



86 Hallam Grange Rise, Lodge Moor, Sheffield S10 4BG
 Tel: 0191 2449837
 Fax: 0191 2475855



Mrs Sandra Mansell
 Team Leader - Licensing
 Licensing Team
 Derby City Council
 Council House
 Derby

Our Ref: KJR
Your Ref:
Date: 4 November 2014
Please ask for: Kevin Rowland

By email only to:
licensing@derby.gov.uk

Dear Mrs Mansell,

Local Government (Miscellaneous Provisions) Act 1976
Private Hire Vehicle Conditions
Condition 11 – Signs, Notices/Advertisements etc.

I act on behalf of Albatross Cars, 14A Midland Rd, Derby, DE1 2SN and have been asked to write to you regarding the signage displayed on the Derby licensed private hire vehicles working for their company.

Condition 11(i) of the Council's standard conditions states:

No Operator's company sign shall include the words "Taxi(s)" or "CABS" or the words "FOR HIRE" or any other words of a similar meaning or appearance likely to cause a person to believe the vehicle is a hackney carriage or is presently available for hire.

In addition, the Council also allows minimal advertising to private hire vehicles in accordance with condition 11(k), (l) & (m).

The reason for writing to you today is to request that the Council depart from their standard conditions in respect of the signage used by Albatross Cars. The signage as proposed would comply fully with conditions 11(k), (l) & (m) but not with condition 11(i).

I have attached a copy of the proposed signage for your attention which you will see uses the word "TAXI" within the advertising panel.

Chester-le-Street office
 3 Biddick Hall Cottages, Lambton Park, Chester-le-Street DH3 4PH
 Tel: 0191 2449838 / 0191 3857913

www.a2licensing.co.uk
 Email:
 enquiries@a2licensing.co.uk

Company details and registered office:
 a2z Licensing Ltd
 Quorum 16, Quorum Business Park, Barton Lane, Newcastle upon Tyne NE12 8BX
 Registered in England and Wales Company No: 07583816

Directors:
 David B Wilson Cert IHELL, MIO, MBII,tp
 Kevin J Rowland BSc (Hons), MCIET, MIO, MBII,tp

In essence, Albatross Cars have been voted, by the people of Derby and the readers of the Derby Telegraph, as the Best Taxi Company in Derby – an award that they are extremely proud of, as you would expect.

As a result they would like to promote the fact they have been voted the Best Taxi Company in Derby, by adding wording to the bottom of their door signs.

As you will appreciate, if they are to advertise the fact they have been voted the best in Derby, then they need to use the wording of the award, because to use any other wording such as "Voted the best transport provider" would be misleading to the public and could result in complaints to the Advertising Standards Authority regarding the content of the advert from other transport providers.

We do not believe that the wording in the current form would lead any person to believe that the vehicle is a hackney carriage, nor that it is presently available for hire.

Should this matter be referred to the Licensing Committee for consideration, then we would ask that you notify us of the date when the matter will be considered so that we can attend and if requested to do so can answer questions in respect of this matter.

I shall look forward to receiving your response in due course.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'KJ Rowland', written over a horizontal line.

**Kevin J Rowland
a2z Licensing Ltd**

**Email: kevin.rowland@a2zlicensing.co.uk
Mobile: 07795 035007**