



County Hall  
Cardiff  
CF10 4UW  
Tel: (029) 2087 2000  
  
Neuadd y Sir  
Caerdydd  
CF10 4UW  
Ffôn: (029) 2087 2000

## AGENDA

**Pwyllgor** PWYLLGOR DIOGELU'R CYHOEDD

**Dyddiad ac amser y cyfarfod** DYDD MERCHER, 25 HYDREF 2023, 10.00 AM

**Lleoliad** YB 4, NEUADD Y SIR, CYFARFOD AML-LEOLIAD

**Aelodaeth** Cynghorydd Michael (Cadeirydd)  
Cynghorwyr Kaaba, Bridgeman, Driscoll, Ferguson-Thorne, Gunter,  
Jenkins, Lancaster, Palmer, Sattar a/ac Shimmin

**4 Cais i ganiatáu defnydd Brandio Corfforaethol ar gerbydau Hurio Preifat ar Gerbydau sy'n Eiddo i Veezu (Tudalennau 3 - 4)**

**Davina Fiore**

**Cyfarwyddwr Llywodraethu a Gwasanaethau Cyfreithiol**

Dyddiad: Dydd Iau, 19 Hydref 2023

Cyswllt: Graham Porter, 02920 873401, g.porter@caerdydd.gov.uk

Mae'r dudalen hon yn wag yn fwriadol

**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?

Mae'r dudalen hon yn wag yn fwriadol