



**TAXI LICENSING AND APPEALS
COMMITTEE
5 July 2012**

ITEM 5

Report of the Strategic Director of
Neighbourhoods

ADVERTISING ON PRIVATE HIRE VEHICLES

SUMMARY

- 1.1 A request has been received from a local private hire company for Committee to consider allowing advertising on private hire vehicles.
- 1.2 This subject has been considered by Committee before on a number of occasions but has been refused on public safety grounds.

RECOMMENDATION

- 2.1 To resolve not to allow external advertising on private hire vehicles.

REASONS FOR RECOMMENDATION

- 3.1 To ensure the Council maintains it's obligation to safeguard public safety.

SUPPORTING INFORMATION

- 4.1 The Council has received a request from Western Cars to consider allowing the advertising on the outside of Private Hire vehicles. A summary of the main points of the request are attached at Appendix 2 for information. Further information has been promised which will be circulated before the meeting.
- 4.2 External advertising on private hire vehicles has been considered in the past, most recently at Committee on 14 October 2009. Members at that time noted that any type of advertising on private hire vehicles would cause safety hazards for passengers and resolved not to allow external advertising on private hire vehicles.
- 4.3 Previous concerns have been expressed about potential passengers who might be tempted to enter an unlicensed private car bearing such advertisements, believing it to be a licensed vehicle. In such circumstances, the Committee felt the passengers might then be at considerable risk.

- 4.4 In making its decision about advertising on private hire vehicles, the Committee should consider the need for them to look distinct from hackney carriages and that the introduction of advertising on private hire vehicles could affect this.

OTHER OPTIONS CONSIDERED

- 5.1 Not applicable

This report has been approved by the following officers:

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| Legal officer Financial officer Human Resources officer Service Director(s) Other(s) | Olu Idowu n/a n/a John Tomlinson n/a |
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| For more information contact: Background papers: List of appendices: | Michael Kay 01332 641940 e-mail michael.kay@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Information provided by Western Cars |
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| IMPLICATIONS |
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Financial

- 1.1 None.

Legal

- 2.1 As the licensing authority, the Council is obliged to ensure that its licensing policies and related terms and conditions effectively safeguard the public interest.

Personnel

- 3.1 None.

Equalities Impact

- 4.1 Private Hire Vehicles are different from Hackney Carriage Vehicles and other forms of public transport. The overriding consideration should be that of public safety.

Health and Safety

- 5.1 As set out in the report.

Carbon commitment

- 6.1 None.

Value for money

- 7.1 None.

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** and **being safe and feeling safe**.

Information provided by Western Cars

We have had some interest from companies willing to sponsor our company. We only intend to have the sponsor's name on our door panels or with back window stickers, not all over the vehicle as you see on some hackneys.

This would enable us to enter a level playing field with the hackney trade as we are both licensed by yourselves. Also other forms of passenger transport in Derby are also allowed to display sponsorship.

We do feel that this needs looking at again especially in the current economic climate in regard to fuel rises, insurance and the rise in fees charged by yourselves. With all respect I do not accept the argument about public safety, if anything this would make our vehicles stand out even more thus reducing the chance of someone getting into an unlicensed vehicle. It is not our intention to advertise all over the vehicle or indeed have numerous sponsors and we intend to have the sponsorship only on company door panels.

I would be grateful if this can be raised with the new chair.