

Mr G. Thorne
Licensing Department
Havant Borough Council
Public Service Plaza
Civic Centre Road
Havant
PO9 2AX



24/02/2016

Dear Gerry

I am starting a Driving Miss Daisy franchise in the Havant Borough (Hayling Island) and the Company uses liveried cars as an integral part of their branding and as a visual perception aid for older persons who make up the majority of the customer who use the Driving Miss Daisy service. The franchise I am starting will use a Citroen Berlingo vehicle.

Driving Miss Daisy provides a trusted, safe and reliable community companion driving service for those people who find it difficult to get out and about. Our point of difference from other transportation providers is the companionship we give with each and every journey and the social engagement we enable and make possible with the service. I have attached an overview of the service to explain it further.

Driving Miss Daisy is purely a pre-booked only service, with bookings made through the Driving Miss Daisy operating system. As a non-executive vehicle, I would like to request for vehicle plate exemption.

I have attached two images to show the signage on the car; one is a car currently used by another franchise and the other shows the graphics on the whole vehicle as used by the signage company. As previously mentioned, 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. I have attached a Dementia White Paper supporting the use of the car signage. I am applying for approval to have the Citroen Berlingo wrapped (the whole vehicle is wrapped) as shown in the attachments.

If I can supply any further information in support of this application, please do contact me.

Kind Regards



Tina Webb
Managing Director