



TAXI AND GENERAL COMMITTEE – 27TH MAY 2021

SUBJECT: GREEN FLEET TAXI PILOT LIVERY ADVERTISING

REPORT BY: CORPORATE DIRECTOR, ECONOMY AND ENVIRONMENT

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1. PURPOSE OF REPORT

- 1.1 Welsh Government have funded a number of electric, wheelchair accessible, Nissan Dynamo hackney carriage vehicles as part of a Green Fleet Pilot scheme within Caerphilly CBC. The scheme seeks to encourage the taxi trade to switch to zero-emission vehicles. The pilot is intended to assist Welsh Government in achieving its target of de-carbonising the taxi fleet entirely in Wales by 2028.
- 1.2 Currently the authority only permits livery advertising for company/proprietor details of hackney carriage and private hire vehicles, unless permission is obtained from the council. The Vehicles supplied by Welsh Government contain livery for Welsh Government and Cardiff Capital Region. The council's existing specification for vehicles and advertising requires amendment.

2. SUMMARY

- 2.1 This report seeks to permit signage / livery for Welsh Government (WG) and Cardiff Capital Region (CCR) on entirely electric, wheel chair accessible Nissan Dynamo vehicles as part of a green fleet pilot scheme to encourage electric vehicle take up by the hackney carriage and private hire vehicle trade in the borough. These vehicles, supplied by Welsh Government, aim to increase interest in the take up of electric vehicles by licensees in the borough. The vehicles that will be supplied would not meet the council's existing vehicle specification in relation to advertising / livery.

3. RECOMMENDATIONS

- 3.1 To permit the usage of livery for Welsh Government and Cardiff Capital Region on electric Nissan Dynamo vehicles as part of a Green Fleet Pilot scheme.

4. REASONS FOR THE RECOMMENDATIONS

- 4.1 Members are recommended to adopt the proposal to permit vehicles displaying the livery of Welsh Government and Cardiff Capital Region on electric Nissan Dynamo

vehicles as part of a Green Fleet Pilot Scheme. It is hoped that the scheme will encourage the taxi and private hire trade to take up usage of such vehicles with a view to all such vehicles in Wales having zero emissions by 2028.

5. THE REPORT

- 5.1 The current vehicle specification regarding signage and advertising on licensed Hackney Carriage and Private Hire vehicles as detailed within the Council's Vehicle Inspection standards details the following Paragraph 9.1(c) *'All bodywork free of advertising matter except for hackney carriage and private hire vehicles company details. Additional advertising material shall only be permitted if the written prior approval of the Council has been obtained and is provided at the time of the test.'*
- 5.2 Welsh Government are introducing a Green Fleet Pilot scheme in three areas across Wales including the authorities within the Cardiff Capital Region. The scheme will operate a 'try before you buy' initiative, allowing taxi drivers to try a fully electric, wheelchair accessible vehicle for 30 days free of charge. The trial will include free electric charging, insurance, vehicle licensing and breakdown cover funded by Welsh Government.
- 5.3 The vehicles (5) allocated to Caerphilly CBC for the purpose of the initiative over a 3 year period for licensed Caerphilly CBC drivers contain livery on the body work pertaining to Welsh Government (WG) logo and Cardiff Capital Region (CCR). Members are asked to permit the livery displayed on the vehicles for the purposes of the duration of the 'try before you buy initiative'. A photograph detailing the size and location of the signage is reproduced for Members information as **Appendix 1**.
- 5.4 On completion of the trial, drivers will be asked to complete an evaluation survey and be provided with information on schemes/assistance available for long term ownership/lease of zero-emission vehicles.
- 5.5 The pilot is intended to assist Welsh Government in achieving its target of decarbonising the taxi fleet entirely by 2028 as it is hoped it will help taxi drivers to realise the financial and environmental benefits of zero-emission vehicles and in turn contribute to the transition from diesel/petrol vehicles to zero-emission vehicles.

5.6 Conclusion

The Welsh Government initiative supports the drive for zero emission by tailpipe by 2028 and the change to the existing vehicle specification is considered to be relatively minor. Given that the livery relates to only Welsh Government and Cardiff Capital Region legend / logos and the green nature of the initiative, Members are therefore encouraged to approve the change for the trial period.

6. ASSUMPTIONS

- 6.1 No assumptions have been made or were thought necessary.

7. SUMMARY OF INTEGRATED IMPACT ASSESSMENT

- 7.1 Amending the current vehicle advertising requirements to enable the trial of electric vehicles will generally have a positive impact. It will increase the amount of licensed

wheelchair accessible vehicle's available in the borough and encourage take up of zero emission vehicles in support of Welsh Governments long term de carbonisation strategy. Signage and logos on the vehicle are bilingual and it contributes towards the Corporate Plans wellbeing Objective 4 - Promote a modern, integrated and sustainable transport system that increases opportunity, promotes prosperity and minimises the adverse impact on the environment . There is a neutral impact on the licensed trade as the amendment will only apply to these specific vehicles.

[Link to Integrated Impact Assessment](#)

8. FINANCIAL IMPLICATIONS

8.1 There is no cost to the authority in relation to the provision of the vehicles. There is no cost to the trade as the initiative is being fully funded by Welsh Government

9. PERSONNEL IMPLICATIONS

9.1 There are no personnel implications associated with this report.

10. CONSULTATIONS

10.1 This report has been sent to the Consultees listed below and all comments received are reflected in this report.

11. STATUTORY POWER

11.1 Local Government Miscellaneous Provisions Act 1976, Town Police Clauses Act 1847

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Consultees: Cllr, Julian Simmonds, Chair, Taxi & General Licensing Committee
Cllr, Walter Williams, Vice Chair, Taxi & General Licensing Committee
Cllr Nigel George, Cabinet Member for Waste and Public Protection
Mark S. Williams, Corporate Director Economy and Environment
Robert Hartshorn, Head of Public Protection, Community and Leisure Services
Robert Tranter, Head of Legal Services and Monitoring Officer
Jacqui Morgan, Trading Standards, Licensing and Registrars Manager
Steve Harris, Head of Corporate Finance, S.151 Officer
Paul Adams, Senior Assistant Accountant
Anwen Cullinane, Senior Policy Officer (Equalities and Welsh Language)
Shaun Watkins, HR Manager

Background Papers: None

Appendices:

Appendix 1 Photos of trial vehicle with various logos.