



Ms Kirsty Evans
Licensing Team Manager,
Civic Offices,
Angel Street,
Bridgend,
CF31 4WB

6 November 2023

Dear Ms. Evans and Officers

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

If the approval process requires formal approval by Elected Members, the vehicle to be presented to Members as an example of the wrap appearance, is not currently licensed by Bridgend Council and the application is not in respect of this vehicle but a policy approval of the corporate wrap.

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

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 Bridgend licensing conditions:

HACKNEY CARRIAGES CONDITIONS OF LICENCE

1. All vehicles shall be white in colour.

Response: The wrap does not change the clear primary white colour of the vehicle.

2. Adhesive signs be affixed on the upper part of the driver and front passenger side doors indicating that the vehicle is licensed by the Council with the number of the vehicle in letters no smaller than 3" in height.

Response: The wrap will not intrude on any part of this licensing requirement.

3. The licence plate shall be fixed and displayed outside on the rear of the vehicle directly on or immediately above the bumper in such a position that the vehicle's registration mark is not obscured, with the particulars thereon facing outwards in such a manner and place that the licence plate is clearly visible by daylight from the road at the rear of the vehicle.

Response: The wrap will not intrude on any part of this licensing requirement.

Comment: We understand the necessity for conformity within the licensing context, particularly around Advertising Standards Agency compliance; maintaining the image of the Council in respect of some forms of advertisement that do not compliment the status of the licensing district, 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 and is already approved in other licensing districts in South Wales, the Southwest and the Midlands.

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 also 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.

The results from 150 respondents concluded that:

- Their biggest concern on taxi/PHV safety is around knowing which company to use and recognising the vehicle, particularly in areas people are less familiar with.
- When shown different vehicles, Veezu was overwhelmingly chosen by both men and women as the most distinctive and recognisable.
- This was more pronounced for women. 73% of female respondents identified the Veezu vehicle as the most distinctive and recognisable.
- The survey strongly validates the rationale for a Veezu car wrap being a powerful safety feature.

Delegated Decisions by licensing officers form part of the day-to-day administrative duties of officers but if this application is required to be brought before Members on the basis that it is an application outside of the conditions and that it is 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 which 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 if necessary.

Thank you for accommodating this request.

Kind regards, Desmond.

A handwritten signature in black ink that reads "D. P. Broster". The signature is written in a cursive, slightly slanted style.

Desmond Broster
National Director – Safeguarding & Licensing
Veezu

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