



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE
20 December 2006

Report of the Director of Environmental Services

**DETAILED APPROVAL OF NARROWBAND WIRELESS
BROADCAST TV SCREENS IN HACKNEY CARRIAGES
(‘CABTIVATE’)**

RECOMMENDATION

- 1.1 To consider the detailed approval of broadcasting narrowband wireless transmissions to public display screens located in licensed hackney carriages in Derby.
- 1.2 To approve the system manufactured by Cabtivate Media Systems Ltd to transmit data to public display screens located in licensed hackney carriages in Derby.

MATTERS FOR CONSIDERATION

- 2.1 At their previous meeting in October 2006, members considered in principle a proposal from Cabtivate Media Ltd to install flat screen wireless TV in taxis. Members agreed to approve the principle of narrowband wireless broadcasting to hackney carriages, but requested that they should be supplied with safety and approval data and the opportunity to view advertisements online. In addition, feedback from other authorities where Cabtivate systems were already operational was requested and the provision of draft conditions for enforcement should detailed approval be agreed.
- 2.2 Cabtivate Media have provided details of their ‘E mark’ Approval, together with supporting schedules. Details of how to access the company website to view adverts have also been provided. These are attached as Appendix 2.
- 2.3 The applicant has informed officers that, despite having approval in many jurisdictions, the Cabtivate system is currently only fully operational in Edinburgh, Glasgow and Manchester and suggested that if feedback was required from other local authorities, these would be the ones to contact. Noting that the company was based in Edinburgh, officers decided to approach the other two authorities. Of these, Manchester failed to respond. Glasgow’s response is appended as Appendix 3.
- 2.4 As members have approved this type of advertising in principle, the taxi advertising policy will need to be amended. The hackney carriage licence conditions will also need to be amended to provide appropriate safeguards. Officers have therefore compiled draft conditions intended to apply to narrowband wireless broadcast TV screens in hackney carriages. These are detailed in Appendix 4.

- 2.5 The local hackney carriage trade representatives were consulted on the proposal and were broadly in favour of giving drivers/proprietors the option to install such a system if they wished to, although they did express some concerns about possible driver distraction. Another member of the taxi trade who is aware of the system has expressed concerns about the siting of the controls in the passenger compartment, and whether there are safety issues if a passenger has to move about in a moving vehicle to access the controls.

**For more information
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None

Background papers:

Appendix 1 - Implications

List of appendices:

Appendix 2 - 'E mark' Approval, together with supporting schedules.
Appendix 3 - Reply received from Glasgow City Council
Appendix 4 - Draft conditions suggested for addition to hackney carriage
licence conditions

IMPLICATIONS

Financial

1. None

Legal

2. **It** is for the Council to satisfy itself about the appropriateness of the proposal. Approval would oblige the Council to have reached a determination that the criteria for such approval meets the legislative requirement to safeguard the interests of the public. Although there is no legal obligation to accept the proposal, the grounds of any refusal are potentially challengeable by way of judicial review.

Personnel

3. There are resource implications if officers are required to pre-approve the advertising material before transmission in each case.

Equalities impact

4. None

Corporate Priorities

5. The proposal supports the council's priority of delivering excellent services, performance and value for money.