

**Committee:** Licensing and Environmental Health Committee  
**Title:** Report on Operator - OLA  
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## Summary

To inform Committee of OLA, an APP based Operator now authorised to operate in UDC primarily at Stansted Airport.

## Recommendations

To note the granting to OLA of an Uttlesford Operators license.

## Financial Implications

N/A

## Impact

Communication/Consultation	OLA have fully engaged with the Licensing Dept and also presented to the Chair and Vice-chair of their operating procedure
Community Safety	OLA have a number of safeguard features that are available on their app. Not only for the passenger but also the driver
Equalities	As an app OLA does not appear to have any issues in regard to equality.
Health and Safety	No impact on employee health and safety.
Human Rights/Legal Implications	Section 1 and Schedule 1 Parts I & II of The Human Rights Act 1998 apply:  Article 1 – Every person is entitled to the peaceful enjoyment of his or her possessions including the possession of licence and shall not be deprived of the possession except in the public interest.  Article 6 – That in the determination of civil rights and obligations everyone is entitled

	<p>to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.</p> <p>2. The Local Government (Miscellaneous Provisions) Act 1976, allows a Local Authority to determine the suitability of an applicant for the grant of taxi and private hire vehicle Licenses and to request such information as it considers reasonably necessary from the applicant in order to determine if a licence should be granted/revoked.</p>
Sustainability	No issues arising.
Ward-specific impacts	All.
Workforce/Workplace	No issues arising.

## Situation

### Ola Private Hire Operating Licence Application

Ola launched in the UK in 2018 across South Wales and the South West of England as the UK's first ride-hailing app for both private hire vehicles and metered taxis.

Ola are a fully app-based private hire operator, although it is important to note that they do also have hackney carriages on their platform. Their business model is similar to other app-based operators who have entered the market in recent years, whereby customers (termed 'riders') request a ride via their mobile phone, with the vehicle and driver dispatched automatically through the app (acting as operator) and GPS guiding them to the destination. Payment is taken automatically via the rider's preferred method (usually credit or debit card) at completion of the journey.

Specifically relating to Uttlesford, Ola has worked closely with us and they view Uttlesford as a natural area of expansion following their successful launch in London in February. They did plan to roll out the Ola app to the London suburbs within months, however current circumstances means that this is now likely to be delayed, however this does not change their view of Uttlesford as a key area for future growth.'

They have operator licenses in South Wales, South West, Merseyside, West Midlands and Reading.

Mr Karl Lutzow's gave a presentation on the 2 March 2020 to the Licensing Chair and Vice Chair, as well as our legal adviser, explaining how Ola operate and answering questions from the floor.

They have acquired a tenancy at a premises in Uttlesford as per the requirement of Uttlesford private hire operator's policy. They would observe the triple lock requirement of using Uttlesford drivers and Uttlesford vehicles booked through the Uttlesford operator licence, but vehicles licensed by other authorities would of course be able to do these jobs through the provisions of a sub-contracting system from an operator's licence Ola hold in other authorities.

Ola have been granted a private hire operator's licence from Uttlesford District Council having met the criteria.

**Risk Analysis**

Risk - 1	Likelihood	Impact	Mitigating actions
There is no more risk than there is to any other Operator that has been authorised by Uttlesford. Due diligence has been carried out	OLA have stated that only Uttlesford drivers will be used under this operator license. Reducing the likelihood as UDC manage the risk.	This reduces the impact due to the fact that UDC have authority over who drives. Therefore UDC can control standards of driving and reduce impact	Mitigation will involve regular enforcement activity to maintain standards. When information is received a proportionate investigation will be carried out.

- 1 = Little or no risk or impact
- 2 = Some risk or impact – action may be necessary.
- 3 = Significant risk or impact – action required
- 4 = Near certainty of risk occurring, catastrophic effect or failure of project.