

Customer First Analysis

1. Purpose

- What are you trying to achieve with the policy / service / function?

Public Safety

- Who defines and manages it?

Licensing Officers/ Licensing Manager and the Executive Director of Legal and Democratic Services.

- Who do you intend to benefit from it and how?

Hackney carriage and Private Hire drivers, members of the public and the Council

- What could prevent people from getting the most out of the policy / service / function?

Failure to have regard to the policy when making decisions.

- How will you get your customers involved in the analysis and how will you tell people about it?

Emails to all proprietors. Publication of the updated policy on our website

2. Evidence

Fewer complaints and incidents

3. Impact

The policy will ensure that people licensed by this council to drive hackney carriage and private hire vehicles are safe and suitable to do so. The amendments include consideration of issues around equality, harassment discrimination, supporting a safer and more accessible service for customers.

It provides transparency to anyone considering applying for a licence and guidance to officers and members when making decisions.

Name: Wendy Redfern

Signed: W Redfern

Service Area: Licensing

Dated: 13th February 2025

If applicable, please attach copy of – or website link to - the cabinet report for reference.

Don't forget to return your written record to HR.