

HCO
Town Hall
Norton Rd
Hove

May 18 2015

Dear Martin

Thank you for supplying the communication from Uber.

We would like to make the following observations which we request to be included in any presentation to the Licensing Committee.

“Uber has brought an unprecedented level of customer service to the private hire industry in the UK”.

We find this quite an interesting statement as the applicant does not provide any pre-booking facility which is pretty much the standard service provided by a private hire operator. We consider that by only providing an ‘on demand service’ falls short of what is considered to be standard level which appears to be unable to be provided by the applicant. We also consider that the policy of the applicant to use “Surge Pricing” at times of unexpected demand is not the standard of service which is acceptable. However of course... if the applicant considers “Surge Pricing” to be an acceptable standard then maybe all private hire operators should adopt the same policy to take advantage of times of distress?

We also understand that the applicant does not currently provide an equal service to those with disabilities which is a requirement for an operator in Brighton & Hove under the current Blue Book 3rd Revision. With the many years of the trade working closely with the Federation of Disabled we consider the lack of this service to be taken into full consideration from any such applicant.

151.5 “Must provide an equal service for differently abled passengers”

“In Manchester, we supplied low voltage blue lights which glow in the shape of our logo. It made the cars very easy to recognize, especially at night and was safer for riders so that they could head to the vehicle immediately. The Hackney Carriage trade complained to Manchester City Council that Private Hire vehicles are not allowed to have any illuminated advertising on their vehicles. Manchester City Council upheld the complaint and asked us to remove the lights. Although we disagreed that it was advertising and we were disappointed to lose a safety feature, we complied with this decision and all drivers removed the lights.”

It appears that the applicant introduced illuminates signs in Manchester which was apparently against the ph conditions... and were forced to remove them.. in other words they pushed and challenged .. but actually lost. In fact the customer knows exactly what car has been provided as the details are given in the Uber app just the same as with home produced apps currently available from the three big companies in Brighton & Hove

“The judge issued a small fine (£1,600) and made a number of complimentary comments regarding Uber.”

Hearsay... no evidence provided to substantiate the latter part of the statement at this moment in time. This needs to be verified to establish the statement provided so please request the evidence of the “...complimentary comments...”

Please note that we are happy to be corrected on any of our observations.

Thank you
Andrew Peters
Secretary
GMB Brighton & Hove Taxi section

