

Private Hire Operator Quality Rating Scheme Consultation

The City Council is proposing to introduce a Quality Rating Scheme (QRS) in respect of private hire operators. This QRS would score Private Hire Operators on their level of compliance with licence conditions and hopefully provide positive encouragement to improve standards.

It is proposed that a quality rating, similar to that of FHRS from the Food Standards Agency, to be published on the Birmingham City Council website allowing members of the public to make informed choices about who they use.

The aim of the scheme is to promote the private hire trade within Birmingham and attempt to drive up service standards; making operators more accountable for the actions of their drivers.

It is anticipated that by publicising the rating of operators assessed under the scheme would give greater customer confidence in their choice of operator, hence increasing competition and driving up standards across the trade.

The Food Hygiene Rating Schemes is operated by over 300 Local Authorities in England and evidence suggests that publicising food hygiene scores has brought about improvement in levels of hygiene.

It is anticipated that publicising compliance with Private Hire Operator Conditions would increase compliance and, in turn, increase safety standards for members of the public.

Proposal

The proposed scheme will cover all licensed Private Hire Operators, within Birmingham, and the scoring of the business will be based on compliance with the indicators listed on the assessment form, attached as Appendix 1.

There are currently 47 items on which each operator will be assessed. One point will be allocated for compliance with all aspects of each item.

These 47 items however are not definite and may be subject to amendment removal completely or new items introduced depending on the outcome of this consultation.

In an attempt to make operators more accountable for their drivers, 5 points will be deducted if a driver representing their company is cautioned or prosecuted for plying for hire.

There will be 2 types of indicator on which the assessments will be based.

Essential criteria: based on the new proposed conditions attached to each operator licence; and

Bonus criteria: evidence of written policies and procedures to demonstrate best practice, support of their own staff through training and implementing measures to enhance consumer experience and safety.

There are currently 28 Essential criteria and 19 Bonus items.

Each operator will then be allocated a quality rating based on their score:

- <10 points– Licensed.
- 11 - 20 points – Bronze.
- 21 - 30 points – Silver.
- 30 - 45 points – Gold.
- >45 – Platinum.

It is anticipated that assessments will be on an annual basis, conducted during routine inspections. If an operator wishes to make improvements and apply for a secondary inspection, they may do so on payment of a fee.

The results of the quality rating scheme will be published on City Council Licensing web pages.

1. Are you a

LICENSED OPERATOR/DRIVER/VEHICLE OWNER/MEMBER OF THE PUBLIC?
2. If you are a Private Hire Operator, do you think the introduction of a published QRS will aid to grow your business from a marketing view point?

YES/NO/NA
3. If you are a member of the public, would a published QRS influence your choice when ordering a vehicle to take you out/home?

YES/NO/NA
4. If you are a driver, would a published QRS influence who you chose to work for?

YES/NO/NA
5. Do you think the introduction of a QRS will help drive up operator standards in Birmingham?

YES/NO
- 5.a If you answered no to Q5 please can you explain why not?

6. Are there any specific scoring points you would like to see added?

7. Are there any specific scoring points you think should be removed?

8. Are there any specific scoring points you think should be amended?

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to question 8.

9. Do you have any further comments you wish to make in regard to the proposed introduction of a published QRS for Private Hire Operators?

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We want to know who uses our services to help us provide a fair and equal service to everyone in Birmingham. Please would you complete the following questions about you?

9. Please tick one box only

How old are you?

0-17	18-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+	Prefer not to say
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Please tick one box only

What is your sex?

Female

☐

Male

☐

11. Please tick one box only

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

Yes

☐

No

☐

Prefer not to say

☐

12. Please tick one box only

What is your ethnic group?

White (English/
Welsh/Scottish/
Northern Irish/
British)

☐

Any other
White
background

☐

Mixed/multiple
ethnic groups

☐

Asian/Asian
British

☐

Black
African/
Caribbean/
Black British

☐

Other ethnic
group

☐

13. What is your sexual orientation?

☐ Bisexual

☐ Gay or Lesbian

☐ Heterosexual or Straight

☐ Other

☐ Prefer not to say

14. What is your religion or belief?

- ☐ No religion
- ☐ Christian (including Church of England, Catholic, Protestant and other Christian denominations)
- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ Any other religion