

# **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL**

## **Registration and Licensing Committee**

22nd February 2016

### **Report of the Head of Legal Services – David Michael**

#### **Matter for Decision**

**Wards Affected:** All

#### **Private Hire Vehicle Licensing**

##### **Purpose of the Report**

1. To consider a request from Mrs Fiona Peel, of "Take me to Wales", Woodfield House, Castle Walk, Neath, who is a prospective private hire operator. Mrs Peel has requested that consideration be given to granting her an exemption to display door signs and a rear back plate on her private hire vehicles.

##### **Executive Summary**

2. This report is to consider a request from Mrs Fiona Peel, of "Take me to Wales" who is a perspective private hire operator.
3. Mrs Peel has requested that consideration be given to granting her an exemption to display doors signs and a rear back plate on her private hire vehicles.
4. Members have previously granted such exemptions where a business is to cater exclusively for executive / novelty purposes.

## **Background**

5. Mrs Peel is a partner in a business that trades under the name "Take me to Wales".
6. Mrs Peel currently holds a private hire operator licence and a hackney carriage and private hire driver licence. Mrs Peel however, does not currently have any private hire vehicles licensed to her.
7. Mrs Peel's request for an exemption for displaying door signs and a back plate is attached at appendix 1.

## **Officer Report**

8. The Council has adopted a Taxi Policy which specifies conditions that a licensed private hire vehicle must comply with.
9. The Policy states that a private hire vehicle shall display the door signs and back plate externally on the vehicle.
10. Members have previously granted exemptions to private hire operators from displaying door signs and back plates on their vehicles. Members were satisfied on these occasions that the display of door signs and back plates may impact adversely on the type of private hire business being provided e.g. executive / novelty purposes.
11. Members also need to be satisfied that any exemption granted, does not impact upon public safety

## **Equality Impact Assessment**

12. Not Applicable

## **Legal Impacts**

13. Not Applicable

## **Risk Management**

14. Not applicable

## **Consultation**

15. Not applicable

## **Recommendation**

16. The Registration and Licensing Committee are being asked to consider the request after hearing all submissions.

## **Reasons for Proposed Decision**

17. It is considered the matters reported should be determined by the Registration and Licensing Committee.

## **Implementation of Decision**

18. The decision is for immediate implementation

## **Appendices**

19. Appendix 1 - Request from Mrs Peel

## **List of Background Papers**

20. Neath Port Talbot CBC - Taxi Licensing Policy

## **Officer Contact**

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## Appendix 1 - Request from Mrs Peel

TAKE ME TO  
WALES

BESPOKE BREAKS FOR THE  
DISCERNING TRAVELLER



Woodfield House  
Castle Walk  
Neath  
SA113LN  
13th January 2016

Licensing Committee  
Neath Port Talbot County Borough Council  
Civic Centre  
Port Talbot  
SA131PJ

Dear Sirs

**RE Private Hire Car on vehicle signage. Application for no visible external identification.**

As a newly formed company I am delighted that I have passed all the requirements to enable me to have a Private Hire Licence and Operator's Licence in Neath Port Talbot.

Our business is a little different from the standard private hire application as the driving element is secondary to the purpose of our business which is tourist guiding. We are focusing on the higher end of the market as we wish to show family or specialist groups the beauties of the Swansea, Neath and Afan Valleys as well as the whole of Wales. We expect to find our clients through tourist enquiries and our website [www.takemetowales.uk](http://www.takemetowales.uk). They will all book far in advance. We expect that many of our clients will want privacy and exclusivity.

Also as the owner driver of the car I would not want to draw attention to myself as a female driver who may well be on her own at the end of a days work. So on these two counts I would ask you to consider waiving the requirement of having any external signage on the car. I fully understand that I am losing an element of "free advertising" by requesting this but my safety and consideration of clients' needs are my priority.

I am looking into the cost of insurance of the vehicle and one company said that it might be a lot cheaper to have a "chauffeur's" insurance as I would not have a two way radio in the car and I would not be taking money in the vehicle - Please could you confirm if this would be an acceptable form of insurance if I can secure it?

Yours sincerely

Mrs Fiona Peel OBE DL  
Partner  
Take me to Wales.