

# LICENSING COMMITTEE

## 5 APRIL 2011

*Present :-* Councillor Barrie Cook (Chairman)  
Councillors Mary Blandon, John Bouckley, Nick Cope,  
Mark Cory, Christopher Garnett, Mike Hogg,  
Margaret Kimberley, Michael Lilley and Ann Quarrie

### **21. Advertising on Hackney Carriage Vehicles**

The Head of Environmental and Protective Services submitted a report on advertising on hackney carriage vehicles licensed by the Council. A number of requests had been received recently from hackney carriage drivers for permission to display advertisements for other businesses on their vehicles. Whilst the financial benefits of this were recognised, it was important to consider the impact that unrestricted advertising would have on the appearance of the vehicles and whether this would dilute the uniform image that had been achieved by the adoption of a livery.

The Committee adopted the existing livery for hackney carriage vehicles at its meeting on 16 April 2007 when it resolved that the borough's hackney carriages must be black and display a standard roof light and front door signs. A different approach was adopted for London style taxis due to their recognisable shape and design and integral taxi light sign. They were exempt from the requirement to conform to the full body livery thereby enabling them to have full-body promotional advertising laminated onto their vehicles however, when no advertising was displayed, these taxis also had to be black.

The only taxi advertising currently displayed on hackney carriage vehicles was by way of signs on the rear doors which often carried information relating to the taxi business itself or sometimes other non-related businesses. Whilst the wording varied, the signs had the same general appearance to the front door signs being of a similar size, design and colour. In approving any such advertisements, consideration had always been given to the list approved by the Environmental Protection (Licensing) Sub-Committee which detailed those areas which were regarded as unsuitable for advertising and included tobacco advertising and adverts likely to offend public taste.

In considering the possible relaxation of the advertising rules, the Committee had regard to an example of a possible advertisement appended to the report. The Committee discussed the proposals in detail and considered a number of possible options including the possibility of permitting advertising inside hackney carriages. It was determined that to maintain the integrity of the livery there should be no further relaxation on external advertising and that the current arrangements were appropriate. It was noted however that the front door signs were in some cases being moved down and it was agreed that these should appear in the top half of the door.

*RESOLVED* that-

(i) External advertising on hackney carriages licensed by the Council be limited to rear signs the same size as the Council supplied front signs and that the colours used be

restricted to gold lettering on a black background. The content of the sign to be restricted to the business/proprietor name and the contact telephone or mobile number.

(ii) Any request to place advertising inside a hackney carriage vehicle be submitted to the Licensing Committee for its consideration.

(iii) That the front Council supplied door signs must be positioned on the top half of the front door.

## 22. Scheme of Delegation to Officers

**The Committee considered the following item as a matter of urgency as it involved a change to the Scheme of Delegation which was to take immediate effect.**

**The Committee resolved under Section 100A of the Local Government Act 1972 and the Local Government (Access to Information) (Variation) Order 2006 to exclude the public from the meeting for the following items as it involved the likely disclosure of exempt information as defined in paragraph 1 of Schedule 12A to the Local Government Act 1972.**

The Chairman requested the Committee to consider the existing scheme of delegation to officers in the light of a recent hackney carriage appeal.

*RESOLVED* that the Scheme of Delegation to Officers by the Licensing Committee be amended so that all appeals lodged in relation to the licensing of hackney carriage/private hire drivers and their vehicles be considered by the Licensing Committee.