



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE 14 OCTOBER 2009

Report of the Corporate Director of Environmental Services

ADVERTISING ON LICENSED VEHICLES

RECOMMENDATION

- 1.1 To consider the information set out in this report and decide whether or not to allow extending external advertising on Hackney Carriage vehicles.
- 1.2 To consider the information set out in this report and decide whether or not to allow external advertising on Private Hire vehicles.

SUPPORTING INFORMATION

- 2.1 At a recent trade meeting, the Council received a request to consider extending the advertising on the outside of Hackney Carriage vehicles. At the same time, advertising on the outside of Private Hire vehicles was also discussed and so the Chair requested that both these issues were considered by Committee.
- 2.2 In terms of Hackney Carriages, these are already allowed to display adverts both internally and externally. Restrictions are imposed and are set out in the Hackney Carriage Vehicle Specifications. The section relating to advertising is set out for information at Appendix 2.
- 2.3 In making its decision about extending Hackney Carriage advertising, Committee should consider whether any additional advertising is necessary bearing in mind not all the Hackney Carriages in Derby currently carry advertising. They should also consider whether or not additional advertising would affect the ability to easily recognise the vehicle as a Hackney Carriage.
- 2.4 In terms of Private Hire vehicles, external advertising has been considered in the past, most recently at Committee on 17 October 2007. Although the Committee was sympathetic towards the reasons for requesting advertisements, they were concerned 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. They resolved to refuse the request to advertise on Private Hire vehicles. The full decision is included at Appendix 3 for information.

- 2.5 In making its decision about advertising on Private Hire vehicles, Committee should consider that Hackney Carriages need to look distinct in comparison to Private Hire vehicles and that the introduction of advertising on Private Hire vehicles could affect this.

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Background papers:	Taxi Licensing and Appeals Committee, 17 October 2007, Item 7
List of Appendices:	Appendix 1 – Implications Appendix 2 – Hackney Carriage Vehicle Specifications - Advertising Appendix 3 – Minuted Decision from Item 7, Taxi Licensing and Appeals Committee, 17 October 2007

IMPLICATIONS

Financial

1. None directly arising from this report.

Legal

2. As set out in report.

Personnel

3. None directly arising from this report.

Equalities impact

4. None directly arising from this report.

Corporate objectives and priorities for change

- 5.1 The information contained in this report contributes to the corporate priority of **giving excellent services and value for money**

HACKNEY CARRIAGE VEHICLE SPECIFICATIONS - ADVERTISING

32. Advertisements

- (a) Suitable advertisements may be allowed on the inside and outside of the cab subject to the approval of the Council.
- (b) Inside advertisements may be displayed only on the base of the occasional seats or along the bulkhead on top of the passenger/driver partition. All such advertisements must be encapsulated in clear non-flammable plastic.
- (c) Except as provided for in paragraph 33 below, external advertisements may be displayed only on:
 - (i) the lower panels of the front doors (for vehicles with Identification Stickers affixed to the rear doors)
 - (ii) the lower panels of the front and rear doors (for vehicles with Identification Stickers affixed to the rear quarter lights)
 - (iii) the rear windscreen of vehicles in a form which does not obscure the driver's rear view vision

All advertisements must be of an approved size, and must be correctly affixed to a continuous flat surface.

- (d) Advertisements must be of such form as not to become easily soiled or detached.
- (e) All materials and adhesives used in the manufacture of and for the purpose of affixing advertised displays to cabs must be approved.
- (f) Applications for approval of advertisements must be made in writing to the Assistant Director (Environmental Health and Trading Standards), 1st Floor, Celtic House, Heritage Gate, Friary Street, Derby, DE1 1QX.

**MINUTED DECISION FROM ITEM 7, TAXI LICENSING AND APPEALS COMMITTEE,
17 OCTOBER 2007**

19/07 Request for Consideration of Advertising on Private Hire Vehicles

The Taxi Licensing and Appeals Committee considered a report from the Interim Director – Environmental Services. At a recent private hire trade meeting, the Council had received a request to consider the display of advertisements on licensed private hire vehicles.

Mark Keenan, the manager of Western Cars, suggested that 'discreet' advertisements could be carried by private hire vehicles and, if approved by committee, proposed that any advertisements should be restricted to within either the existing door sign, or within a similarly-sized magnetic panel to be placed on the side doors that do not carry any existing door signage. To date, only licensed hackney carriages have been allowed to carry advertisements that have been approved by the Assistant Director - Environmental Health and Trading Standards, as conforming to the Council's advertising policy for such advertisements. If approved, it is proposed that this policy would also be applied to advertising on private hire vehicles. In contrast, hackney carriages were all one corporate colour and were more readily identifiable as licensed vehicles. Mr Keenan stated that hackney carriages licensed by the Council were able to carry advertisements and that the private hire trade should have parity with the hackney trade.

Members were concerned that if this request was approved it would become City wide and cause further work for the enforcement officers.

The Committee were sympathetic towards the company wishing to use advertisements on their vehicles as it would provide them with an extra source of revenue but their concern was for 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 passengers might then be at considerable risk.

Resolved to refuse the request to advertise on Private Hire Vehicles.