additional wording as this will be on the licence plate.	Yes	Yes, a distinctive signature colour or suite of colours (perhaps the MCC colour palette?) with a distinctive visual identifier on the front doors that presents brand Manchester and its Original Modern philosophy. Taxis are a great way to present to visitors and tourists a strong, confident and vibrant city centre.
29	10/10/2013	No		Yes	To enable easy identification	Yes	To enable easy identification	No	
30	25/10/2013	No	This should be a choice for the owners . Advertising ones Radio Base etc or Cab Replacement company or other business ..there should be no rigidity in this matter . The trade itself needs a place to advertise its services for the trade as well as for the public.	No	No the Black cab has never necessarily been known to be of one colour rather in every city including London cabs of all colours exist & it has never made a difference in public opinion or in identifying a cab, even though its colour is not black.	Yes	A crest is a good idea but could be displayed on the tailgate. Another Point to remember is that the crest is already on the plate issued by the council.	No	No Cabs have always been identified by there plates & Hire Lights. The people who exist in the trade can distinguish from a Manchester Cab & a Non Manchester Cab.. For the purpose of the public, in most scenarios they would not even look at a crest when hailing a cab .. the onus is on the driver to ensure he maintains the bye laws of working within is own boundary.
31	05/11/2013	No	Advertising provides an additional revenue income for hackney carriage operators, if advertising were changed or restricted it could push up the cost of taxi fares.	Yes	It would be the standard colour for hackney carriages and make them more identifiable	Yes	It would make it obvious that they are genuine taxis	No	
32	12/11/2013	No		Yes		No		No	
33	15/11/2013	Yes		Yes	consistency	Yes	harder to copy	No	

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34	25/11/2013	No		Yes	I think they should stick to the black cab identification as a hackney carriage	Yes		Yes	It could say Hackney carriage licensed by and the Manchester crest
35	28/11/2013	No	Most drivers do not work on the radio	No	Many times I have had passengers who want to go in a certain colour of taxi. Many chauffeur companies use the colour black and so we will all look the same	No	Leave the exterior for advertising. A crest could be used on the transparent glass/plastic partition in the vehicle	Yes	A sticker on 1 of the passenger windows of the partition between driver and passenger
36	29/11/2013	Yes	Private hire do so why not hackney	Yes	More distinguishable	Yes	To stop out of town black cabs	Yes	Bigger plate number on front and council name in bright colours
37	01/12/2013	Yes	This is because then there is more business and also you are helping your own radio base earn more money.	Yes	This is because then the environment looks more neater	Yes	Yes, to show that the taxi's are from Manchester and to promote Manchester as a whole.	No	
38	02/12/2013	No	The vehicles should remain available for a wide variety of brands, so that Manchester continues to be a viable city in which investing brands can promote their products and services.	No	The colour of the taxi will make little difference to passenger safety.	No	When hailing a taxi, few people look at the door - most people will look at the windows to engage the driver and to see if there is another passenger inside. Whilst it is important for passengers to be able to identify a licensed taxi, the door is not necessarily the best position for the identifier. The windscreen would be a better option for eye-level visibility.	Yes	In London the licensed Hackney Carriage taxis have identifiers in both the front and rear windows. This clear system seems to work well for both passenger and drivers in London and is simple to implement without compromising the paintwork of the taxi or the availability of taxi advertising space.
39	04/12/2013	No	There is no clear rationale for limiting the advertising from what is currently available	Yes	Keeping the vehicles black limits the possibility of confusion for potential passengers	Yes	Having the Manchester Crest helps to identify official taxis more easily	No	With the registration plates, lights and crest this should be sufficient for easy identification of officially licensed vehicles
40	06/12/2013	No	Not all drivers work for radio companies and they do not earn revenue for advertising radio circuits to already charge drivers for membership. Why should they give the radio companies free advertising and not earn from it?	No	A taxi should be available in any colour. The driver should be able to have a choice.	No	Identifiers, can be placed inside the windows of the Taxis to indicate their status. An external crest can be removed from the body of a Taxi and used on rogue cabs easily	Yes	As in London, there is an identifier that each Cabbie has to have, it shows their Licence details and colour of badge. This scheme is working well in London so could be easily adopted in Manchester.
41	06/12/2013			Yes	It is good to make them uniform and better recognisable by customers	Yes	Good for recognition		
42	09/12/2013	No	As with all out of home advertising it's beauty is that it enables messages to go where people go making an effective, high frequency proposition	Yes	Tradition	No	I don't think that's entirely necessary. Consumers do tend to trust black cabs more than private hire	Yes	Just keep to the traditional black colour and have a light on top as they do now. You could look to use the divider window to provide details of the council licensing. When people are inside them they are more likely to have the time to consume the messaging.
43	11/12/2013	Yes		No		No		Yes	Clear visibility for Hackney Plate issued by the Council distinguishing it as a Hackney Vehicle
44	11/12/2013	No		No	Restricts a proprietor from buying 2nd hand vehicles	No	This would restrict full cab livery's	Yes	
45	11/12/2013			No	Drivers need the freedom to buy vehicles from other districts that allow other colours on their Hackney fleet. To apply a rigid Black only rule would-be costly reducing choice and forcing drivers to have to respray vehicles when bought from other areas.	No	The plate is sufficient as it is and would add costs to setting up a vehicle if everyone needed to display crests that mean little to users.	Yes	Making sure the Hackney licence Plate issued by the Council is easy to distinguish and is easily seen by customers.

Who is Ubiquitous and why are we communicating with you?

Ubiquitous Taxi Advertising

Managing Director Andrew Barnet founded Ubiquitous in 2005. His father helped invent advertising on taxis in London in 1958 and Andrew and the Ubiquitous Directors has been in the business since 1978.

Ubiquitous currently employs and retains over 50 staff and agents in England, Scotland and Wales and turned over £9.6m in 2011 out of a total estimated taxi advertising sector turnover of £16.6m. The nearest competitor, VeriFone, turned over £5.5m (estimated) in 2011. Most of the world's major brands use taxi advertising, including BA, Visa, Google, IBM, Sky, Microsoft and GE.

The company is innovative and progressive, being responsible for creating all of the currently available types of advertising formats on taxis, such as Livery and SuperSides. It has delivered the largest ever taxi advertising campaign with the current London Vodafone campaign of 1,000 Liveried taxis. It is also currently pioneering the development of Wi-Fi and Near Field Communication technology in taxis.

Taxi advertising takes place across most of the major cities where licensed taxi fleets exist. Ubiquitous covers over 15 of these, including the 5 key advertising Cities of London, Manchester, Glasgow, Edinburgh, Birmingham and Liverpool.

The 'stock' of taxis available to the company to post adverts onto amounts to over 5,000 vehicles and includes all the major taxi vehicle types such as the LTI TX, Mercedes Vito, Fiat Doblo, Euro Cab Peugeot E7 and Euro Cab Sharan.

Over the last three years, roughly £14.6m has been paid to taxi drivers and owners for carrying adverts on their vehicles.

What is the problem and what is at stake for Manchester?

Taxi Advertising Revenues by City in Order of Spend Per Capita (Draft 4/'12)

This is the annual income to the licensed taxi economy from Ubiquitous taxi advertising, then multiplied by 2 (as a conservative estimate of Ubiquitous having 50% of the market) to give a rough estimate of the comparative per capita income in each city. The aim is to provide evidence to those responsible for inward investment into these cities of their relative positions.

Sources: (pro rata) (All = Ubiq x2)				
	2009/10	2010/11	2011/12	Total
London (7,200,000 – population) £1.75 per capita	£1.5m	£1.8m	£3m	£6.3m (£12.6m)
Manchester (420,000 – population) £1.46 per capita	£87,000	£85,800	£134,000	£306,800 (£613,600)
Edinburgh (450,000 – population) £1.40 per capita	£109,600	£118,700	£87,000	£315,300 (£630,600)
Liverpool (440,000 – population) 39p per capita	£35,800	£21,900	£27,500	£85,200 (£172,400)
Glasgow (560,000 – population) 33p per capita	£22,100	£44,300	£25,000	£91,400 (£182,800)
Birmingham (992,000 – population) 27p per capita	£48,500	£25,900	£62,000	£136,400 (£272,800)
Total UK investment in the licensed taxi trade over three years = Ubiquitous £7.3m All = £14.6m				

This equates to Ubiquitous creating roughly £2.4m investment annually into the licensed taxi trade.

The problem facing Manchester Council

How can we solve the safe passenger identification issue whilst retaining taxi advertising?

There are several methods of taxi identification currently in use. One example, is the London use of taxi identifiers in the front and rear windows, see example below:



They can be either yellow or green, indicating the region that the taxis can work in. This system was brought in by TfL for similar reasons and has proved to be a success, whilst allowing taxi advertising to continue to enhance the trade.

Identifiers on the inside windows on the taxis are more permanent and less likely to be peeled off or damaged.

Therefore, the problem facing Manchester taxi trade is a loss of **£613,100** per annum. The recipients of this revenue are Manchester taxi drivers and the associated trade.

Manchester Council wants to make sure that licensed taxis are readily identifiable, as do Ubiquitous. The challenge is to do this in a way that ensures taxis are easily identifiable without compromising advertising revenue to the trade, much of which is used to help maintain the quality of the fleet.

How can we solve the 'safe passenger identification' issue whilst retaining taxi advertising?

There are several methods of Taxi identification currently in use. London use Taxi identifiers in the front and rear windows.

They can be either Yellow or Green, indicating the region that the taxis can work in.

This is a new system bought in by TfL for similar reasons and has proved to be a success.

Ubiquitous is the link between the Taxi industry and advertisers looking to enhance their brands around the UK and recognised as the industry leader in Taxi advertising by clients and advertising agencies.

There will be a representative at the council meeting February to take and answer any questions. If any additional information is required in the interim, please contact;

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