

# EXEMPT/NON EXEMPT

## HAVANT BOROUGH COUNCIL

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Licensing Committee

Meeting Date 23<sup>rd</sup> March  
2016

### Driving Miss Daisy. Request for Vehicle Advertising and Licence Plate display exemption.

Report by the Licensing Officer

FOR DECISION

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#### 1.0 Purpose of Report

- 1.1 To consider an application by the company Driving Miss Daisy, to permit them to licence a private hire vehicle with advertising graphics and with a Licence Plate display exemption on a Non executive Vehicle.

#### 2.0 Recommendation

- 2.1 That the committee considers the application and decides whether to grant the requests either in full or partially.

#### 3.0 Summary

- 3.1 Havant Borough Council Licensing Policy restricts vehicle advertising to the company name and telephone number/web address being displayed. All requests for additional advertising require the consent of the Licensing Committee.
- 3.2 The exemption from displaying a Vehicle Licence Plate is normally restricted to Executive style vehicle used exclusively for the carriage of contract customers. Exemptions granted outside of these rules should be approved by the Licensing Committee

#### 4.0 Subject of Report

- 4.1 Driving Miss Daisy is an International Companionship Company that provides transport and support services for the elderly. Unlike normal private hire services, they provide a full care package paid for by the hour / day. ( eg to take someone shopping or for lunch including all transport and staying with them throughout the time booked). Because the services are paid for by the customer, the service amounts to a private hire contract as defined in law, and as a result they have applied for a Private Hire Operators licence from Havant Borough Council. As part of their corporate image, all their vehicles are

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distinctively decorated with the companies Daisy logo (see images attached), website and telephone numbers. Driving Miss Daisy believe that the car graphics, apart from branding purposes, are an important visual aid for the customers who use the service, the majority of whom are elderly with a proportion of them having early stage dementia and/or sight issues.

Havant Borough Council only permits limited details to be displayed on a licensed Private Hire Vehicle. These details are company name and telephone number on the vehicle doors, and front 'sunstrip' and any deviation from this requires the consent of the Licensing Committee.

Due to the different business model used, the company is keen not to be seen as a general private hire company and they do not intend to take general private hire bookings.

In order to avoid confusing the general public, they have also requested that their vehicles are exempt from displaying a Havant Borough Council Licensed Vehicle Plate. Havant council permits a plate exemption for vehicles that are of an executive quality ( eg leather seats, climate control and a premier branded vehicle ) and that are used exclusively for contract customers. Driving Miss Daisy vehicles will be supplied with leather upholstery but are not executive vehicles, and whilst they aim to provide contract services to care homes and housing associations, they will also wish to accept bookings from individual customers. As such their request falls outside of the normal rules for exemption and should therefore be considered by the Licensing Committee for approval.

The company have not yet submitted a vehicle for Licensing as they are awaiting the outcome of this request before committing to the costs involved in the purchase and vinyl wrapping of the vehicle. (they are proposing the use of a Citroen Berlingo which is on the HBC pre Approved Vehicle List for 4 passengers)

### 5.0 Implications

5.1 **Resources:** Officer time

5.2 **Legal:** Local Government (miscellaneous Provisions) act 1976 sets out that vehicles used for Private Hire should normally display a Licence Plate unless exempted by the Local Authority. The granting of these requests is lawful and carries no legal risk to the council.

5.3 **Strategy:** Licensing Policy

5.4 **Risks:** None

5.5 **Communications:** None

5.6 **For the Community:** The new scheme proposed by Driving Miss Daisy has been implemented in other Local Authority areas in the UK and around the world, and has been shown to be a

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valuable service for the elderly , especially those living alone or with disabilities.

**5.7 The Integrated Impact Assessment (IIA) has been completed and concluded the following:** Not required, not a new policy

**6.0 Consultation** Gosport Borough Council has confirmed that they have licensed Driving Miss Daisy and approved advertising and a plate exemption.

### Appendices:

- (A) Formal request letter from Driving Miss daisy requesting advertising and plate exemption
- (B) Driving Miss Daisy Company overview.
- (C) Driving Miss Daisy white paper on dementia and the benefits of logo scheme
- (D) Copy of Havant Borough Council Vehicle specification
- (E) Images showing proposed graphics scheme.

**Background Papers:** N/A

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