



**TAXI LICENSING AND APPEALS  
COMMITTEE  
6 December 2012**

# ITEM 6

Report of the Strategic Director of  
Neighbourhoods

## ADVERTISING UPDATE

### SUMMARY

- 1.1 Committee have previously agreed 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.
- 1.2 A consultation process has been undertaken and this report updates Members on the outcome of this process.

### RECOMMENDATION

- 2.1 To note the information about the outcome of the consultation processes and the decision made by the Strategic Director of Neighbourhoods in consultation with the Chair to introduce the original proposals with no amendments.

### REASONS FOR RECOMMENDATION

- 3.1 Previously agreed action.

### SUPPORTING INFORMATION

- 4.1 At the last meeting, committee agreed to undertake a consultation process on two proposals; an amendment to the private hire vehicle licence conditions to allow advertising on door signs and an amendment to the current hackney carriage advertising policy to introduce an advertising policy for all licensed vehicles.
- 4.2 Following the consultation process, committee agreed to delegate the power to consider any comments received to the Strategic Director of Neighbourhoods in consultation with the Chair.

- 4.3 The consultation has taken place. In total, twenty-one responses were received. Fifteen of these responses were either incomplete or incorrectly completed. Two responses objected to the proposals; four responses were in support of the proposals.

The valid responses have been considered by the Strategic Director of Neighbourhoods in consultation with the Chair and no amendments to the original proposals have been considered necessary. Therefore the proposals agreed by committee can now be implemented.

#### **OTHER OPTIONS CONSIDERED**

- 5.1 Not applicable.

**This report has been approved by the following officers:**

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| <b>Legal officer</b><br><b>Financial officer</b><br><b>Human Resources officer</b><br><b>Service Director(s)</b><br><b>Other(s)</b> | Olu Idowu<br>N/A<br>N/A<br>John Tomlinson  |
| <b>For more information contact:</b><br><b>Background papers:</b><br><b>List of appendices:</b>                                     | Sandra Mansell 01332 641931 e-mail <a href="mailto:sandra.mansell@derby.gov.uk">sandra.mansell@derby.gov.uk</a><br>None<br>Appendix 1 – Implications |

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| <b>IMPLICATIONS</b> |
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**Financial**

- 1.1 None arising.

**Legal**

- 2.1 Consultation has been carried out in accordance with the Council's Consultation processes.

**Personnel**

- 3.1 None arising.

**Equalities Impact**

- 4.1 None arising.

**Health and Safety**

- 5.1 None arising.

**Carbon commitment**

- 6.1 None arising.

**Value for money**

- 7.1 None arising.

**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**.