



Mr Daniel Cook
Team Manager,
Licensing Section
City Hall, Cathays Park,
Cardiff.
CF10 3ND

14 July 2023

Dear Mr Cook,

Thank you for directing us to the correct approach to consider an application to approve, under your Private Hire Vehicle Conditions, an exception to the general policy and conditions that deal with the appearance of Private Hire Vehicles.

This application is in respect of Private Hire Vehicles which are owned by the Veezu Group as part of its fleet management only and associated to the Operators trading name, within the Cardiff licensing district. The material appearance will not cause any confusion with the approved appearance of Cardiff licensed Hackney Carriages.

The vehicle to be presented to Members as an example of the wrap appearance is not licensed by Cardiff Council and the application is not in respect of this vehicle.

The attachment to this email is representative of the corporate wrap for interim information.

In respect of your licensing conditions, we would make the following observations. (Members will be advised by your legal officer that as a policy, exceptions can be made to that policy when appropriate and a policy is not totally binding.)

To support the application with reference to the relevant conditions:

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.
- d) All advertisements must conform with the standards of the Advertising Standards Council in all matters relating to good taste, both in content and appearance and must not relate to matters concerning tobacco, alcohol or matters of a sexual nature.

Comment: We understand the necessity for conformity within the licensing context, particularly around Advertising Standards Agency compliance, the image of the Council in respect of some forms of advertisement that do not compliment the status of the capital city, or the necessary controls on appearance to maintain the professional image of the licensed trade and the licensing environment.

However, we do not consider that this design causes conflict with any of those points and is uncontentious.



The wrap does not intrude on the licensing identification plate issued by the Council and always remains clearly visible to the public view.

The wider context:

Prior to undertaking the transition to corporate signage an independent Research Group carried out a market evaluation of the wrap comparable to the general appearance of current licensed vehicles. Participants were recruited from Veezu's passenger base, supplemented with additional external recruits. These additional recruits were taxi passengers in the same area. Across both recruitment pools, we ensured a mix of women-only, and mixed groups, covering a wide range of ages and usage occasions.

Research groups lasted approximately 60 minutes. In each group, participants were shown both the existing and proposed new Veezu look and feel, including the car wrap design. We believe that higher the instant recognition of a pre-booked vehicle is, safeguarding and general standards of personal safety, particularly for women, vulnerable Groups and people with visual impairments, are significantly enhanced.

The car wrap design was overwhelmingly positive. Particularly among women, the distinctiveness of the hot coral was an added layer of reassurance that the taxi was credible, reliable and above all, safe.

Delegated Decisions by licensing officers form part of the day-to-day administrative duties of officers but this is brought before Members on the basis that it is an application outside of the conditions and not for a singular vehicle, but a fleet application, and as such may need the wider overview of Elected Members.

Usually, Councils are alert and sensitive to a wide variety of possible conflicts or concerns vehicle signage could cause to communities, but in this application, we feel there is nothing which raises such concerns or conflicts with the Council's licensing policy or conditions. On the contrary it is felt that the easier recognition of a vehicle which has been booked through a particular operator is a positive move, not only for the public, but Enforcement Officers also.

Drivers trying to enter the licensing market face economic challenges on many fronts and the opportunity for potential drivers to rent new and compliant vehicles from the Group is attractive and growing. Such progression also gives the Council greater assurance that there is stronger oversight of the vehicle's maintenance schedule, in line with the manufacturer's warranty, by the fleet management team of Veezu Business Services.

Driver Partners are further attracted to the newer, environmentally cleaner vehicles displaying the wrap because of other discounts available to them in their association with Veezu. On a final point, the brand image of the wrap will be clearly associated with the decision of the Veezu Group to move away from all petrol or diesel cars to an entirely environmental approach on its fleet management.

We would be grateful if suitable arrangements could be made with the Licensing Committee for this application to be formally considered.



Thank you for accommodating this request and your advice.

Kind regards, Desmond.

A handwritten signature in black ink that reads "D. A. Broster". The signature is written in a cursive style with a loop at the end of the last name.

Desmond Broster
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