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AGENDA

- Committee** PUBLIC PROTECTION COMMITTEE
- Date and Time of Meeting** WEDNESDAY, 25 OCTOBER 2023, 10.00 AM
- Venue** CR 4, COUNTY HALL - MULTI LOCATION MEETING
- Membership** Councillor Michael (Chair)
Councillors Kaaba (Deputy Chair), Bridgeman, Driscoll, Ferguson-Thorne, Gunter, Jenkins, Lancaster, Palmer, Sattar and Shimmin
- 4 Application to Permit the use of Corporate Branding on Private Hire Vehicles on Vehicles Owned by Veezu**
(Pages 3 - 4)

David Marr

Interim Monitoring Officer

Date: Thursday, 19 October 2023

Contact: Graham Porter, 02920 873401, g.porter@cardiff.gov.uk

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Additional representations received from Unite in relation to the Veezu livery.

Please see below comments from our Cardiff Reps committee:

1. **Uniformity and Public Perception:** Maintaining uniformity in the appearance of private hire vehicles can help create a consistent and professional image for the entire industry.
Allowing exceptions may lead to a fragmented and potentially confusing experience for passengers.
2. **Precedent Setting:** Granting an exception for one company's fleet might set a precedent for other operators to request similar exceptions.
This could lead to an array of different vehicle appearances, potentially complicating enforcement and oversight for the council.
3. **Economic Considerations:** Granting exceptions for certain companies may give them an unfair advantage in the market.
Other companies may not have the resources or capability to implement similar designs, potentially impacting fair competition in the industry.
4. **Community Consultation:** Some could argue that the proposal should involve broader community consultation,
to gauge public opinion and ensure that the design is accepted by a significant portion of the community, and most importantly, the Taxi trade itself.
5. **Safety and Recognition:** While the proposal argues that the design enhances recognition and safety,
counterarguments could be made that this uniqueness might not always be a positive factor. In some cases, passengers might be unsure about the vehicle's legitimacy,
particularly if it doesn't conform to the standard appearance they are accustomed to.
6. Is this design for Veezu or Dragon and has this been requested of any other authority?
7. If it has been requested to other authorities, how would Cardiff Licensing or the public easily identify the vehicle as licensed by Cardiff should they wish to make a complaint about the driver?

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