



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE

9 FEBRUARY 2005

Report of the Director of Corporate Services

ADVERTISING IN HACKNEY CARRIAGES

RECOMMENDATION

- 1.1 To approve, in principle, the use of video-based advertising in hackney carriages.
- 1.2 To request the Director of Corporate Services to review the hackney carriage vehicle specification and the advertising policy and make recommendations for amendments.

SUPPORTING INFORMATION

- 2.1 Requests have been received from two companies for the Council to allow 'video-based' advertising within its licensed hackney carriages.
- 2.2 The advertising would be provided via a flat screen (TFT) monitor mounted on the driver's side of the partition between the passenger and driver compartments. The monitor would be connected to a DVD drive or hard drive mounted in the driver compartment.
- 2.3 The advertising companies would produce the advertising material on DVD (or files loaded onto the hard drive) for use in the hackney carriages. The material is likely to feature local or national advertisements or public information messages.
- 2.4 Whilst licensing managers have no objection in principle to this advertising method, safeguards would need to be put in place to ensure that:
 - drivers/proprietors could not use the system to show anything other than the advertising material, in order to prevent the showing of copyright or unsuitable material,
 - the siting or use of equipment does not present a safety risk,
 - customers have the option to insist that the equipment is switched off, if they do not wish to watch or listen to it,
 - the advertising material complies with UK and EU legislation, and with the requirements of the Advertising Standards Authority,
 - the advertising material complies with the standards set out in the Council's Advertising Policy for hackney carriages.

- 2.5 Some promotional material supplied by one of the advertising companies, Infocab, is attached in Appendix 2.

For more information contact:	John Tomlinson Tel 01332 715214 e-mail john.tomlinson@derby.gov.uk
Background papers:	
List of Appendices:	Appendix 1 Implications Appendix 2 Promotional material, InfoCab Ltd

APPENDIX 1

IMPLICATIONS

Financial

1. None

Legal

2. Any person aggrieved by the Council's policies with regard to either vehicle specifications or advertising policy make seek a judicial review of the policy.

Personnel

3. None.

Equalities

4. Equalities issued would be addressed within the terms of the advertising policy.

Corporate Objectives and Priorities for change

5. Hackney Carriage and Private Hire Licensing contributes to the Council's objective of **protecting and supporting people**.