

LICENSING COMMITTEE - TUESDAY, 27 FEBRUARY 2024

MINUTES OF A MEETING OF THE LICENSING COMMITTEE HELD HYBRID IN THE COUNCIL CHAMBER - CIVIC OFFICES, ANGEL STREET, BRIDGEND, CF31 4WB ON TUESDAY, 27 FEBRUARY 2024 AT 11:00

Present

Councillor M Lewis – Chairperson

R Williams
MJ Kearn
P W Jenkins

J E Pratt
H T Bennett
S Easterbrook

S J Bletsoe
A R Berrow

RM James

Present Virtually

J Llewellyn-Hopkins

RJ Smith

Apologies for Absence

RJ Collins

Officers:

Kirsty Evans
Julie Ellams
Andrea Lee

Senior Licensing Officer
Democratic Services Officer - Committees
Senior Lawyer

Declarations of Interest

None

24. Approval of Minutes

Decision Made	<u>RESOLVED:</u> That the minutes of the meetings of the Licensing Committee and Licensing Act 2003 Committee both dated 24 May 2023 be approved as a true and accurate record.
Date Decision Made	27 February 2024

--	--

25. Application to Permit the use of Corporate Branding on Vehicles owned by Veezu

Decision Made	<p>Cllrs M Kearns and R Smith did not take part in this item as they were not present in the Chamber and were unable to inspect the vehicle and therefore, did not participate in the debate and the decision.</p> <p>The Licensing Team Manager presented a report asking Members to determine an application to permit the use of corporate branding on vehicles owned by Veezu. She added that officers had delegated authority to provide approval for advertisements, however, as a full livery had been requested, Members were asked to determine the application on this occasion. The vehicle they would be inspecting was not currently licensed with Bridgend Council and the application was not for this specific vehicle, this was just to provide a representation of the livery.</p> <p>Members inspected the vehicle then returned to the Chamber to discuss the application.</p> <p>The Licensing Team Manager introduced K Oram from Veezu and explained that she would be available to answer any questions.</p> <p>Members raised a number of issues and were advised that:</p> <ul style="list-style-type: none">• All vehicles would be fully compliant with hackney carriage conditions including having a top light.• Apart from for the Green Fleet Pilot Scheme, this was the first application for a full livery.• The level of signage helped to make the vehicle more visible for passengers, improved safety for vulnerable passengers, it would attract attention and advertise the brand.• At the moment they had four or five hybrid vehicles reserved and should the application be approved, they would add them to the fleet. That would be approximately 10% of their fleet for Bridgend.• A driver partner could hire a wrapped vehicle from Veezu although this application was only for Veezu owned vehicles.• Only hybrid vehicles would have the Veezu branding. Veezu had recently replaced 40 vehicles with 40 hybrid vehicles, within their fleet of approximately 130 across South Wales and the Southwest. They were doing this in stages with a view to eventually replacing all vehicles with hybrids.• If a vehicle was taken off the road for whatever reason, they would get the wrap removed as they would do with the plates. There would also be a contract in place to ensure this would happen with
---------------	---

LICENSING COMMITTEE - TUESDAY, 27 FEBRUARY 2024

	<p>driver partners.</p> <ul style="list-style-type: none">• With regard to concerns around vehicles being sold etc, the visual signage on the back door of the vehicle was a magnet and could be removed. The actual wrap was a sticker that could be removed but it could not be put back on a vehicle.• If a vehicle was sold with the wrap then enforcement action could be taken however the Veezu representative stressed that that would not happen.• It was acknowledged that other companies could apply for a full livery in the future. <p><u>RESOLVED:</u></p> <p>Permit the use of the wrap on Veezu owned vehicles for the front, roof and sides of the vehicles. The Committee defines the wrap as the V's only. The Veezu door sticker is permitted on the sides of the vehicle along with Council signage; no other advertising on the sides of the vehicle is permitted i.e., "eco car". Only the wrap (V's) is permitted on the roof and front bonnet of the vehicle. No wrap or advertisement is permitted on the rear of the vehicle, only Council signage.</p> <p>The approved livery is the same as the digital impression of the corporate livery, as submitted with the application (appendix B). Members reasoning for no livery on the rear of the vehicle and no other adverts was that the vehicle was "too busy" and detracted from the Licensing Badge.</p>
Date Decision Made	27 February 2024

26. Bridgend County Borough Council Taxi Testing Regime

Decision Made	<p>The Licensing Team Manger provided an update to members on the feasibility study in respect of Bridgend County Borough Council's (BCBC) taxi testing regime. She explained that it had been confirmed that the existing testing arrangements would run for the initial fixed term entered into between both parties, which would expire in March 2025. Due to this binding date, the feasibility study would now take place in the 2024-25 financial year. This would ensure that Members would have the most up to date, relevant information to enable them to make an informed decision.</p> <p><u>RESOLVED:</u> Members noted the contents of the report and agreed to await a feasibility report on alternative models of discharging statutory duties in respect of the testing and licensing of taxis (hackney carriage and private hire vehicles).</p>
Date Decision Made	27 February 2024

LICENSING COMMITTEE - TUESDAY, 27 FEBRUARY 2024

--	--

27. Urgent Items

Decision Made	None
Date Decision Made	27 February 2024

To observe further debate that took place on the above items, please click this [link](#)