
Report of the Assistant Chief Executive (Corporate Governance)

To the Licensing and Regulatory Panel

Date: 18th November 2008

Subject: NVQ & BTEC TESTING – FURTHER INFORMATION REPORT

Electoral Wards Affected:

All

Specific Implications For:

Ethnic minorities

Women

Disabled people

Executive Summary

This is an information report informing Members of events since they approved the introduction of NVQ & BTEC testing for all licensed Hackney Carriage and Private Hire drivers and those applicants accessing the trade.

1.0 PURPOSE OF THIS REPORT

1.1 To inform Members of the progress of the NVQ & BTEC training program

2.0 BACKGROUND INFORMATION

2.1 Members approved the introduction of NVQ & BTEC testing for all licensed Hackney Carriage and Private Hire drivers and those applicants accessing the trade at the September, 2008, Licensing & Regulatory Panel meeting.

2.2 Since then information was sent to the home of every licensed driver to advise them of the decision made by the Leeds Licensing and Regulatory Panel along with an invitation to attend an information 'Open Day'. The Open Days were held at John Charles Stadium, Pudsey Civic Hall, Temple Newsam and The Business Centre, Carlisle Road, Bradford. They were successful in attracting over 600 drivers, many of whom have now signed up to the training.

2.3 GoSkills staff and a number of training providers, who are already successfully delivering the BTEC and NVQ training, were in attendance. The training providers gave presentations on how the training would be delivered and drivers were invited to ask questions, have discussions with Officers, GoSkills and the training providers before making their own decision on who they chose.

2.4 The first formal presentation of certificates took place at the premises of the training provider Norton and Webb by Councilor Feldman on behalf of the Licensing & Regulatory Panel. The event was published by the local press.

2.5 The next steps are to:-

- Work with the training providers to develop a strategy which will motivate drivers and operators.
- Target licensed drivers who have not yet registered for the training and distributing a flyer to them with the contact details of those training providers who have been identified as being able to deliver both the BTEC and NVQ Training.
- Focus on the Operators directly to motivate their drivers and highlight the business benefits for them.
- Include follow-up information in licence renewal reminder letters
- Hold more Open Days in spring 2009
- Increased use of the Council web site offering full information
- Readily available printed information at the Licensing Office and Operator bases
- A 'count down' strategy to focus the minds of the those licensed drivers who are avoiding or delaying the training
- Keeping the media informed of events, particularly key milestones

3.0 MAIN ISSUES

3.1 That Members are kept informed of early days issues and can see the strategy for promoting the benefits of the NVQ & BTEC training within the trade.

4.0 IMPLICATIONS FOR COUNCIL POLICY AND GOVERNANCE

None

5.0 LEGAL CONSULTATION AND RESOURCE IMPLICATIONS

5.1 Highlighted in previous report and as set out in '3.0 Main Issues'.

6.0 CONCLUSIONS

6.1 There has been an encouraging start in terms of voluntary uptake and the combination of encouragement, information and reminder of consequences of not undertaking the training enable reasonable monitoring of the policy to be maintained.

7.0 RECOMMENDATIONS

7.1 That Members note the report along with any observations they might have