



**TAXI LICENSING AND APPEALS
COMMITTEE
4 October 2012**

ITEM 7

Report of the Strategic Director of
Neighbourhoods

ADVERTISING UPDATE

SUMMARY

- 1.1 Following the agreement at the last Committee to allow advertising on private hire door signs and to amend the existing private hire vehicle condition 11 and the existing hackney carriage advertising policy, a six week consultation process is proposed.
- 1.2 In order to ensure the agreed proposals can be implemented as soon as possible, agreement is also sought to delegate the power to consider any comments received to the Strategic Director of Neighbourhoods in consultation with the Chair and reported back to Committee on 6 December.

RECOMMENDATION

- 2.1 To agree the consultation process set out in the report.
- 2.2 To agree to delegate the power to consider any comments received to the Strategic Director of Neighbourhoods in consultation with the Chair.

REASONS FOR RECOMMENDATION

- 3.1 To ensure the new proposals on advertising on door signs are implemented as soon as possible.

SUPPORTING INFORMATION

- 4.1 At the last meeting, along with agreeing to amend the private hire vehicle licence conditions to allow advertising on door signs, members also agreed to amend the current hackney carriage advertising and introduce an advertising policy for all licensed vehicles.
- 4.2 Members agreed to consult with the private hire trade and the hackney carriage trade.

- 4.3 Further information has been sought from the Council's Consultation Team on an appropriate timescale for consultation and it is proposed that this is undertaken for a period of six weeks.
- 4.4 In order for the policy to be introduced as soon as possible and for the private hire operators to begin to take advantage of the agreed door sign advertising, it is proposed to delegate the power to consider any comments received during the consultation process to the Strategic Director of Neighbourhoods in consultation with the Chair and report the findings of this exercise back to Committee on 6 December.

OTHER OPTIONS CONSIDERED

- 5.1 Not applicable.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	Olu Idowu John Tomlinson John Parnham
For more information contact: Background papers: List of appendices:	Michael Kay 01332 641940 e-mail michael.kay@derby.gov.uk None Appendix 1 – Implications

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IMPLICATIONS

Financial

- 1.1 None.

Legal

- 2.1 The scope and duration of the consultation process have been considered by the Council's Consultation Team.

Personnel

- 3.1 None.

Equalities Impact

- 4.1 The proposals set out in the consultation process will affect private hire drivers, private hire operators and hackney carriage drivers.

Health and Safety

- 5.1 None.

Carbon commitment

- 6.1 None.

Value for money

- 7.1 None.

Corporate objectives and priorities for change

- 8.1 The proposal supports the corporate priorities to ensure the people in Derby will enjoy **good quality services that meet local needs**.