

**PUBLIC PROTECTION COMMITTEE: 25 October 2023**

**Report of the Head of Shared Regulatory Services**

**Application to Permit the use of Corporate Branding on Private Hire Vehicles on Vehicles Owned by Veezu.**

**1. Background**

- 1.1 The Licensing Department have received an application from Veezu to permit them to use corporate branded livery on vehicles that are owned by the Veezu Group.
- 1.2 The current [Private Hire Vehicle Conditions of Licence](#) relating to advertising states:

***6. Display of signs and advertisements***

*No signs or advertisements, except those approved by the Council shall be attached to the inside or outside of the vehicle. The following conditions apply: -*

- 2 a) Exterior advertising is permitted on the outside rear door panel provided it does not exceed the dimensions of the panel and is restricted to one advertisement only with no other form of advertising displayed on the exterior of the vehicle.*
- 1.3 As the proposed Veezu livery will cover a larger proportion of the vehicle than the rear door, they seek an exemption from the above condition.
- 1.4 Full details of Veezu's application, including their justification for this request is contained in Appendix A.
- 1.5 A digital impression of the corporate livery intended to be used is contained in Appendix B.
- 1.6 Veezu will present a vehicle to Members on the day of the meeting in order demonstrate their corporate branding. The vehicle presented during the meeting is not currently licensed and the application is not for this specific vehicle, but to provide a representation of the livery.

## **2. Considerations**

- 2.1 At present, private hire vehicles licensed in Cardiff are permitted to have one advertisement on the rear door panel of the vehicle. The advertisement cannot be larger than the size of the rear door panel. This is primarily used to display the private hire operator the vehicle is connected to.
- 2.2 Private hire vehicles in Cardiff must display a yellow plate on the rear of the vehicle, and a yellow square in the vehicle's windscreen, to identify it as a private hire vehicle.
- 2.3 It is not mandatory for private hire vehicles to advertise or display the operator for whom they are connected to, and they may choose not to display an operator.

## **3. Achievability**

- 3.1 This report contains no equality personnel or property implications.

## **4. Legal Implications**

- 4.1 Under Section 48 of the Local Government (Miscellaneous Provisions) Act 1976 the Council may impose such conditions upon private hire licences as it may consider reasonably necessary.
- 4.2 Under Section 48 of the same Act, a private hire vehicle cannot be of such a design and appearance as to lead any person to believe that the vehicle is a hackney carriage. Officers do not consider that the proposed livery would result in the public mistaking those vehicles with a hackney carriage.

## **5. Consultation**

- 5.1 The trade consultation procedure was undertaken in accordance with the consultation procedure on any policy matters. The draft reports intended for consideration were made available at the licensing offices for any interested party to provide written submissions.

## **6. Financial Implications**

- 6.1 There are no financial implications arising directly from this report.

## **7. Recommendation**

7. It is recommended that the Committee consider the request by Veezu and determine whether to permit them to use corporate livery on vehicles that are owned by Veezu.

**Helen Picton**  
**Head of Shared Regulatory Services**

**18 July 2023**

This report has been prepared in accordance with procedures approved by Corporate Managers.

### **Appendices**

- Appendix A – Veezu’s application for an exemption from the current private hire vehicle conditions of licence.
- Appendix B – Digital impression of the intended corporate livery

### **Background papers**

[Private Hire Vehicle Conditions of Licence](#)