



## **Consultation on Uniform Hackney Carriage Vehicle Colour**

Open: 9 September 2014  
Close: 7 October 2014

## **Background to this consultation**

In 2013, Cheltenham Borough Council consulted on amendments to its currently adopted taxi and private hire licensing policy.

In July 2014, the Council's executive approved amendments to the policy which included the approval of a uniform colour scheme for all licensed hackney carriage vehicles. Whilst the uniform colour policy was adopted in principle, the executive approved further consultation on the implementation of the policy and, in particular, consultation on the actual colour and the policy's implementation date.

In accordance, the Council is now consulting on the measures mentioned above.

Please refer to the "[Other relevant information](#)" section below for more information about the consultation including how to respond and deadlines.

## **Adopted Policy Principles**

The Council has adopted a uniform colour policy with the aim to:

1. clearly distinguish hackney carriages from other licensed vehicles; and
2. improve the appearance of the public hire licensed fleet.

The Council has however been clear that it is not the intention that proprietors should have to re-spray their licensed vehicles or have to replace licensed vehicles as a result of this policy.

To this end, the fundamental principles upon which this policy was adopted are:

1. the adopted colour should be one that vehicles are manufactured in; and
2. the implementation of the new requirements should be gradual, i.e. as and when licensed vehicles are replaced, so to limit the impact of this proposal on the licensed trade.

## Your details

Full name:.....

Driver badge number:.....

## Consultation: Uniform Colour

This part of the consultation relates to the actual uniform colour to be adopted.

### Option 1: Dark Green

**Question: Do you agree that the adopted uniform colour for licensed hackney carriages should be Dark Green?**

Yes       No

**If no, please give reasons.**

### Option 2: Silver

**Question: Do you agree that the adopted uniform colour for licensed hackney carriages should be Silver?**

Yes       No

**If no, please give reasons.**

### Option 3: White

**Question: Do you agree that the adopted uniform colour for licensed hackney carriages should be White?**

Yes       No

**If no, please give reasons.**

### Option 4: Other\*

**If you prefer a different colour not mentioned above, please specify what colour and for what reason(s) you prefer this colour.**

### Consultation: Implementation Date

This part of the consultation relates to the implementation date for the uniform hackney carriage colour policy.

The Council is proposing that this policy should come into force **3 months** after the uniform colour has been agreed.

The council believes this will give licence holders sufficient lead-time should they have to replace their existing licensed vehicles, for example, where a vehicle has been written off as a result of an accident or reached the end of its licensed life.

**Question: Do you agree that the proposed implementation date should be 3 months after the uniform colour has been agreed?**

Yes       No

**If no, please give reasons.**

## Other relevant information

This consultation applies primarily to the Hackney Carriage and Private Hire licensed trade. For information, whilst the uniform colour policy relates to Hackney Carriage vehicles, the opposite effect will be that private hire vehicles cannot be licensed in that colour. For this reason, it is important to also gain the views of the private hire licensed trade.

**Please note:** this consultation **is not** on the adoption of a uniform colour policy itself. The Council has already adopted such a policy in principle following earlier consultation. The scope of this policy is limited to the actual colour and the policy implementation date.

The consultation will close on 7th October 2014 and all responses **must** be submitted on or before this date.

Responses must be made in writing:

**By email:** [licensing@cheltenham.gov.uk](mailto:licensing@cheltenham.gov.uk)

**Fax:** 01242 774924

**Post:** Licensing Section, Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham, GL50 9SA

If you would like any further information about this consultation, please contact the licensing section on 01242 775200, by email using the email address specified above or in person during one of the normal open sessions (10:00 – 13:00 on Monday & Friday or 13:00-16:00 on Wednesdays).