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27<sup>th</sup> July 2016

FAO - Nick Wheeler

Taxi Enforcement Officer,

Halton Borough Council,

Further to discussions held on the 14<sup>th</sup> July please accept this letter expressing our concerns regarding some of Halton's current Private Hire Legislations.

Firstly we would appreciate your consideration to have the yellow half moon private hire stickers removed from our vehicles. Since the introduction of these stickers our account work and indeed some of our private work has been affected.

We did have a long standing contract of work with [REDACTED] for [REDACTED] but sadly this came to an end as, understandably, they only wanted unmarked vehicles to be televised.

We have also had a complaint from our [REDACTED] clients concerning professors and clients of a high calibre making negative comments about having 'taxis' instead of Executive Travel.

Numerous private customers have also commented to drivers that they were expecting an Executive vehicle and not a Taxi.

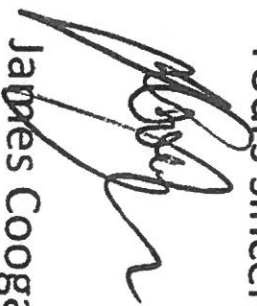
All of our customers, whether account clients or the general public, hire Executive Travel for that very purpose 'Executive' Travel. As you can imagine, the addition of a yellow half moon sticker on the side of our vehicles doesn't give the impression of an executive high standard vehicle. It is clearly having a negative impact on our level of business.

Secondly, we come to the matter of run flat tyres. Due to the nature of our work / business the majority of our fleet is made up of high end vehicles i.e. Mercedes Benz estate cars. We are always looking at expanding / improving our fleet of vehicles and have discovered that the newer models of Mercedes do not have space to allow for a spare tyre/ wheel and so use 'run flats' A company of such high standards would not permit the use of 'run flat' tyres if the system was not 100% safe I do appreciate that it is crucial that clients have onwards transport to their main destination at all times and as such with a 24 hour manned office and coverage from our 24 hour breakdown service. The current legislation from Halton Council would prevent or heavily restrict the type of vehicles we

could purchase. With this in mind we would like to have permission to use vehicles with run flat tyres for future purchase of vehicles

Finally, I am led to believe that vehicles licensed to Halton Borough Council are now permitted to operate with privacy glass. Can you please confirm that this is correct and if so what are the conditions to having the privacy glass in our vehicles then we can make sure we comply.

Yours sincerely,



James Coogan,

Executive Travel

## Nick Wheeler

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**From:** Adele Vieceli <[REDACTED]>  
**Sent:** 15 August 2016 16:34  
**To:** Nick Wheeler  
**Subject:** RE: Request For Exemption From Door Signs  
**Categories:** Committee

Good Afternoon Nick,

Thank you for your email and assistance in the above matter. Apologies for the delay in response, I only work [REDACTED] so I've only just gone through your email.

Further to your email I think the below points would be relevant in ensuring the Council's reasons for requiring the door signs are upheld should an exemption be granted and also reassuring them that these steps are already in operation.

Executive Travel operates in a standalone manner and as such should be treated as so. Our passenger's safety is of paramount importance and this is instilled in each and every driver / member of our company.

All bookings taken by Executive Travel are done so through our office via telephone / email and work is then scheduled in advance for each driver. This is done at least three days in advance. Extra work / alterations may occur but the basis of each drivers day is known in advance and comes only through our office.

Each Executive Travel driver is told in no uncertain terms that it is strictly prohibited to collect passengers from the street (as is part of acquiring their restricted badge) The removal of the door stickers would actually lessen the chances of the general public approaching any of our vehicles for a journey.

Our vehicles are very rarely parked in an opportune area for the general public to approach one of our vehicles. Because our work is all pre-scheduled, the drivers do not 'park and wait' for work. The vehicles are either parked at the yard at the rear of our office, at the drivers home address or indeed outside the premises of the collection / drop off point of the journey.

Executive Travel owns all its vehicles and each one is fitted with a tracking system linked to our office. Our vehicles are constantly tracked by our transport managers / controllers in order to monitor that the drivers are collecting at the correct points, at the correct times and that the drivers are where they should be.

All Executive Travel vehicles are plated which shows that the vehicle is licensed at the council which in turn proves that it's road worthy. All Executive Travel drivers wear their council badges at all times when working for Executive Travel which serves to reassure our clients that our driver is legitimate and fully vetted.

On occasions when collecting clients from a Hotel or Restaurant, in order to avoid any confusion, the clients are given the vehicles registration number to aid location.

I hope we have managed to reassure the Council that the measures we have in place suffice and that by the sheer nature of how we operate we are addressing the councils concerns.

Regards,

Adele / James  
Executive Travel