



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE 17 October 2007

ITEM 7

Report of the Interim Director of Environmental Services

Request To Consider Advertising On Private Hire Vehicles

RECOMMENDATION

- 1.1 To consider the request received and decide whether to approve advertising on private hire vehicles.
- 1.2 If approved, agree the size and format of the advertising.

SUPPORTING INFORMATION

- 2.1 At a recent private hire trade meeting, the Council received a request for members to consider the display of advertisements on licensed private hire vehicles.
- 2.2 Mark Keenan, the manager of Western Cars, suggested that 'discreet' advertisements could be carried by private hire vehicles and, if approved by committee, proposed that any advertisements should be restricted to within either the existing door sign, or within a similarly-sized magnetic panel to be placed on the side doors that do not carry any existing door signage.
- 2.3 To date, only licensed hackney carriages have been allowed to carry advertisements that have been approved by the Assistant Director - Environmental Health and Trading Standards, as conforming to the Council's advertising policy for such advertisements. If approved, it is proposed that this policy would also be applied to advertising on private hire vehicles.
- 2.4 Officers have cautioned in the past against the option of advertisements on private hire vehicles, as these vehicles often closely resemble private cars. Potential passengers might be tempted to enter an unlicensed private car bearing such advertisements, believing it to be a licensed vehicle. In such circumstances, the passengers might then be at considerable risk. In contrast, hackney carriages are all one corporate colour and are more readily identifiable as licensed vehicles.
- 2.5 Mr Keenan has stated that hackney carriages licensed by the Council are able to carry advertisements and that the private hire trade should have parity with the hackney trade.

For more information contact:	David Dowbenko tel 01332 716268 e-mail dave.dowbenko@derby.gov.uk
Background papers:	None
List of Appendices:	Appendix 1 - Implications

--

APPENDIX 1

IMPLICATIONS

Financial

1. None

Legal

2. None

Personnel

3. None

Equalities impact

4. None

Corporate priorities

5. Taxi Licensing contributes to the priority of **delivering excellent services and value for money.**