



**TAXI LICENSING AND APPEALS  
COMMITTEE  
21 February 2013**

# ITEM 8

Report of the Strategic Director of  
Neighbourhoods

## **ADVERTISING ON PRIVATE HIRE VEHICLES – REQUEST FOR EXEMPTION FROM CONDITION 11**

### **SUMMARY**

- 1.1 At the Taxi Licensing and Appeals Committee on 6 December 2012, committee resolved to introduce standardised door signage with or without advertisements.
- 1.2 A copy of a revised draft door sign has been submitted for approval by A2Z Licensing who represent Chads Cars Ltd.
- 1.3 The company are requesting that they are allowed to depart from Private Hire Condition 11 (c) 'Operator's company signs shall be displayed on both sides of the vehicle on the front doors and must be a minimum size of at least 40 cm in width and 20 cm in height' for vehicles that have sliding rear side doors and (e) ' The operators company name shall be in capital letters and a minimum size of 4 cm n height and located centrally directly under the words 'ADVANCED BOOKINGS ONLY'.

### **RECOMMENDATION**

- 2.1 To refuse the request for the company to depart from Private Hire Condition 11(c).
- 2.2 To approve the request to depart from Private Hire Condition 11(e).

### **REASONS FOR RECOMMENDATION**

- 3.1 To ensure the operator complies with Private Hire Condition 11(a) to (m) agreed at the Taxi Licensing and Appeals Committee.

### **SUPPORTING INFORMATION**

- 4.1 At the Taxi Licensing and Appeals Committee on 6 December 2012, committee resolved to introduce standardised door signage with or without advertisements by revising Condition 11 of the Private Hire Vehicle Operator Conditions, a copy of which is attached at Appendix 2.

- 4.2 A copy of a revised draft door sign has been submitted for approval by A2Z Licensing who represents Chads Cars Ltd. A copy is attached at Appendix 3.
- 4.3 The company are requesting that they are allowed to depart from Private Hire Condition 11 (c) 'Operator's company signs shall be displayed on both sides of the vehicle on the front doors and must be a minimum size of at least 40 cm in width and 20 cm in height'. and (e) 'The operator's company name shall be in capital letters and a minimum size of 4 cm in height and located centrally directly under the words 'ADVANCED BOOKINGS ONLY'.
- 4.4 The reasons provided for the request are:
1. Condition 11(c) – Door signs fitted to the rear sliding door of these vehicles are less likely to be damaged than those fitted to the front side doors of this style of car.
  2. The area of the door is larger and therefore larger signs can be used on the vehicle to increase the visibility of the vehicle and therefore aid passenger safety.
  3. Condition 11 (e) – So that the company name can be displayed at an angle of 30° rather than horizontally so as to allow Chads Cars Ltd to use their company logo within the sign.
- 4.5 The rationale for the requirement for operator's company signs to be displayed on both sides of the vehicle on the front doors is to aid enforcement and easy recognition of Private Hire Vehicles by the public. Derby is a city where licensed vehicles from neighbouring and other authorities pass through it due to its position within the country. It is therefore imperative to ensure public safety and enable the public to easily identify Private Hire Vehicles licensed by the authority. This can be achieved by consistency and pre-determined standard conditions.
- 4.6 Chads Cars Ltd currently have six vehicles with sliding rear side door signs and would be affected by an exemption from Condition 11 (c), however this number may fluctuate. Chads Cars Ltd currently have approx. 140 vehicles within their fleet and would be affected by an exemption from Condition 11 (e), however this number may fluctuate.

<b>OTHER OPTIONS CONSIDERED</b>
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- 5.1 None.

**This report has been approved by the following officers:**

<b>Legal officer</b>	Olu Idowu
<b>Financial officer</b>	n/a
<b>Human Resources officer</b>	n/a
<b>Service Director(s)</b>	John Tomlinson
<b>Other(s)</b>	n/a

<b>For more information contact:</b>	Michael Kay Tel 01332 641945 e-mail michael.kay@derby.gov.uk
<b>Background papers:</b>	None

**List of appendices:**

Appendix 1 – Implications

<b>IMPLICATIONS</b>
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**Financial and Value for Money**

1.1 None arising

**Legal**

2.1 None arising

**Personnel**

3.1 None arising

**Equalities Impact**

4.1 The proposed changes will apply equally to all groups within the community and no particular group(s) will be disadvantaged.

**Health and Safety**

5.1 None arising

**Environmental Sustainability**

6.1 None arising

**Asset Management**

7.1 None arising

**Risk Management**

8.1 None arising

**Corporate objectives and priorities for change**

9.1 The proposal supports the corporate priorities to ensure the people in Derby will enjoy **good quality services that meet local needs.**

**11. Signs/Notices/Advertisements etc.**

**Standard Conditions**

- a) The Operator's company signs shall be displayed at all times when a vehicle is undertaking licensed private hire work.
- b) The Operator's company signs displayed on the vehicle shall indicate the Operator's company name for which the licensed private hire work is being undertaken.
- c) Operator's company signs shall be displayed on both sides of the vehicle on the front doors and must be a minimum size of at least 40 cm in width and 20 cm in height.
- d) The words "ADVANCED BOOKINGS ONLY" in capital letters and a minimum size of 2 cm in height shall be present centrally along the top edge of each door sign.
- e) The operator's company name shall be in capital letters and a minimum size of 4 cm in height and located centrally directly under the words "ADVANCED BOOKINGS ONLY".
- f) Any typeface used on Operator's company signs shall be clear and legible. No italicised letters or numbers will be permitted.
- g) The combination of typeface colour and background colours used on the Operator's company signs shall be in contrast to each other (i.e. dark letters on a light background). Reflective backgrounds will be acceptable.
- h) Each Operator's company signs shall be of one design with the exception of any approved advert.
- i) No Operator's company sign shall include the words "TAXI(S)" or "CAB(S)" or the words "FOR HIRE" or any other word(s) of similar meaning or appearance likely to cause a person to believe the vehicle is a hackney carriage or is presently available for hire.
- j) No other externally visible sign, notice, advertisement, plate, mark, number, letter, figure, symbol or emblem shall be displayed on, in or from the vehicle except as may be required by any statutory provision or as may be required or permitted by these conditions or as may be otherwise approved from time to time by the Council in writing.

**Additional Conditions for Door Signs with an Approved Advert**

- k) Operator's company signs that include an approved advert shall be displayed on both sides of the vehicle on the front doors and must be 50 cm in width and 30 cm in height.
- l) Operator's company signs may display an approved advert that measures 50 cm in width and 6 cm in height along the bottom edge of the sign.
- m) Every advert must comply with the 'Licensed Vehicle Advertising Policy' and must be approved in writing by the relevant Service Director before being displayed

## **Appendix 3**

ADVANCE BOOKINGS ONLY



01332

666222



This Vehicle is Serviced & Maintained by

Service & MOT Centre - 347774

ADVANCE BOOKINGS ONLY



01332

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