

# Appendix L

Licensee Representations

**From:** [REDACTED]  
**Sent:** 08 February 2018 12:27  
**To:** [REDACTED]  
**Subject:** FW: Uber New Licence Application

**From:** [REDACTED]  
**Sent:** 08 February 2018 12:05  
**To:** licensingservice  
**Subject:** Fw: Uber New Licence Application

To Steve Lonnia,

Firstly I would like to thank Sheffield City Council Taxi Licensing Team that lifted Uber suspension over the festive period so I could still work with Uber over that period and feed my family and pay my bills.

I am writing this email to support Ubers application for a operators licence in Sheffield, I have worked with Uber in Sheffield for over 1 year now and before I worked with City taxis.I can honestly say as a taxi driver with over 20 years experience that I feel more safer as a driver that predominantly works nights with Uber and also the customer feels much more safer.The customers on numerous occassions have mentioned the beauty and safety aspect of not just the Uber app but also the journey..For example how all relevant information is made available to the user before and after the journey.The customer is sent all driver and car details before journey commences and also a picture of the driver as a safety aspect.All the journey can be tracked before, while and after the booking has been completed.Younger females love this aspect but also that you dont need to carry cash on you and you will always have the means of getting home on a night out even if you dont have cash on you.

Uber in Sheffield is a must as you are aware of how we are a Massive Two Universities City and that has probably around 80,000 students that come to this great and wonderful City.We have many students from the U.K but also from Europe and from the other parts of the world like India and China who are regular users of Uber and have great trust in the service. It would be wrong and unjust for these 80,000 or so STUDENTS not to be able to access this service in our Great City.FACT..students love Uber...We are modern,innovating,vibrant and a City with a vision of the future.So many good things are happening in Sheffield with all new developments in the City Centre and Sheffield is definately growing and really coming up.Uber Taxi App is part of this in Sheffield.As a City we do not want to go Backwards but keep moving forwards!!

The Private Hire Trade in Sheffield mainly consists of One Mega Player which is City Taxis.City Taxis probably controls and completes around 80/85% of all private hire booking in Sheffield and around roughly 90% of all private hire drivers work with City Taxis. City Taxis in Sheffield is a MONOPOLY without Uber in Sheffield it would an even bigger MONOPOLY.In Sheffield we need more competition and not less!! The Sheffield public need a greater and wider choice for taxi services at the moment it is very limited.There is no doubt that the monopoly which is City Taxis is providing a good service but at sometimes of the day and at weekends it can not keep up with DEMAND so where and what do those customers do if thet cant get a taxi with City Taxis and YES it does happen.WE are the 5th BIGGEST CITY in ENGLAND and have a estimated population of over 600,000 and will only have one major TAXI SERVICE in Sheffield if we didnt have UBER in Sheffield.That would a tragedy for the people who use taxis in Sheffield but also for the taxi

drivers who will have NO choice!My plea to you is that please look at the taxi trade in Sheffield and you will notice it is a monopoly held by City Taxis and monopolies are no good for consumers or for healthy competition..

We need to have Uber in Sheffield and its licence application approved.Many drivers like me once worked for City Taxis and now work with Uber (Over 200 Scs licensed drivers) we enjoy and prefer working with Uber.I know I cant go back to City Taxis after leaving/fallout with them ...Please give drivers and customers a choice.In SHEFFIELD there will be no choice and we all want a choice.

I AM IN SUPPORT OF UBER LICENCE BEING APPROVED!

Yours Kindly



[REDACTED]  
**From:** [REDACTED]  
**Sent:** 15 January 2018 11:39  
**To:** [REDACTED]  
**Subject:** FW: Uber driver

**From:** [REDACTED]  
**Sent:** 12 January 2018 13:25  
**To:** licensingservice  
**Subject:** Uber driver

Good day

My name is [REDACTED]

Phv license number [REDACTED]

I've been phv for 22 plus yrs

Last February I joined Uber . I was unsure if I was doing the right move  
Now since then I'm absolutely enjoying the job

As previously I'd decided on leaving the trade as a driver Sheffield companies had no respect for us  
You would be told like it or lump it

Problems occur in all jobs but I must say Uber have sorted any issues with a yes sir

I'm only part time now and the way Uber let me pay as I earn is fantastic

Other companies have no intention in introduce this method as I have mentioned in Sheffield taxi forum  
Facebook

My taxi insurance is due in 4 weeks and to spend £1000 plus unsure I may be forced out of job quite  
daunting

Anyhow sorry for long maun

My future and many other scc boys and girls could find ourselves with out work

Many thanks [REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** 06 February 2018 14:37  
**To:** [REDACTED]  
**Subject:** FW: Uber licence renewal

**From:** [REDACTED]  
**Sent:** 06 February 2018 13:13  
**To:** licensingservice  
**Subject:** Fw: Uber licence renewal

To Steve Lonnia and his team,  
I am writing this email in support of Sheffield City Council approving Uber Licence application. I personally do not work for Uber at the moment but work for City Taxis. I feel in Sheffield competition is very limited and we have One big player which is City Taxis. The City of Sheffield needs more competition and hopefully more taxi services to operate. To not renew Uber Licence would only create a bigger monopoly and create bigger problems for drivers and customers in the future. For Example already drivers are being bullied and harassed by company owners if they raise their voice and concerns about company practices and this will get much worse if we dont allow healthy competition. So basically lets not listen to all the negative hype but understand that in this City we need Uber Taxis. I hope and pray that we all come to our senses and allow Uber to keep operating for the goodness of the whole trade and not play politics with drivers livelihoods.

Thanks for your time

[REDACTED]

**Subject:**

FW: Uber Licence Renewal

**From:** [REDACTED]

**Sent:** 01 February 2018 13:59

**To:** licensingservice

**Subject:** Uber Licence Renewal

To licensing department,

I am very worried about the current state of taxi services in Sheffield. Firstly there is a very limited choice for the taxi users and taxi drivers in Sheffield. So I am typing this email in support of Uber and seriously think the licence application should be approved. In Sheffield if there was no Uber to provide taxi services we would have an even bigger monopoly by one company and how would that be in interest of the Sheffield public? Sheffield needs more competition and more choice and this benefits the trade and also the taxi users. I hope and pray we still have Uber operating in Sheffield.

[REDACTED]  
01/02/2018

**Subject:**

FW: Fw: Uber

**From:**

**Sent:** 31 January 2018 15:40

**To:**

**Subject:** Fwd: Fw: Uber

-----Original message-----

**Date :** 30/12/2017 - 18:20 (GMT)

**To :**

**Subject :** Fw: Uber

Sheffield

I am writing to you today to put forward my views as a Sheffield Uber Driver .

I joined Uber in August 2015 after holding my Private Hire Licence for many years and working for a local taxi firm when i joined Uber it was quite new to Sheffield and i was one of the first to join, i found the whole introduction process both professional and informative and found joining Uber was easy and stress free

Through out my Career i have found my move to Uber to be on of the best of my decisions i have made for both myself and my family. The whole booking process is effortless for the customer and from me arriving at the customers location to drop off at the destination the whole journey is smooth and pleasant.

The no cash payment concept allows me to keep track of my earnings in an easy to use application that has made me feel safe and secure with my passengers, not dealing with cash has also left my family feeling more at ease that i am safe and in no immediate danger when working late nights.

Been a driver with a high level of 5 star ratings i have no doubt that the public have adapted to this new private hire concept and are in fact choosing Uber over more well established taxi firms in and around the Sheffield area. The feedback i receive is nothing but praise for Uber and its drivers. Some of who like myself offer customers, free wifi, water, chocolates and the facilities to charge their phone and play their own music.

I would like the opportunity to continue being part of Uber for many years to come .

[REDACTED]

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**Subject:**

FW [REDACTED]

**From:** [REDACTED]

**Sent:** 31 January 2018 15:42

**To:** [REDACTED]

**Subject:** [REDACTED]

[REDACTED]  
Sheffield  
[REDACTED]

We are writing to give our review as Uber customers and children to an Uber driver.

Our Father has worked for Uber for a number of years and in this time we have found him to be more relaxed, content and happy within his career not only has Uber continued to give our dad the flexibility he requires to give him the work life/family balance he needs this has also allowed us to feel happy that our dad is safe and secure when driving his customers, with no cash payments we no longer have the fear that he could be in danger or put in harms way.

Uber was a fairly new concept when our dad started working for you but in the last 2 years we have watched Uber flourish into the next best thing, we would never chose the alternative to Uber as everything is done at the click of a button no more phone calls for an update on when your taxi will arrive or having to speak with rude call centre staff we can book at ease, pay at ease and most importantly we feel safe when we are travelling.

I myself been a 28 year old women would feel safe in booking and Uber and been alone with the driver, i also have no issues with my brother who is a 15 year old boy been in an Uber vehicle alone.

We have nothing but praise for Uber and all it has achieved and we do hope that Uber will be around for many years to come.