

CITY OF
WOLVERHAMPTON
COUNCIL

Non-Statutory Licensing Committee

18 September 2019

Report title	Get Home Safe Campaign	
Wards affected	All wards	
Accountable director	Ross Cook, Director, City Environment	
Originating service	Licensing Services	
Accountable employee	Chris Howell Tel Email	Licensing Services Manager 01902 554554 Chris.Howell@wolverhampton.gov.uk
Report to be/has been considered by	N/A	

Recommendation for noting:

The Non-Statutory Licensing Committee is asked to note:

1. The Get Home Safe campaign.

1.0 Purpose

- 1.1 To update Councillors on the 'Get Home Safe' initiative being undertaken by licensing compliance officers to raise the awareness of the differences between hackney carriage vehicles (Taxis) and private hire vehicles (Minicabs). Informing people that private hire vehicles must be pre-booked and not flagged down.

2.0 Background

- 2.1 Private Hire Drivers must only undertake journeys that are pre-booked. Hackney carriage vehicles can be flagged down in the street. It is an offence for a private hire driver to ply for hire pursuant to section 45 of the Town and Police Clauses Act 1847.
- 2.2 In most cases, passengers travelling in an un-booked private hire vehicle, will not be insured. Therefore, this increases greatly the risk to the public. Consequently, the journey is not booked on the operator's system and therefore no one else is aware that a journey is taking place. This potentially puts the passengers at a significant increased risk.
- 2.3 At the end of an evening out, very often people just want to get home as quickly as possible and do not necessarily think about the dangers of not pre-booking a private hire vehicle. In addition to this, some people's judgment may be impaired because of drink or drugs. Younger people may not even be aware pre-booking is a requirement.

3.0 Campaign

- 3.1 The campaign will initially target students during Freshers week (22nd – 27th September).
- 3.2 The stalls have been hired at the Freshers fayres held in Telford, Walsall and Wolverhampton. Stalls will contain information on how to safely book a private hire vehicle journeys or flag down a hackney carriage together with a range of branded 'Get Home Safe' merchandise.
- 3.3 A 'Get Home Safe' poster has been designed that will be displayed inside licensed premises within the city centre.

4.0 Financial implications

- 4.1 The cost of hiring the stalls and promotional items is £3,500 and the cost shall be met from existing licensing budgets. [KP/09092019/B]

5.0 Legal implications

- 5.1 There are no direct legal implications arising from this report [RP/06092019/A]

6.0 Equalities implications

6.1 There are no direct equalities implications arising from this report.

7.0 Climate change and environmental implications

7.1 There are no direct climate change or environmental implications arising directly from this report.

8.0 Schedule of background papers

8.1 None.