

Private Hire Licence Condition Proposals.

PHV Roof Signs

It is proposed that the current mandatory requirement for PHV to have roof signs is changed to a voluntary at the proprietor's or their operator's discretion.

Private Hire Roof Signs were introduced approximately 30 years ago to Private Hire Vehicle's equality with Hackney Carriages vehicles to advertise a telephone number and allow customers to recognise their operator's vehicle arriving to pick them up. With the arrival of app based booking systems where customers receive details of the vehicle and driver this has become less relevant.

Since the introduction of the Council's livery exemption a significant number of proprietors consider such a roof sign to be an unnecessary burden. There is also a belief that a roof sign may cause confusion to the public into thinking that the vehicle gives the appearance of a licensed hackney carriage taxi for hire especially where the roof sign is illuminated.

Proprietors that continue to have a roof sign on their vehicle must continue with the current specifications and numbering or lettering on the sign to match their.

The HCO regularly receives complaints from licensed drivers reporting incidents of vehicles without roof signs which involve a disproportionate amount of officer time in enforcing licensing conditions.

If you have any comments on the proposal please reply to this email or send your comments to the Hackney Carriage Office, Hove Town Hall, Norton Road, Hove, BN3 3BQ by the 30th November 2019.

