

SILVER TAXIS

RECEIVED

09 JUL 2010

[REDACTED]
[REDACTED]
[REDACTED]

2 July 2010.

Wendy Peck
Licensing Manager
Lancaster City Council
Dalton Square
Lancaster
LA1 1PJ

Consultation: Livery for hackney carriage vehicles.

Dear Ms Peck

Thank you for your letter concerning the consultation about the proposed introduction of a defined livery for hackney carriage vehicles in this area.

May I object to the proposal as follows:

- It is difficult to imagine how customer safety would be enhanced.
- To further differentiate between two almost identical services that charge the same rates seems perverse.

Main objection.

My taxi company is called 'Silver Taxis'. If the silver colour of my vehicles in the future was no longer allowed due to the proposed rule change, this would put me at a serious commercial disadvantage as this is an obvious part of my branding.

This restraint of my trade would be viewed as controversial and protectionist. I expect that the Competition Act of 1998 is applicable.

I hope that if silver colour is not allowed to be used by 'Private Hire' vehicles in this area an exception can be made for my company operating in the Silverdale area.

May I ask that these concerns are put before the Licensing Regulatory Committee for their consideration.

Regards

A large black rectangular redaction box covering the signature area.

Peter Vreede.
Proprietor.

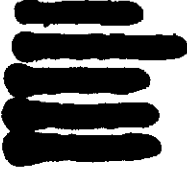
Two horizontal black redaction bars covering contact information.

Subject

"introduction of livery for hackney carriage vehicles, and allow this to be included in any consultation process. Livery helps to distinguish hackney carriage vehicles, and improve safety for members of the public using taxis as well as assisting with enforcement issues. If approved livery would be phased in over a rolling period and would only apply to new and replacement vehicles. Private hire vehicles would not be permitted to be licensed if they were the same colour as any chosen colour for hackney carriage vehicles.

Contact:
Telephone: (01524) 582317
Fax: (01524) 582030
Minicom: (01524) 582175
E-mail: wpeck@lancaster.gov.uk
Website: www.lancaster.gov.uk
Our Ref: WP
Your Ref:

Mr P Vreede



Legal & Human Resources

Town Hall
Dalton Square
LANCASTER LA1 1PJ

DX63531 Lancaster

04th August 2010

Dear Mr Vreede

Re- Consultation on Livery for hackney carriage vehicles

Thank you for taking time to respond to the above consultation. I will be taking your comments, along with a report to a meeting of the Licensing Regulatory Committee on the 2nd September 2010.

I am writing to you at this time, however to address the concerns that you have raised in your letter. The colour silver has not been chosen as the preferred colour for hackney carriage livery, and taking into account the fact that it would have an adverse effect on your business, that colour will obviously be ruled out. You have an established business that uses the colour silver both in your company name, and I presume as a colour for your vehicles, and this authority would not wish to put you at any commercial disadvantage at all.

In your letter you state that you object as "to further differentiate between two almost identical services that charge the same rates seems perverse.", however the legislation states that a private hire vehicle must not resemble a hackney carriage vehicle, at the moment that clearly is the case.

Customer safety would be enhanced as members of the public would be less likely to flag down a private hire vehicle, when they become aware that Taxi's are blue, yellow or whatever colour may be adopted should the proposal be accepted. As you will be aware if a private hire driver accepts a fare that has not been pre booked he will not only be committing an offence under the licensing legislation, but his insurance will also be invalid. In addition hackney carriages that have a clear distinguishable livery, will aid in preventing bogus vehicles coming in from other districts, and unlicensed vehicles. Livery also acts as an aid for enforcement officers and the police.

I hope that I have gone some way to address any concerns that you may have, however if you want clarification on the contents of this letter, or you feel that you wish to discuss this matter further, please do not hesitate to contact me.

Yours faithfully

**Wendy Peck, Cert HELL, MlOl
Licensing Manager**

Mrs. Sarah Taylor
Head of Legal & Human Resources