



# Vehicle Signage



The second theme covered within the questionnaire was Vehicle Signage. As part of this, respondents were asked to provide feedback on each of the points of focus below. The following slides in this section detail the feedback provided.

*Vehicle livery is an important safety feature for licensed vehicles. It clearly identifies the vehicle as a licensed vehicle and provides confidence to the public it is properly licensed and has all the appropriate safeguards in place.*

*Currently private hire vehicles are required to display door stickers on both front doors of the vehicles. For public safety reasons the council will not allow magnetic signs. The signs are designed to specifications set by the council. The signs must indicate that the vehicle is licenced and include the name and telephone number of the operator.*

*This condition makes it difficult for a driver to work for more than one operator at a time and some drivers are asking for this condition to be amended to facilitate them working for more than one operator. Most drivers are currently self-employed and sign up to an operator rather than being employed by an operator.*

*The more control the operator has the easier it is to manage demand and drivers hours. This can restrict a drivers ability to increase their chances of securing a fare. Providing less control will not increase the overall volume of work for the trade but will make it more competitive amongst drivers.*

*The draft policy for private hire vehicles includes an option to have either a door sign with operator details or one without. The intention is to adopt one of these options.*

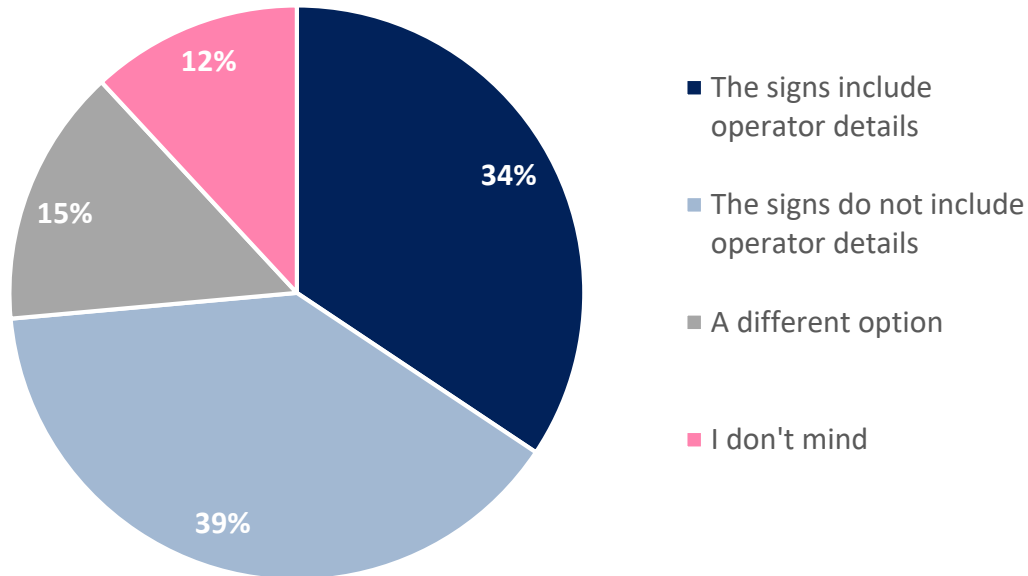


- Key findings:**
- The amount of respondents that would prefer signed to not include operator details (39%) was slightly higher than those who would prefer signs to include operator details (34%)
  - Respondents that would prefer the signs to include operator details to the highest extent was hackney carriage drivers (50%)
  - Respondents that would prefer the signs to not include operator details to the highest extent were private hire drivers (45%)

## The detail:

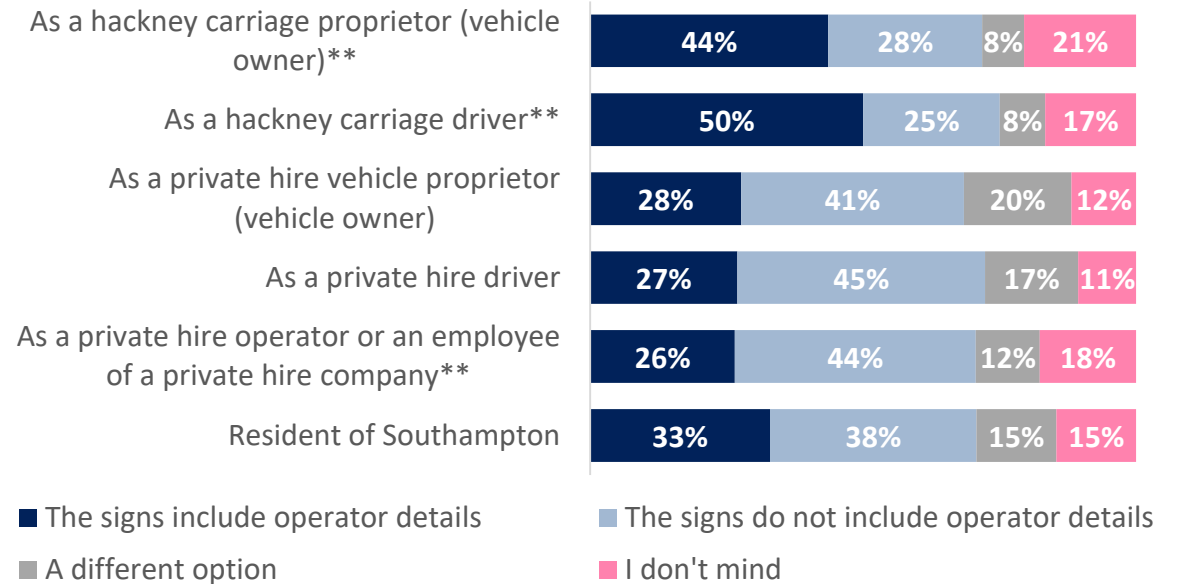
Question: To assist us with deciding which option to adopt within the taxi licensing policy, which option do you prefer?

### Overall:



Base respondents: 227

### Broken down by demographics:

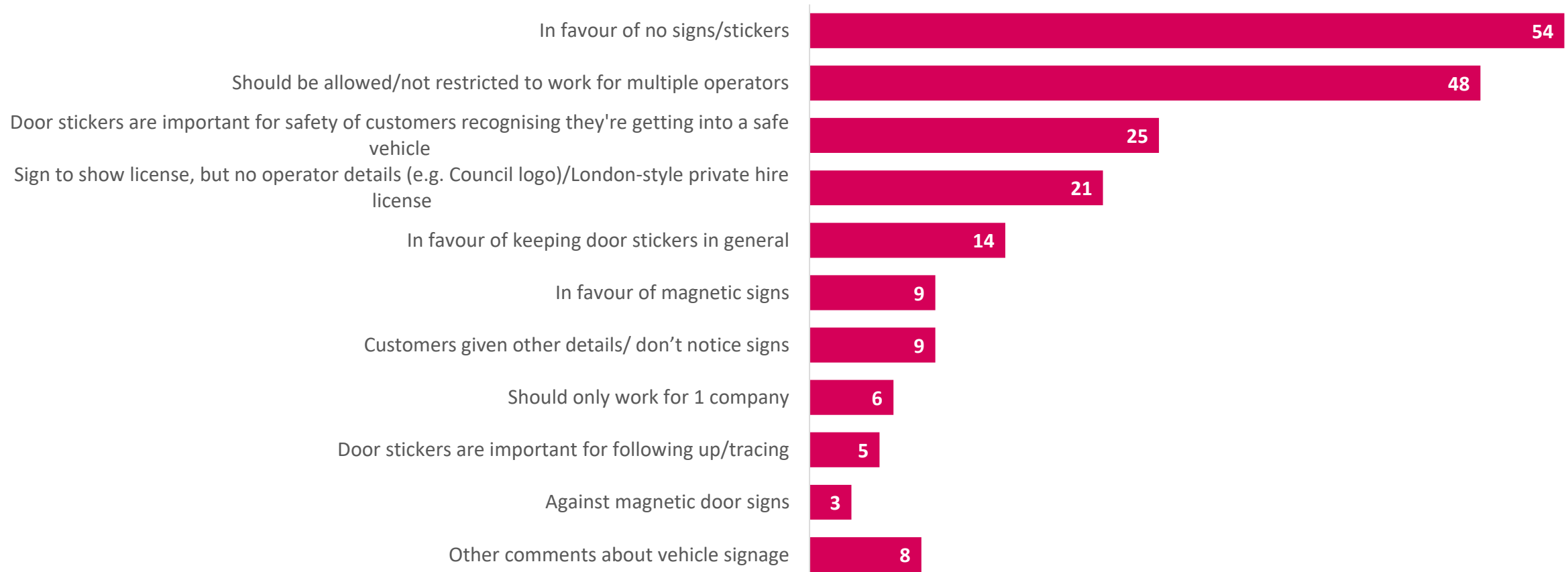


\*\* Small sample size – fewer than 50 respondents



Throughout the questionnaire, respondents were given the opportunity to provide their own free text comments.

A total of **77** respondents provided a comment in the survey and **42** emails/letters mentioned this topic, if respondents had ‘any other options, suggestions, comments or impacts they felt we should consider regarding the vehicle signage’. The following graph shows the total number of respondents by each theme of comment. The subsequent slides summarise the unique points and suggestions that were made.



*This graph is in respondent count, rather than percentage.*



# Vehicle signage – unique points and suggestions

## Door stickers are important for safety of customers recognising they're getting into a safe vehicle

*Keeping door stickers with operator details will ensure the safety of Passengers.*

*Southampton City Licensing and the trade has worked hard to ensure the safety of passengers. If it only includes the council logo, when a vehicle turns up at a hotel, or nightclub or hotel, the passenger will not know if it's there taxi or not. But without any name of the operator on the door sticker, the customer may get into the uber vehicle. This is a must have safety feature. It is a must have!*

*I want to know that a car is from the company I have booked with; otherwise all sorts of confusion could arise.*

*ALWAYS Livery must stay as it is and as a minimum to display company details as it clearly identifies the vehicle, provides confidence to the public and to show it is licenced and all the proper safeguards and procedures are in place.*

*ONE OF THE MAIN REASONS FOR ADDING OPERATER DETAILS TO PRIVATE HIGHER CARS WAS BECAUSE THE PUBLIC COULD NOT RECOGNIZE THE CAR FROM THE OPERATOR THEY BOOKED IT FROM .THIS RESULTED IN THE PUBLIC FIGHTING OVER CARS ARRIVING AT CLUB VENUES TO PICK UP WHEN CLOSING IN THE EARLY HOURS .WHICH CAUSED PROBLEMS FOR THE LOCAL POLICE . ALTHOUGH NOW THE CUSTOMERS RECIEVE A TEXT WITH THE CARS MAKE AND REG.*

*It's diluting the regulations slowly but surely*

*I think we should keep taxi signs as the general public can differentiate between a car and a taxi. However signs all over the car like radio taxi and west quay cars shouldnt be allowed*

*It is important for Home to school transport that the vehicles have the name of the operator on the sign*

*I believe the plying for hire and incidents would dramatically rise and drivers would get away with it.*

*Without a company logo or number, I feel it will give unscrupulous Southampton and out of town private hire drivers the opportunity to pick up without being pre-booked but more worrying the possible danger to the public.*

*I will feel much safer in Southampton vehicle with new signs(without the name of company) then outside vehicles without any signs.*

*allows the customer to identify the car arriving for you is the right one, making it safe for female customers late at night*

*If all drivers had the Council Logo only on the vehicle, more and more complaints would go to Southampton City Licensing team as the public would assume they were the operator.*

*Touting could increase by a licensed private hire driver accepting passengers without the fare being booked through their office. This could also invalidate their insurance. This could have a serious damaging effect on the safety of the night time economy.*

*I was recently advised that Southampton has a good track record in safety and believe this would have a downward slop.*

*\*Anonymised\* cars have many corporate customers who look for our logo on the doors with CCTV before we can gain entry to secure areas. We have many foreign passengers who don't speak English but will recognise our logo as it is sent in advance.*

## Door stickers are important for following up/tracing

*I want to know who I can contact if there is a problem - the operator details on the doors are clear and easy to see.*

*The licensing department will also have great difficulty in tracing a driver if they received a serious complaint or safeguarding issue that needed immediate action. This will be very time consuming for licensing as pubs, clubs, restaurants, hotels etc use multiple companies and without livery, where would they start the investigating. Plying for hire would increase and would be difficult for licensing to investigate, unless the person making the complaint had the licence number or vehicle registration but the general public look for the companies livery and no other details.*

*It protects companies as should there be a problem with a car or driver the correct company is identifiable*



# Vehicle signage – unique points and suggestions

## In favour of keeping door stickers in general

Private Hire drivers will start to steal passengers from other drivers. Currently it is very clear if you book a West Quay car and a Uber car turns up You wouldn't get in the car. However if the door sticker policy changes and removes the operator name and number this would have a very negative impact on our business and community. We would be unable to manage passengers journeys and drivers working hours correctly.

All seems perfectly addiquit as it stands

the stickers must be kept as they are at a minimum and has totally against any alterations. Customers feedback is overwhelmingly against the proposed change, especially in the elderly community as they look for the logo on the signage and not anything else.

Definitely have stickers with operators name and make the pre-book element of the wording more prevalent and bigger on private hire vehicles to make the public more aware they have to book

I agree with operator door signs, but not oporatures adverts all over peoples cars .

The company name, telephone number and operator including email address if necessary...It was made quite clear by the Licencing Manager last year why these signs were so important to keep, why they had to be templated i.e. each car saying the same thing, to protect the patrons of Southampton. I am at a loss as to why licences have since been issued to a company without a telephone number on, also without an operator on, and there were also talks as to whether these door signs were necessary at all

I find it quite astounding and a huge step backward if the current door stickers are changed. I can not understand why this issue was even brought to the table and entertained by licensing or taken so far to a consultation.

46/61 people voted 'With Operator Details' when asked 'Which door sticker would you like SCC to enforce?' in their own ran survey.

In busy areas such as stations, nightclubs, ferry terminals, it would make finding the vehicle more difficult and increase plying for hire and drivers stealing work from other drivers.

Portsmouth City Council made changes to their policy and now the largest private hire company in Portsmouth are plating vehicles up in Wolverhampton. I am afraid that making changes that affect operators will make them look for alternative options. Southampton Trade is the best, lets keep it that way!

When a private hire operator renews their annual vehicle licence, that is when the operator should appeal to the Magistrates Court, the subject of door signs.

## Should only work for 1 company

It is quite simple, SCC licensing do not seem to have a high regard for the triple lock system which is law? If you are a private hire driver who maybe is also an owner, a high proportion of them accept the availability of using a companies own operators licence that they work for. That situation is fine but they should only work for that company. I would be very suspicious of a private hire vehicle working for different companies, can the company lose customers through drivers knowing of other jobs that other companies do, etc, etc?

if drivers want to work for other companies let them purchase their own operators licence and have their own name on the actual door signage. I should not imagine a company like Door2Door or Radio Taxis would allow drivers to work for them and or other companies.

Drivers working for multiple companies will make it impossible for an operator to regulate its work and bookings will not be fulfilled. customers will miss important hospital appointments

If other drivers are able to work for more than operator I would lose work. Would be constant fighting

I don't think drivers should work for more than one operator as it brings a conflict of interests

Due to most operators working with self employed drivers, operators are unable to stop them or make them exclusive to their business. Allowing the change of door stickers would also make the code of conduct impossible to manage. This means drivers would be required to submit tenders themselves making it more difficult to manage.

Drivers working for multiple operators will slowly destroy Southampton's trade. The overall number of jobs wouldn't increase by allowing drivers to work for multiple operators the number available will be the same.

Drivers will also have multiple systems in their vehicle to accept jobs from, increasing the use of their Mobile Phone while driving.

Service would be dramatically affected as operators wouldn't know which drivers are working for who at what time. Drivers would accept multiple jobs at one making passengers wait. Southampton City and Hampshire School runs would be affected. Radio Taxis wouldn't be able to support Southampton City Council with school runs due not knowing availability.



# Vehicle signage – unique points and suggestions

## Should be allowed / not restricted to work for multiple operators

*With an increasing number of drivers waiting times between jobs also increase so a driver having a second string to their bow would be most useful.*

*These signs with operator details are enslaving the drivers to an one operator and limiting our chances of being self employed and freelance*

*We only wish that more licensing authorities / regions would align with you on this, as other regions such as Greater Manchester are proposing to go in the complete opposite direction and enforce strict operator livery, thus forcing drivers to stick with one operator and suffer the negative consequences of this.*

*Private Hire drivers in Southampton should be able to drive a taxi for more than one operator*

*Look at fareham , Winchester council license holders they work in southampton they have three operator at the same time. winchester hackney drivers have option of working with 3 operator at the same time.*

*This option give more opportunity for driver to work enough hours to cover the cost of what need. currently most of the driver couldn't cover their costs they claim benefit if we have option to work enough we wouldn't claim benefits.*

*The public always think a driver is a worker for that individual company, the public do not realise the driver is self-employed*

*A door sticker could be created with multiple company names, and the driver can say which companies he/she works with or have door stickers on the front doors with one companies name, and on the back door have door stickers with the other companies name.*

*IF ,I were to change my sticker for every company I work for, totally impractical and I believe a deliberate attempt by this council to further undermine the PHV trade in Southampton.*

*As more and more national operators have been granted licences in Southampton, having the option to work for multiple operators easily would allow Southampton Licenced drivers to cover the work. In the event that the operators are unable to get work covered by a local driver they would be forced to bring in drivers from neighbouring cities under the cross border act. These vehicle may have no door stickers at all and no cameras. Southampton licencing would have no legal right to stop these vehicles to do checks on them.*

*We should have the right to work for multi operators without having to put their signs on and making our cars a target for vandalism.*

## Sign to show license, but no operator details (e.g. Council logo) / London-style private hire license

*Why not remove this sign from doors and not produce like london badge on both the front and rear wind screens?*

*There are lots of councils in Hampshire like Winchester and Eastleigh and new forest that do not require door sighs.*

*It should be sticker on the front and rear windows instead of plates and door signs like London cars, it save money for Licising*

*The sign is one that shows the public that it is a licensed car, licensed by Soton City Council. Operators should never have been on the 'council door sign' in the first place. some companies favor certain drivers with work, usually their directors.*

*I totally disagree with operator details on the back of my car.(think you work for council and your boss number is on your car door) .sign should not include operator details . sign should be council logo or symbol of city . sign should not include advert of the operator which is used for privet car of a driver.*

*In London and other lots of cities all private hire cars do not have any stickers on the doors or a small council plats just on the front screen they have a small stickers . The door stickers are free but for the council plat we have to pay. If Southampton city council do that to make money, no problem I pay for it If in London can without stickers and council plates, why we can not do it in Southampton?*

*To be honest if it had a simple sign for all cars the when you get in the car the driver always checks your name and where you are going. Simple is always best.*

## Against magnetic door signs

*Magnetic door signage is not an option for a private hire vehicle as an unscrupulous driver with an unlicensed vehicle can swap, change or alter them. They can easily be stolen off a licensed vehicles and used by an unlicensed driver.*

*The other thing about the signage, it could not be metallic, it had to be permanent, so it could not be changed.*

*We would definitely not agree to magnetic door signs.*





# Vehicle signage – unique points and suggestions

## In favour of no signs/stickers

*This would be a fantastic initiative and provide great benefit to both drivers and the general public/consumers. It is also backed strongly by the CMA - [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/624539/taxi\\_phv\\_la\\_guidance.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/624539/taxi_phv_la_guidance.pdf). DfT guidance / standards, which I assume would side with the CMA, would be welcome here.*

*No signs*

*No stickers*

*No signs or sticker should be in a vehicle it target is thieves to smash the vehicle*

*LICENSED PRIVATE HIRE CARS SIGNAGE, I E LIMOUSINES ARE AT PRESENT EXEMPT FROM ANY SIGNAGE PROVIDING ALL RELEVANT DOCUMENTS ARE CARRIED WITHIN THE LIMOUSINES. ALL MY PASSENGERS ARE COMPANY EXECUTIVES AND REQUIRE TO BE CARRIED WITH SOME PRIVACY. OIL COMPANIES ASK FOR UNMARKED LIMOUSINES FOR THEIR STAFF. THIS IS FOR SAFETY REASONS. IE OIL COMPANIES AND TERRORISTS DON,T MIX. MOST OIL EXECUTIVES REQUIRE TO BE TRANSPORTED ANONYMOUSLY. NO CASH IS INVOLVED WITH THESE JOURNEYS ALL ACCOUNT WORK*

*We don't need signs on the doors, as it makes the car ugly and discriminatory, not uniformity. We carry ids with all infos. It is like we are carrying double unnecessary information because the Council wants it not because it beneficial to anyone.*

*They serve little purpose than advertising for the council/agents and unfairly duplicating info we carry about.*

*I think the licence plate is more than enough.*

*This not safe for driver details stick on to door ,*

*I do not see a point in having the stickers on the door as this does not stop anyone from impersonating a taxi.*

*customers want to know what type of car they are driving in and can have a better experience knowing this if less stickers on vehicle.*

*The sign has failed, because it serves as ads at present and nothing more...Just make our privately owned car make it looks like the operator owned property.*

*sometimes people get mistreated by operators and instead people break taxi vehicles working for that company to express their anger*

*I think vehicle signs are a waste of time and money .*

*It has come to my attention that the major Operators in Southampton are in favour of door stickers on the grounds of safety ! I sincerely hope the council are not seriously considering this argument ,as it is laughable. These operators are currently using drivers from other districts, namely Eastleigh and the New Forest.*

*In my opinion it is purely an attempt to restrict the SAFE working practice of multiple platforms ,working practices that, in my opinion are more stringent than their own.*

*15/61 people voted 'Without Operator Details' when asked 'Which door sticker would you like SCC to enforce?' in their own ran survey*

## In favour of magnetic signs

*Allow drivers to have magnetic stickers therefore allowing them a private life outside work*

*i strongly believe the door signs should become magnetic for the safety of the drivers as in on there days off they can feel safe as no one will target their vehicles as in some cases people think money has been left in there over night etc.*

*the option to have a magnetic sticker with a.n.other operator details on to be placed over the adhesive sticker when (and only when) a job is carried out for that a.n.other operator.*

*I think magnetic signs are the way forward it gives us the option to work for 2/3 different operators instead of just one if we have an operators license we are free to do as what we want...give use the opportunity to make more money instead of struggling with one company*

## Customers given other details/ don't notice signs

*Customer varify us by our id and reg, not sign on the door. For a fact, most don't see the signs first but the REG and interested in ID driver badge rather than signs on the door.*

*All passengers have a Taxi app which provides them the details of driver name car colour registration number and a ring back facility. Also location of car.*

*Even with signs the customer still asks are you a taxi are you this company etc*





## Other comments about vehicle signage

*I have a Restricted license so I am not affected by this issue.*

*I have received feedback from drivers that the proposed alterations of livery comes from one driver with his own personal agenda with a small following in the same company with a worker statues*

*My opinion is that if you book a taxi with a specific operator, then that is what you should get.*

*as an addition the drivers could be asked to have the license sticker or logo of the operators they are working with on the inside of tge wind screen. this practise is being used in other cobtries in the world and proved successfull.*

*I have used them over the last 5 or so years and the driver knowledge is non-existent and you have to direct your taxi driver to your own home, or they are not able to communicate with you and can only take a post code to put in the sat nav and point at the money machine to tell you how much your journey was. We should want better for our citizens.*

*Appendix 3 8.7 states a operator should display telephone number and companies name, as above. Uber was allowed to have a operators licence without displaying a telephone number, how was this allowed? I think there should be a investigation regarding this matter as all legislation was not enforced when granting uber a operators licence. Uber was granted a operators licence without displaying a Telephone number, so the big companies always are able to get around regulations, where individuals always have to abide by regulations.*

*You are licensing taxi drivers to be professionals driver and treating a job as a career, when in fact it could be argued the taxi industry is part of a restrictive gig economy.*

*The clear support for Uber from most authorities which includes SCC will result in an increase in drivers obtaining their licence in soft licensing areas to work many miles away from local enforcement. This year alone we have had a Uber driver and vehicle licensed in Southampton but living and working in Reading who was caught by Reading enforcement officers illegally touting for work. An operator can of course, when annually renewing their private hire vehicle licence, have the ability to complain against the condition and take the council to court. The Reading case in our eyes gives our City a bad name, but it proves that when proper enforcement is applied, it correctly works.*