

Paul Hughes

From: Taxi Licensing
Sent: Tuesday 01 March 2016 09:52
To: Paul Hughes
Subject: FW: FAO Paul Hughes re Driving Miss Daisy Cranleigh - Re Gail Grace
Attachments: Paul Hughes letter.docx; daisycar7.jpeg; daisycar6.jpeg; daisycar5.jpeg; daisycar4.jpeg; daisycar3.jpeg; daisycar2.jpeg; daisycar1.jpeg; cherry and group

From: tori.lumb@drivingmissdaisyuk.co.uk [<mailto:tori.lumb@drivingmissdaisyuk.co.uk>]
Sent: Tuesday 01 March 2016 09:17
To: Taxi Licensing
Cc: cranleigh
Subject: FAO Paul Hughes re Driving Miss Daisy Cranleigh

Dear Paul

Please find attached a letter from me at Driving Miss Daisy Farnham/Surrey to support an application for plate dispensation for Gail Grace, of Driving Miss Daisy Cranleigh. I have also attached some photos of one of our Farnham cars (they are identical) along with details of the conditions placed on us at the time we were granted dispensation. Gail will follow this with her own email later today. I hope this will be sufficient to avoid the need to go to committee, but I'm sure you will advise Gail on this. In the meantime, please let me know if I can provide any other information to help.

Kind regards

Tori

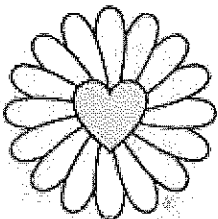
Tori Lumb

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Miss Daisy®

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Paul Hughes
Licensing Office
Waverley Borough Council
The Burys, Godalming
Surrey
GU7 1HR

29th February 2016

Dear Paul

Further to our conversation I wanted to give you some details of our request for the Cranleigh branch of Driving Miss Daisy. Gail Grace is the owner and operator of that business and is in the process of getting her own private hire licence, an operators licence and vehicle licence.

Gail has bought the same car as we have in Farnham, a Skoda Roomster. The car will be sign-written in the same way as our 2 cars, with daisies and our contact details.

As I'm sure you recall, we went to committee to obtain our plate dispensation, which was granted subject to a number of conditions. One of these was to have licenced vehicle written on the car. I have attached some images of the cars to show this, and other views.

In addition, the plate is carried in the boot, along with a copy of our dispensation letter, and drivers are always required to wear their licence on the lanyard while they are driving customers. One other requirement was for marketing literature to state that we were licensed. Our marketing material and website now clearly state that we are licensed by the Local Authority.

Gail would like to apply for plate dispensation for her vehicle, on the same grounds as our application. Our customers take great reassurance from the fact that we are licenced and we emphasise this with new customers. However, we consider Driving Miss Daisy to primarily be a Companion Service, and see ourselves as offering a very different service to that of a taxi/traditional private hire vehicle. Our customers are very often those who would not otherwise book a taxi.

When we stated our case to the committee they understood how unique we were in the marketplace and were happy to grant us dispensation. I would ask that you give Gail's application due consideration.

Yours sincerely

Tori Lumb
Director, Driving Miss Daisy