



**MANCHESTER
CITY COUNCIL**

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Dear Stuart,

Letter of Licensing Unit intent to support project

Further to our productive meetings regarding your element of the CityVerve transport project, this is to formally confirm our support for the project.

Manchester Council is proud that it currently has some of the highest Taxi and Private Hire licence conditions and policy standards in the country. We as a Licensing Unit keen to continually review how we could drive standards up within the industry and the City to support our strategic aims to licence a world class fleet, with safety and safeguarding of the public at the forefront of what we do.

The technology your project has developed dovetails with our strategic aims, and the benefits both for Private Hire Operators and the wider public are clear to see. The feedback from those that have trialled it so far is also very positive. I would like to see more Private Hire Operators use this technology both for their own business improvement, but also to work collaboratively with my Unit to share relevant information and assist in regulating drivers and improving behaviour. Some of the more immediate potential benefits I see are:

- Greater general compliance as driver behaviour is more closely monitored
- Reduced complaints to our service from customers as a direct result
- More easily able to investigate and determine the facts when complaints are made
- Reduction in illegal activity as opportunity for drivers to 'go off the radar' reduced/ removed
- Safer driving by a large portion of the public transport network – safer roads (reduced demand on Police resources)
- Improved air quality

Whilst there is appetite to consider making the use of this technology mandatory, we are not currently in a position to impose this for a number of reasons. However, in a bid to encourage and support the voluntary use of this technology, Manchester is going to introduce a Private Hire Operator Accreditation scheme which will provide discounted licence fees on a scale basis to those Operators who demonstrate certain criteria – the use of this technology being one of the criteria we would require to obtain the highest accreditation. It is planned that the launch of

this scheme will coincide with a wider public awareness campaign about safety in private hire vehicles and what it means to use a vehicle licensed by Manchester and one licensed by another local authority.

It is clear to me from the feedback I have had thus far from the trade that a linked discounted insurance offer would make this much more appealing to take up on a voluntary basis and if there is anything we can do to support this, we are happy to do so.

Yours sincerely,

Danielle Doyle
Licensing Unit Manager