

LICENSING APPLICATIONS SUB-COMMITTEE 3 MINUTES - 8 MARCH 2016

Present: Councillor Woodward (Chair);
Councillors D Edwards, Livingston, Skeats and Vickers.

Apologies: Councillor R Williams.

32. MINUTES

The Minutes of the meeting held on 11 February 2016 were confirmed as a correct record and signed by the Chair.

33. APPLICATION FOR THE GRANT OF A PRIVATE HIRE VEHICLE OPERATOR'S LICENCE FOR THOMAS ELVIDGE IN RESPECT OF UBER BRITANNIA LTD, DAVIDSON HOUSE, FORBURY SQUARE, READING, RG1 3EU

The Director of Environment and Neighbourhood Services submitted a report asking the Sub-Committee to consider an application for the grant of a private hire vehicle (PHV) operator's licence by Thomas Elvidge of 14 Outwood Lane, Horesforth, Leeds, LS18 4JA in respect of UBER Britannia Ltd, Davidson House, Forbury Square, Reading, RG1 3EU to operate unlimited vehicles. The following appendices were attached to the report:

Appendix I	Application Form
Appendix II	Covering Letter and FAQ's
Appendix III	Overview of Uber
Appendix IV	Response to the consultation
Appendix V	Private Hire Vehicle Operator Conditions
Appendix VI	Private Hire Vehicle Conditions
Appendix VII	Private Hire Vehicle Driver's Conditions
Appendix VIII	Private Hire (Executive/Limousine/Party) Vehicle Exemption Conditions

The application had been received on 12 January 2016 and a consultation had been sent out to local Councillors, Planning and Thames Valley Police.

A representation had been received from a Ward Councillor and Asif Rashid, Chairman of the Reading Taxi Association, had also raised concerns regarding parking in the town and the location of the office proposed.

The Council's Planning Section had been included in the consultation and no comments or objections had been received from them.

The report explained that on 10 February 2016 officers had met with Mr Elvidge to discuss the operation of Uber and to raise conflicts with the current standard operator, vehicle and driver's conditions that were attached to private hire licences. The report included a table setting out the standard conditions which would conflict with the way Uber operated. Some of these conditions could be amended or a special condition applied to the licence to resolve the conflict.

The applicant was present at the meeting and addressed the Sub-Committee he was accompanied by Mr M Wilson, his legal representative, both of whom addressed the Sub-Committee.

Asif Rashid, Chairman of Reading Taxi Association, was present at the meeting and also addressed the Sub-Committee.

Resolved -

That the application by Thomas Elvidge for the grant of a private hire vehicle operator's licence in respect of UBER Britannia Ltd, be refused on the grounds that the Sub-Committee did not consider him to be a fit and proper person to hold such a licence by reason of:

- (a) not being able to manage the operation within the standard conditions that were attached to private hire vehicle operator's licences;
- (b) not being able to show that he could comply with the current conditions that could lead to vehicles not operating according to the Council's private hire operator conditions;
- (c) there being insufficient evidence as to the demand for the service in Reading;
- (d) there being no clear evidence as to the number of vehicles needed to operate the service;
- (e) there being no clear evidence as to how the Uber office was to be manned on a daily basis.

34.

<https://www.getreading.co.uk/news/reading-berkshire-news/uber-taxis-see-huge-demand-11816983>
[Embedded advertisements, video and all but one photograph removed to assist readability in hard copy]

Uber taxis see 'huge demand' during Reading Festival despite licence rejection

It looks like the online taxi-hailing app is continuing its presence in Reading despite its licensing request being rejected

By **Michael Pearson** 05:00, 31 AUG 2016 **UPDATED** 09:28, 31 AUG 2016

Anyone who tried to get a taxi during Reading Festival may have seen a noticeable Uber presence in the town centre.

The global online taxi firm has confirmed to getreading more than "65,000 people have opened the app in Reading in the last two months."

This figure encompasses what the firm has described as a "huge demand" for the service during the three-day music festival.

The taxi hailing app uses a licencing loophole which allows, on average, more than 1,000 Reading passengers a day to actively use the app in the town.

Reading Borough Council denied an operating licence in March stating there was "insufficient evidence of demand" in the area as well as a lack of evidence about the "number of vehicles operating" in Reading.

In May, *getreading* reported a number of Uber taxis have already been operating in the area but the firm claimed it "does not yet have a full scale operation in the town".

This newly-uncovered figure suggests tens of thousands of people are using Uber taxis in the area and the council cannot stop them.

A spokesman for Reading Borough Council said: "Someone in Reading can use Uber to order a taxi and an operator from another authority where Uber has a licence can respond to that booking legally."

Why can't Reading Borough Council stop Uber?

The council does not allow private hire drivers in the Reading borough to operate through the Uber brand but the firm's drivers are able to make a stop in an area under the banner of another authority's licence.

A spokesman for Uber said: "In the last few months thousands of people have opened the Uber app in Reading and we have received hundreds of emails from people wanting the service in the town.

"We saw huge demand for the service over the Reading Festival, and are delighted to have helped so many people get from A to B.

"Fully licensed private hire drivers from surrounding areas where Uber holds a private hire operator's licence are able to carry out trips in Reading."

Slough Borough Council and the Royal Borough of Windsor & Maidenhead authority both permit Uber operating licences so it would not be uncommon to see these drivers in the area.

Slough Borough Council said that Uber currently has 119 licensed drivers in the area, all of whom were "previously licensed with Slough and then moved over to Uber."

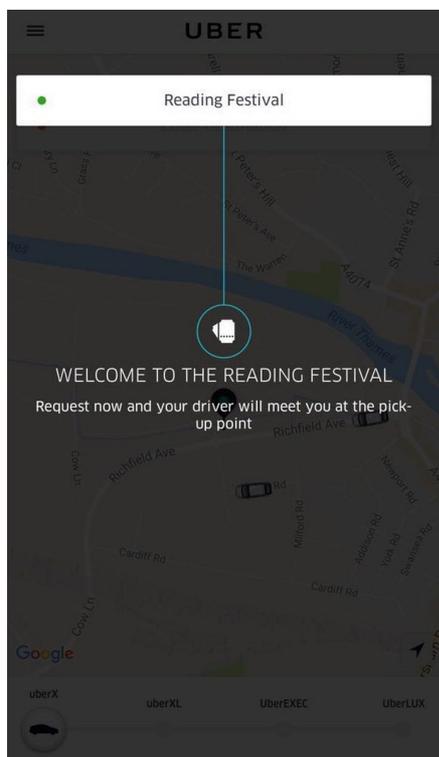
There was no indication from Uber as to whether it will be reapplying for a licence any time soon.

So what happened when we 'hailed an Uber'

On the final day of the festival, Michael Pearson decided to travel via Uber from the festival site to the train station.

9.10pm - opened up the app

As he left the site, Michael opened up the Uber app and was imitatively greeted with a personalised page specifically for Reading Festival with a note saying the driver would meet him at a designated pick-up point.



9.12pm - Driver en route

The app confirmed the driver was only a four minute drive away, it also gave details of the driver including the licence plate and make of the car.

9.14pm - quick phone call to confirm pick-up

As there was a parking restriction due to the festival, the Uber driver had to confirm the pick-up point before arrival.

9.18pm - off we go

In the car, ready to go. next stop, Reading Train Station.

9.24pm - arrive at station

After a short trip, Michael arrives at Reading Station. The trip cost £4 and you can even rate the driver on their service out of five which is available to view to the public before they get in an Uber taxi.

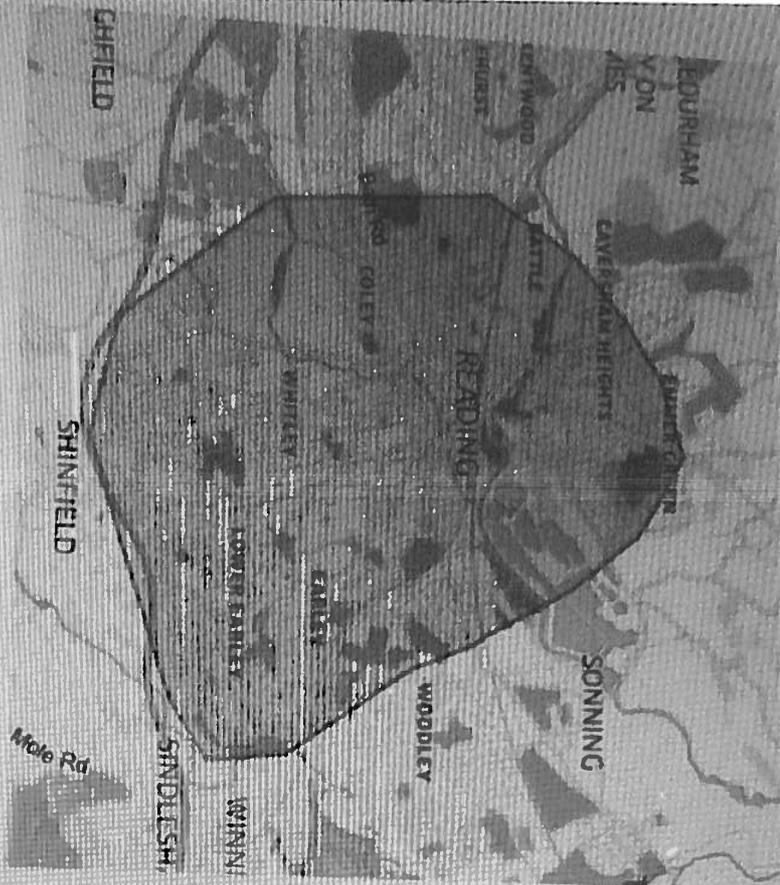
■ s3.amazonaws.com

Reading Net Fare Guarantee T&Cs

Terms and Conditions - Net Fare Guarantee: To receive a minimum net fare guarantee of £15/£20 (dependent on the hour as indicated in the promotion messaging) for every active hour you spend on the Uber platform during specified incentive hours between 1st October- 17th October, you must complete at least 80% of trips sent to you in the "Reading Reward Zone" and have an average rating of 4.7 on all trips completed in connection with this offer. For any hours your fares exceed £15/£20 (as applicable), no guarantee will apply. Offer available for recipients of our offer email only and available to the first 150 partner-drivers who opt-in as directed in the offer email. Uber will calculate your eligible hours, and you can expect to be automatically paid any guarantee in the following week's payment statement. Guarantees available for a limited time only as specified in these terms, or at the discretion of Uber. We reserve the right to withhold or deduct payments that we determine or believe were in error, fraudulent, illegal, or in violation of driver terms or these terms. Terms subject to change.

Scroll down for further information

READING REWARD ZONE



GUARANTEED HOURS

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
18:00 AM						£18	£18
1:00 AM						£25	£25
2:00 AM						£25	£25
3:00 AM						£25	£25
4:00 AM						£25	£25
5:00 AM						£25	£25
6:00 AM						£25	£25
7:00 AM						£25	£25
8:00 AM	£15	£18	£15	£16	£18	£18	£18
9:00 AM	£16	£18	£16	£16	£16	£16	£16
10:00 AM						£15	£15
11:00 AM						£16	£16
12:00 PM						£16	£16
1:00 PM						£16	£16
2:00 PM						£16	£16
3:00 PM	£15	£14	£16	£16	£16	£16	£16
4:00 PM	£16	£16	£16	£16	£16	£16	£16
5:00 PM	£16	£14	£16	£16	£16	£16	£16
6:00 PM	£16	£16	£16	£16	£16	£16	£16
7:00 PM	£15	£16	£16	£16	£16	£16	£16
8:00 PM	£15	£15	£16	£16	£16	£16	£16
9:00 PM	£16	£15	£15	£18	£18	£25	£16
10:00 PM	£15	£16	£15	£15	£15	£25	£16
11:00 PM	£15	£16	£16	£15	£15	£25	£16

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIROMENT AND NEIGHBOURHOOD SERVICES

TO:	LICENSING APPLICATIONS SUB-COMMITTEE 3		
DATE:	8 FEBRUARY 2018	AGENDA ITEM:	4
TITLE:	UPDATE ON WORK CARRIED OUT BY LICENSING IN 2017		
LEAD COUNCILLOR:	CLLR HACKER	PORTFOLIO:	CULTURE, SPORT AND CONSUMER SERVICES
SERVICE:	PLANNING DEVELOPMENT & REGULATORY SERVICES	WARDS:	BOROUGHWIDE
LEAD OFFICER:	J S CHAMPEAU	TEL:	0118 937 2239
JOB TITLE:	SENIOR LICENSING ENFORCEMENT OFFICER	E-MAIL:	jean.champeau@reading.gov.uk

1. PURPOSE AND SUMMARY OF REPORT

- 1.1 To inform the Licensing Applications Sub Committee 3 of the work carried out by licensing officers during 2017.

2. RECOMMENDED ACTION

- 2.1 That the report be noted.

3. POLICY CONTEXT

- 3.1 Officers periodically provide Committee with a report informing them of the various functions and actions carried out by the Licensing team. Officers have prepared updates on cases and figures in respect of work carried within the Borough of Reading.

4. PROSECUTIONS:

- 4.1 Officers compiled thirty four taxi and private hire prosecutions in 2017 (eighteen in 2016). The number of UBER drivers working in the Reading area increased dramatically in October 2016, legal advice was sought and a view was taken that the UBER drivers were plying for hire in the Borough of Reading. The result of taking action against illegal plying for hire by UBER drivers has been two convictions under test purchase conditions and seven plying for hire cases which are ongoing. Prosecution cases can take anywhere between 8 months and a year to be determined, so the majority of 2017 cases are yet to be heard in the courts.

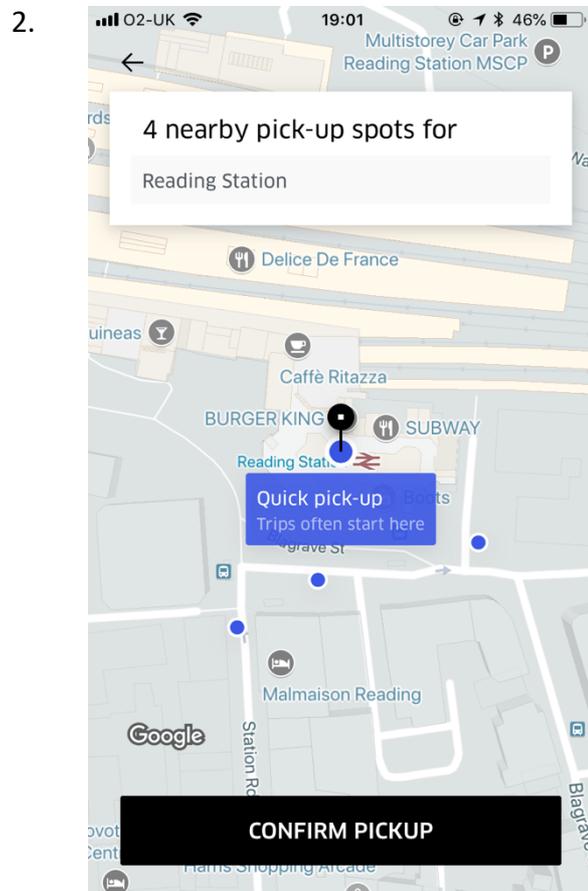
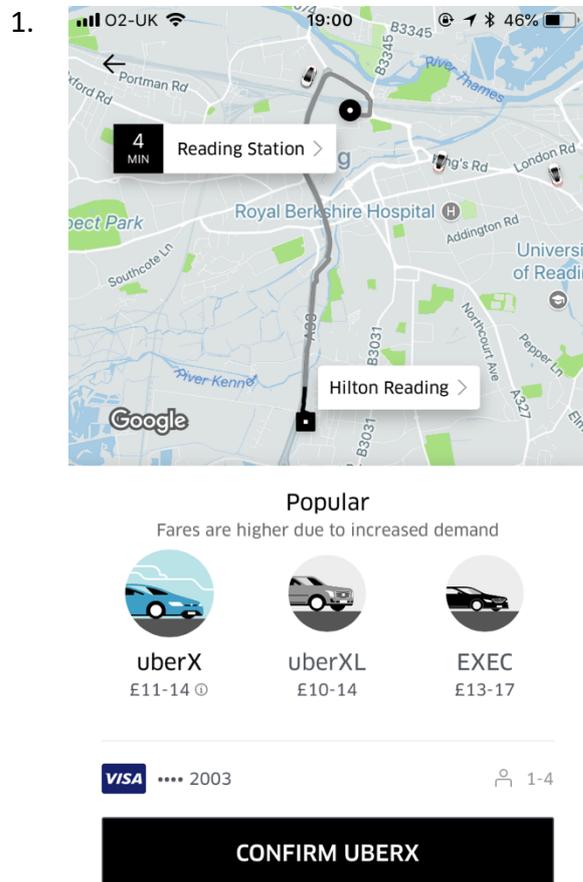
Wednesday 16 May 2018,

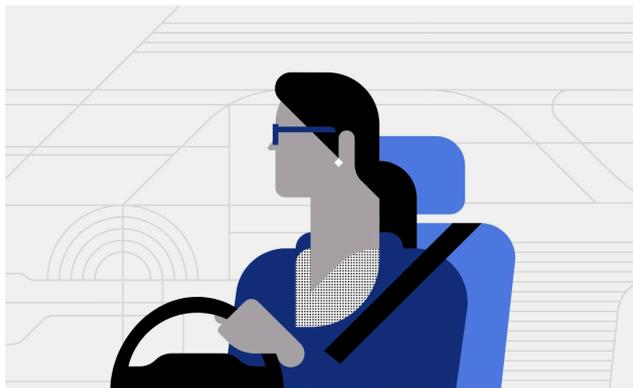
19.00-19.01pm - Screenshots from Rider App

Surge price applicable in Reading

Fig. 1 shows vehicles available in Reading, and surge pricing (“Fares are higher due to increased demand”).

Fig. 2 is the screen shown when “CONFIRM UBERX” is pressed, showing suggested pick-up spots.





Making the most of your time on the Uber app

Knowing when and where to drive is definitely something you'll pick up over time, but knowing the busiest times and places in your area is a great start.



Be online at the right time

A good general rule is that you will be most busy when there are lots of riders requesting trips and there are fewer drivers on the road.



Start at five for your morning drive

On weekdays, you're more likely to make more money driving earlier in the morning, so it's better to start driving around 5am - 6am rather than 9am - 10am. This is because there are fewer drivers on the road at this time and therefore there is greater demand for a ride. This also means you may benefit from dynamic pricing.



The morning rush into the city centre

During weekday mornings, the centre of the city can quiet. This is because riders are coming in from the outskirts. During this time, drive in areas surrounding transport links, like mainline railway stations, for a better chance of getting a trip.



Evenings are when the city comes alive

Between Monday and Saturday, it's better to start later in the evening (10pm) than earlier (8pm). People are usually having dinner and drinks at that time and aren't moving around the city as much.

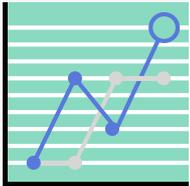


How surge pricing works

Learn how surge pricing helps quickly connect each person who needs a ride with a driver to help them get to their destinations.

What is surge pricing?

Here's how it works



Demand for rides increases

There are times when so many people are requesting rides that there aren't enough cars on the road to help take them all. Bad weather, rush hour, and special events, for instance, may cause unusually large numbers of people to want to ride Uber all at the same time.



Prices go up

In these cases of very high demand, fares may increase to help ensure those who need a ride can get one. This system is called surge pricing, and it lets us continue to be a reliable choice.



Riders pay more or wait

Whenever we raise rates due to surge pricing, we let riders know in the app. Some riders will choose to pay, while some will choose to wait a few minutes to see if the rates go back down to normal.



How are surge prices calculated?

When prices are surging, you'll see a multiplier to the standard rates on the map. For example, you might see surge at 1.8x or 2.5x. This is how much your base fare will be multiplied by, so a fare that is usually \$10 would be \$18 when it's at 1.8x Surge. Uber's fee percentage does not change during surge pricing.

Because we update the rates based on the demand in real time, surge can change quickly. Surge pricing is also specific to different areas in a city, so some neighborhoods may have surge pricing at the same time as other neighborhoods do not.

Surge pricing on the map shows the price that will apply to riders using the Uber app in that area. The rider's location determines the amount of surge pricing on a trip, not the driver's location.

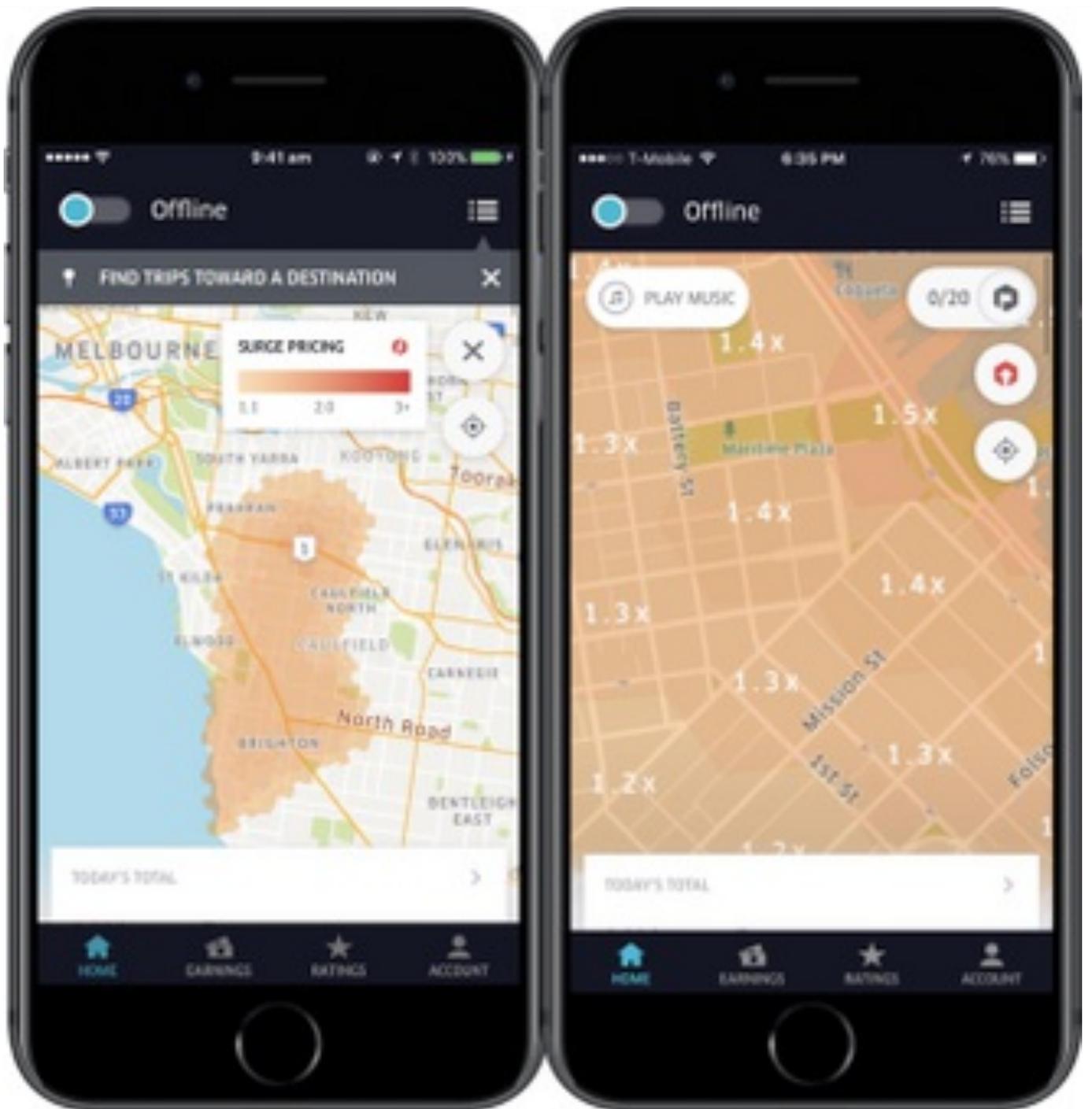
How to identify surge in the app

When demand increases in a specific area, that neighborhood will change color. You can zoom into colored areas of your app's city map to see current surge pricing.

The colored areas of the map will range from light orange to dark red. Light orange areas represent small multipliers while dark red areas indicate large multipliers.

You can see the amount of surge pricing that will apply to a potential trip when you are deciding whether or not to accept a trip in the driver app.

[How are surge prices calculated?](#)



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UBER

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[BECOME A DRIVER](#)

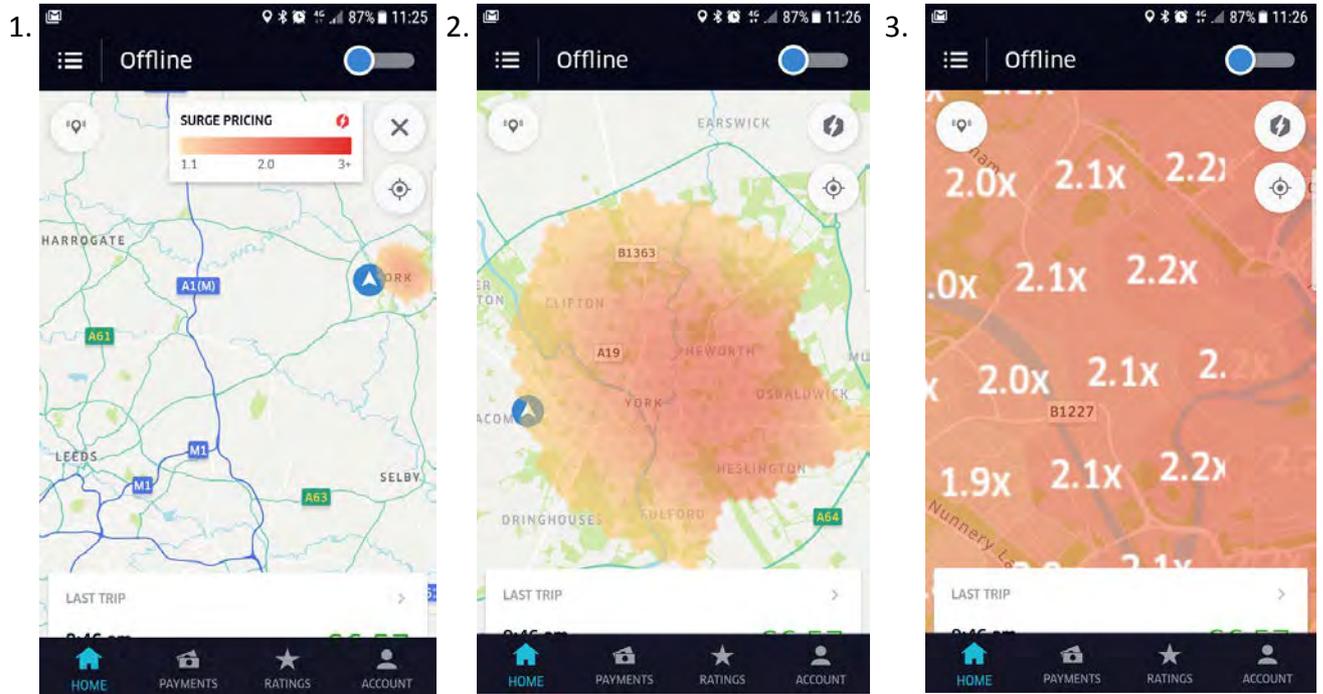
📍 Enter Your

🔍 Search...Location

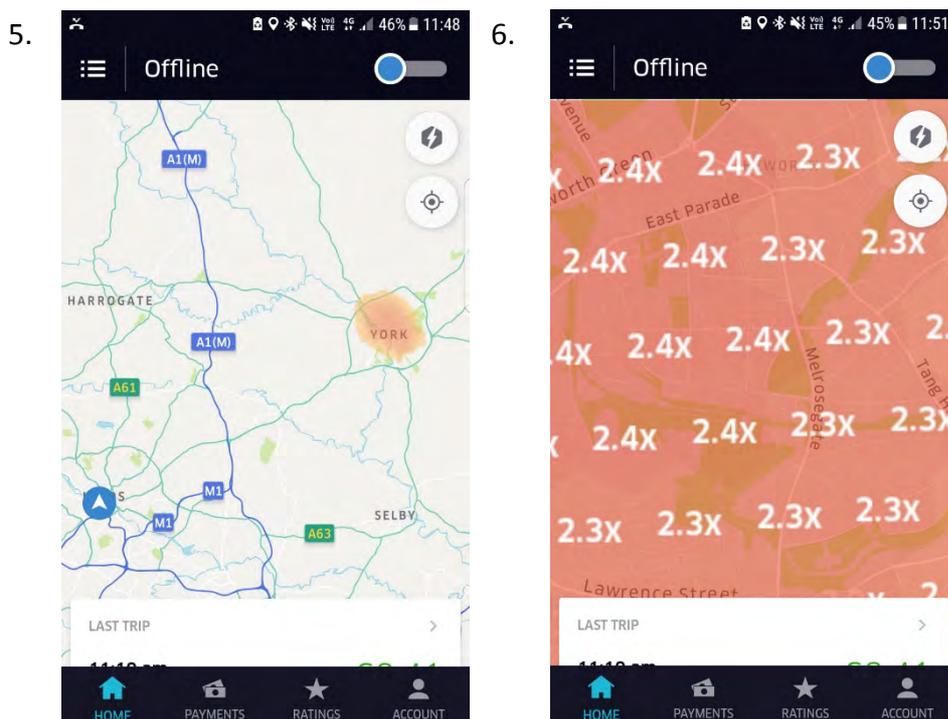
🌐 ENGLISH 🌐 Help

Wednesday 16 May 2018

11.25-11.26 Driver App open on home page. User located in York (white arrow in blue circle) shows location). Home page is a map that shows “heat” in terms of surge in the user’s region (Yorkshire). App user can scroll and zoom on map. Here, no surge in Leeds, surge shown in York (figs 2 & 3 show zooming in to surge area - level of surge shown on fig 3). Figs 2 and 3 show flash surge icon in top right hand corner - in fig 1, this has been clicked on to show surge range.

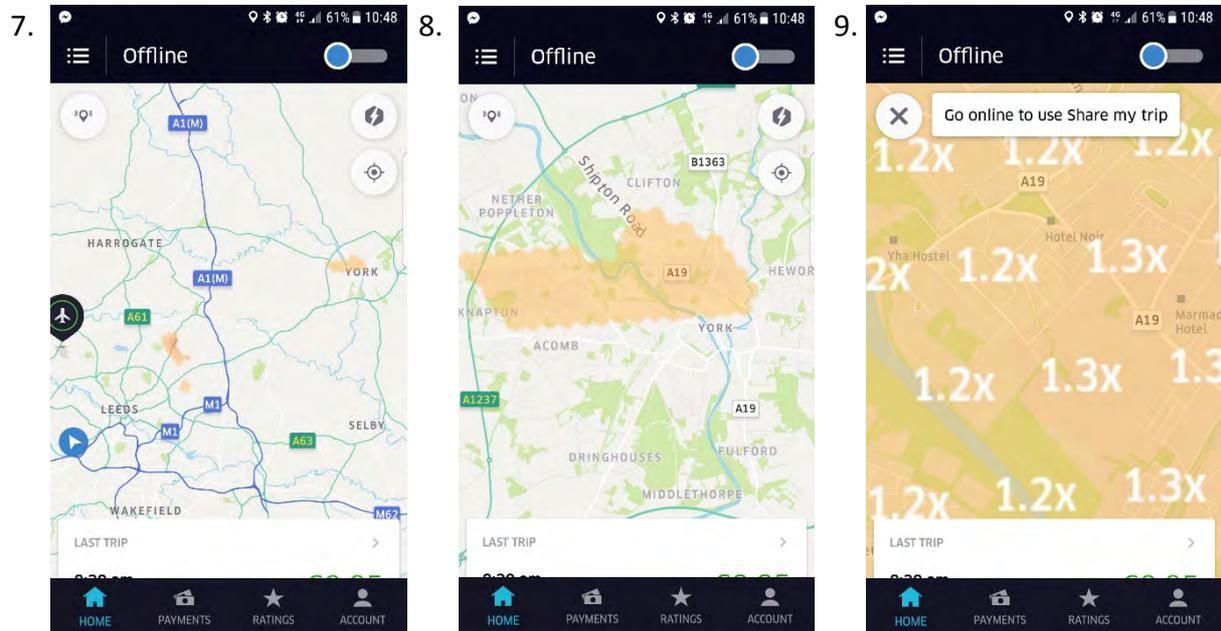


11.48-11.51 - Driver App open on home page. User in Leeds - (note position of white arrow in blue circle) - surge indicated by flash icon - no surge in Leeds, showing surge in York (fig. 6 shows zoom into surge area and level of surge).

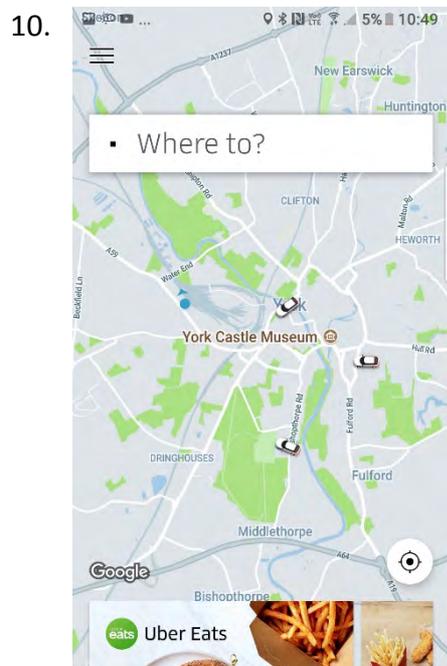


Thursday 17 May 2018

10.48 Driver App open on home page. User located to south-west of Leeds (white arrow in blue circle shows location). Flash icon shows surge: no surge in Leeds, surges shown (fig 7) in Leeds outskirts (Bardsey/Scarcroft) and York (figs 8 & 9 show zooming in to York surge area - level of surge shown on fig 9).

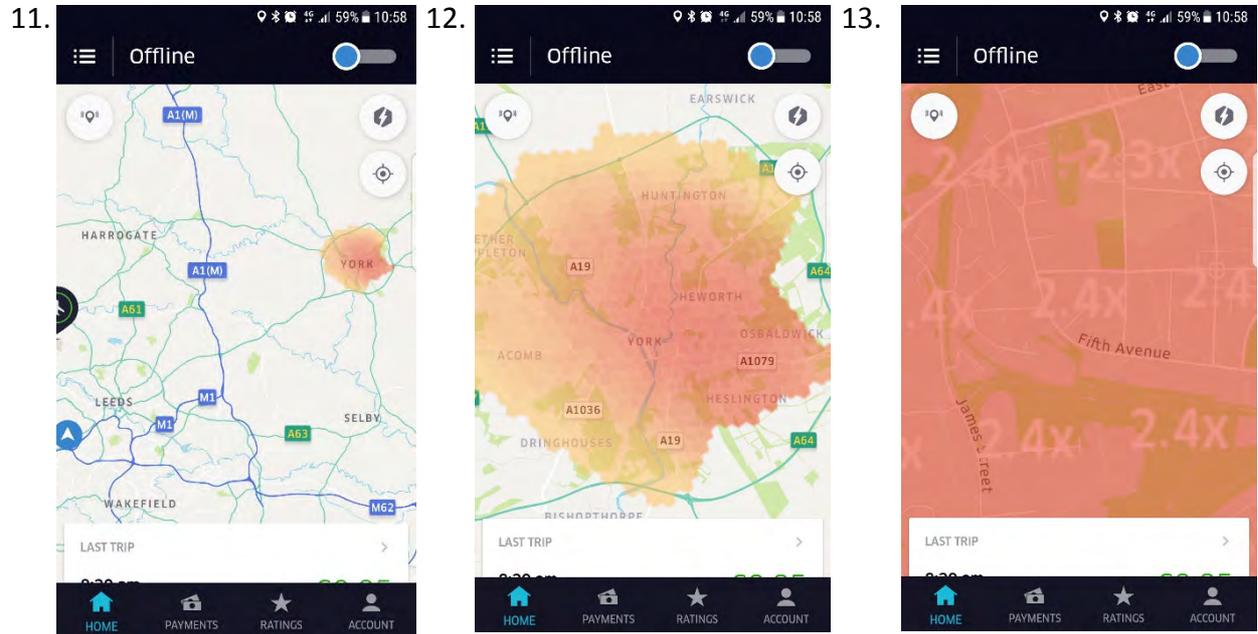


10.49 Rider App open in York showing vehicles available for hire.



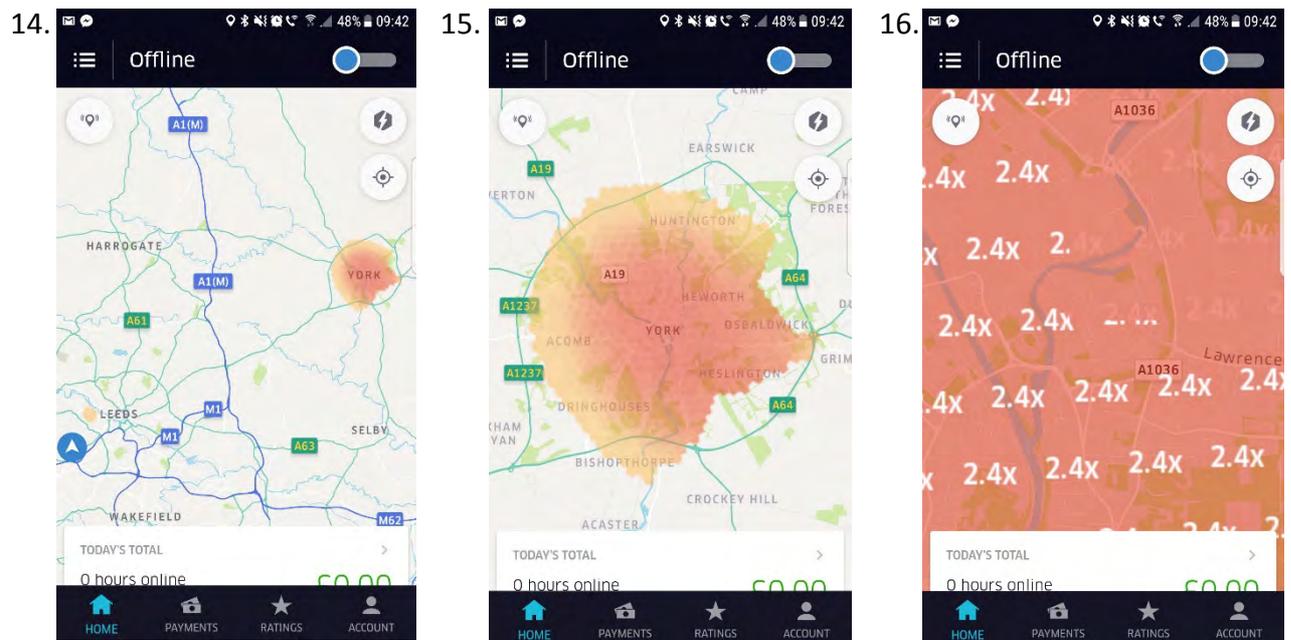
Thursday 17 May 2018

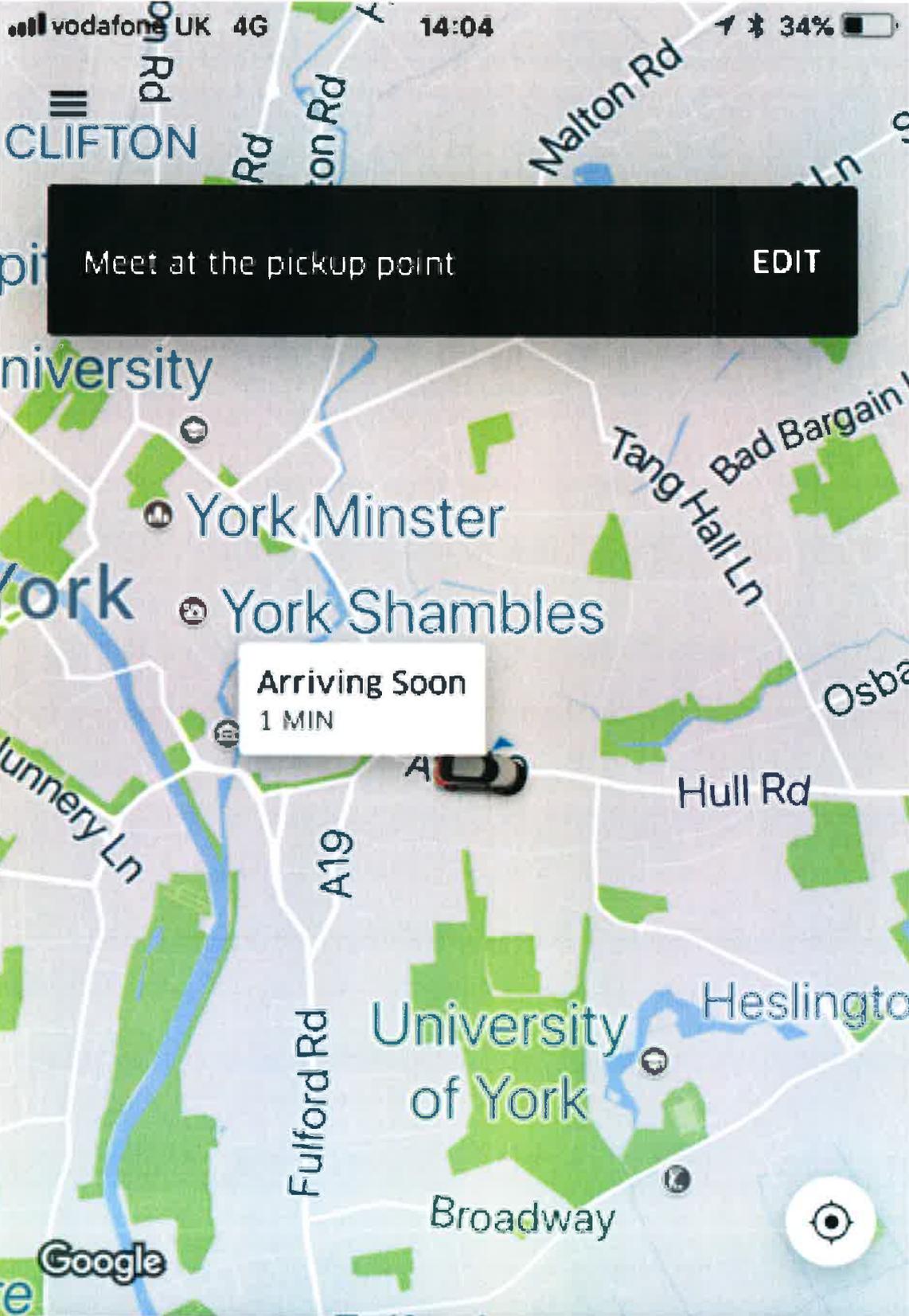
10.58 Driver App open on home page. User located to south-west of Leeds (white arrow in blue shows location). Flash icon shows surge. Here, no surge in Leeds, surge shown (fig 11) in York (figs 12 & 13 show zooming in to York surge area - level of surge shown on fig 13).



Friday 18 May 2018

09.42 Driver App open on home page. User located in Leeds (white arrow in blue shows location). Flash icon shows surge. Here, small surge in Leeds, larger surge in York (fig 14). Figs 15 & 16 show zooming in to York surge area - level of surge shown on fig 16).





Meet at the pickup point EDIT

Arriving Soon
1 MIN



Abdulkarim 4.87★
Toyota Prius

GY60ARU

Licensed by Leeds council, PHL 6364

Steve McNamara

From: Uber Receipts <uber.uk@uber.com>
Sent: 27 April 2018 14:22
To: Steve McNamara
Subject: Your Friday afternoon trip with Uber



£22.39 ⚡

Thanks for choosing Uber, Steve

April 27, 2018 | uberX | Surge x3.7

02:05pm | 128 Lawrence St, York YO10 3ES, UK

02:20pm | 405 Station Rd, York YO1 6HP, UK



You rode with Abdulkarim

1.80	00:15:54	uberX
miles	Trip time	Car

☆☆☆☆☆
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