



DERBY CITY COUNCIL

TAXI LICENSING AND APPEALS COMMITTEE
25 MARCH 2009

ITEM 6

Report of the Corporate Director of Environmental Services

ADVERTISING ON PRIVATE HIRE RICKSHAWS

RECOMMENDATION

- 1.1 To consider waiving the condition prohibiting advertising on Private Hire Rickshaws.
- 1.2 To review the waiver, if granted, in 12 months.

SUPPORTING INFORMATION

- 2.1 On 9 July 2008 the Taxi Licensing & Appeals Committee agreed to licence Rickshaws as hackney carriage or private hire vehicles and their riders as hackney carriage or private hire vehicle drivers, subject to the applicant meeting the existing conditions for the respective licence.
- 2.2 In February 2009 the Council received an application from East Midlands Rickshaws to operate a private hire vehicle.
- 2.3 The applicant proposes to run limited, set routes through the city centre, initially to and from Iron Gate, the Market Place and Westfield Centre.
- 2.4 The business will operate on a no fee basis, relying on advertising from local businesses as its sole income.
- 2.5 Customers will obtain a token from one of the booking sites, the Tourist Information Centre in the Market Place or the Westfield Centre before starting their journey.
- 2.6 Currently, private hire vehicles are not permitted to advertise anywhere on the vehicle, inside or out, due to the potential confusion it may pose to customers when trying to identify their booked vehicle. Committee are asked to waive the existing condition prohibiting advertising, as public confusion is unlikely to occur with this unique design of vehicle.
- 2.7 The existing condition for private hire motor vehicles will remain in force.

For more information contact:	Ann Walker 01332 641996 e-mail ann.walker@derby.gov.uk
Background papers:	None
List of Appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

1. None directly arising.

Legal

2. None directly arising.

Personnel

3. None directly arising.

Equalities impact

4. Rickshaws would be available to all residents and visitors to Derby. Private Hire Rickshaws will have to comply with the Disability Equality Duty.

Corporate Priorities

- 5.1 Taxi Licensing contributes to the priority of **giving excellent service and value for money**.
- 5.2 The licensing of Rickshaws supports the Council's priority of **creating a 21st century city centre**.