

FEEDBACK FROM GLASGOW CITY COUNCIL

I refer to your attached email regarding Cabtivate Media and can advise that approval for the use of this system in Glasgow was given in November 2004 subject to agreement on the method of approval of the advertising. Cabtivate Media commenced using taxis in Glasgow in June 2005. (In this respect I enclose a copy of a report which will be placed before this Council's Licensing & Regulatory Committee for decision on 15 November 2006).

It was agreed that the Council would access the Cabtivate website and approve artwork or not however it became obvious from the start that we had no means of retaining/copying the artwork which we approved. Cabtivate were requested to provide a disc of everything which we approved but failed to do so despite numerous requests to Mark Greenhaugh.

Since the arrival of a new Member of staff at Cabtivate this year, I now receive discs for approval prior to being downloaded onto the Cabtivate system. These have only been received for September, October and November of 2006. Between June 2005 and August 2006 taxis in Glasgow with the Cabtivate system in their taxis have been in breach of their licence conditions as approval for the advertising displayed in their vehicles had not been approved by this Authority.

Members will consider at their meeting of 15 November whether Cabtivate remains a medium which is suitable for use in Glasgow Taxis.

I trust that this will be of assistance to you however please do not hesitate to contact me should you require anything further.

Kind regards
Helen

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On 28 November 2006, the following additional message was received:

Committee approved the amended Taxi advertising policy including the use of Cabtivate. I will monitor and report back accordingly in the event that there are any further difficulties with the Company.

Regards
Helen