

Meeting of:	LICENSING COMMITTEE
Date of Meeting:	27 FEBRUARY 2024
Report Title:	APPLICATION TO PERMIT THE USE OF CORPORATE BRANDING ON VEHICLES OWNED BY VEEZU
Report Owner / Corporate Director:	CHIEF OFFICER – LEGAL AND REGULATORY SERVICES, HR AND CORPORATE POLICY
Responsible Officer:	KIRSTY EVANS LICENSING TEAM MANAGER
Policy Framework and Procedure Rules:	The report content has no direct effect upon the policy framework and procedure rules.
Executive Summary:	This report is for members to consider a request to permit the use of corporate branding on vehicles owned by the Veezu group

1. Purpose of Report

- 1.1** The purpose of this report is to determine whether to permit the use of corporate branding on vehicles owned by Veezu.

2. Background

- 2.1** The Licensing Department have received an application from Veezu to permit a corporate branded livery on vehicles that are owned by the Veezu Group.

- 2.2** Both the current Private Hire Vehicle and Hackney Carriage Vehicle Licence Conditions require written approval from Bridgend County Borough for all advertisements.

- 2.3** The Hackney Carriage Vehicle Licence Conditions state:

“The proprietor shall not display or suffer or permit to be displayed in or on the vehicle any advertisement without the prior written approval of the Council. For the purposes of this condition, “advertisement” means any word, letter, sign, notice, illumination, device or representation in the nature of the advertisement.”

- 2.4** The Private Hire Vehicle Licence Conditions state:

“No signs or advertisements shall be displayed in, on or from the vehicle unless first approved by the Council in writing.”

2.5 Full details of Veezu’s application, including their justification for this request is contained in **Appendix A**.

2.6 A digital impression of the corporate livery intended to be used is contained in **Appendix B**.

3. Current situation / proposal

3.1 Officers have delegated authority to provide approval for advertisements on Hackney Carriage and Private Hire vehicles. However, as a full livery has been requested on all Veezu vehicles, members are requested to determine this application.

3.2 Private Hire and Hackney Carriage vehicles licensed by Bridgend County Borough Council must display the licence identification plate on the rear of the vehicle, a window licence in the vehicle’s windscreen and door stickers on each of the front doors which all identify the vehicle as either a Hackney Carriage or Private Hire vehicle. Veezu have advised that the livery will not prevent them from complying with these conditions of licence.

3.3 It is not mandatory for a Hackney Carriage or Private Hire vehicle to advertise or display the operator for whom they are connected to, and they may choose not to display an operator.

3.4 Veezu will present a vehicle to Members on the day of the meeting in order to demonstrate their corporate branding. The vehicle presented during the meeting is not currently licensed with Bridgend County Borough Council and the application is not for this specific vehicle, but to provide a representation of the livery.

4. Equality implications (including Socio-economic Duty and Welsh Language)

4.1 An initial Equality Impact Assessment (EIA) screening has identified that there would be no negative impact on those with one or more of the protected characteristics, on socio-economic disadvantage or the use of the Welsh Language. It is therefore not necessary to carry out a full EIA on this policy or proposal.

5. Well-being of Future Generations implications and connection to Corporate Well-being Objectives

5.1 The well-being goals identified in the Act were considered in the preparation of this report. It is considered that there will be no significant or unacceptable impacts upon the achievement of well-being goals/objectives as a result of this report.

6. Climate Change Implications

6.1 There are no climate change implications arising from this report.

7. Safeguarding and Corporate Parent Implications

7.1 There are no safeguarding and corporate parent implications arising from this report.

8. Financial Implications

8.1 There are no financial implications arising from the report.

9. Recommendations

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

Background documents

None.