

Customer First Analysis

1. Purpose

- What are you trying to achieve with the policy / service / function?
Public Safety
Easier access to vehicle testing for taxi / PH drivers
- 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?
Taxi and Private Hire drivers – easier access to vehicle testing
Independent garage owners
- What could prevent people from getting the most out of the policy / service / function?
Garages failing to apply for approval
- How will you get your customers involved in the analysis and how will you tell people about it?
Emails to all vehicle proprietors
Social media / website posts inviting applications
Publication of the updated policy on our website

2. Evidence

Regular multi-agency safety operations to monitor vehicle standards
Reporting of pass / fail statistics by garages
Routing and unplanned visits to monitor garages

3. Impact

Garages are given the opportunity to carry out taxi testing, bringing in extra income
Taxi / PH drivers have freedom to choose from several testing stations giving greater convenience

4. Actions

N/A

Name: Liz Wallace-Mills **Signed: Liz Wallace-Mills**

Service Area: Licensing **Dated:24.09.25**

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