

GENERAL PURPOSES AND LICENSING COMMITTEE – 11 SEPTEMBER 2009

ADVERTISEMENTS ON HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES

1. Introduction

- 1.1 The purpose of this report is to advise the Committee about representations made to review the Council's policy regarding external advertisements on both hackney carriage and private hire vehicles.

2. Background

- 2.1 Traditionally, the Council has permitted a limited form of advertising on hackney carriage and private hire vehicles. The current conditions and policy regarding advertisements on private hire vehicles is as follows:
- 2.2 Private hire vehicle licence condition 2.12 states: "self-advertisement on Private Hire Vehicles is permitted on one door of each side of the vehicle, these being the driver's and front passenger's door only, subject to the size, design and content being approved by the Licensing Officer;"
- 2.3 The Council's taxi policy, effective date 1 April 2000, regarding advertising on Private Hire Vehicles states: "Saloons, hatchbacks and estate cars may display on the two front doors self advertising and, additionally, display the name and telephone number of the company on the rear of the vehicle using one of the following methods;
- I. Sign writing the vehicle;
 - II. Fitting a plate containing the details to the rear of the vehicle or;
 - III. Utilising a 2" deep rear window strip. Fitting such a window strip must not in any way compromise the rear view of the driver or passenger safety.
- 2.4 By way of subtle contrast the same policy relating to the advertising on hackney carriage vehicles allows for either self or third party advertising but not a combination of both, restricted to the display on the two front doors only.
- 2.5 Any form of advertising, or changes thereafter, must be by written application and require the prior approval of type, content, style and position on the vehicle by the Licensing Officer.
- 2.6 A copy of the policy guidelines relating to the advertising on Hackney Carriage and Private Hire Vehicles is attached as Appendix I.
- #
- #### 3. Representation
- 3.1 Mr Eddie Prout, a private hire operator, has asked that private hire vehicles be allowed to display third party advertisements akin to that permitted for hackney carriage vehicles. The applicant has been invited to attend the meeting and make full representation to the Committee.
- 3.2 A copy of Mr Prout's request and an example of the advert type is attached as Appendix II.
- #

4. New Forest Taxi Association

4.1 This matter was discussed at the most recent meeting of the New Forest Hackney Carriage & Private Hire Owners' Association, held on Monday 11 May 2009. The Association voted unanimously for option C, as set out in paragraph 6.3.

4.2 The Association also debated other considerations regarding the amount and positioning of advertisements on the vehicle. Variations of which included the following;

- Adverts restricted to the doors only;
- Adverts allowed on the doors plus retention of the rear window strip for private hire vehicles;
- Adverts allowed on the doors and extending the rear window strip provision to hackney carriage vehicles;
- Adverts allowed anywhere on the vehicle below the window line;
- Adverts allowed anywhere on the vehicle below the window line but retaining the rear window strip provision for private hire vehicles;
- Adverts allowed anywhere on the vehicle below the window line but also allowing hackney carriages to display a rear window strip;
- No restrictions, providing that no possible road or passenger safety is compromised.

5. Policies Of Other Councils

5.1 The table below sets out the approaches adopted by neighbouring authorities in Hampshire and Dorset.

Council	Hackney Carriage	Private Hire
Southampton	Both self & 3 rd party	Both self & 3 rd party
Test Valley	Either self or 3 rd party	Self adverts only
Eastleigh	Both self & 3 rd party	Both self & 3 rd party
Havant	Self adverts only	Either self or 3 rd party
Basingstoke	Either self or 3 rd party	Self adverts only
Christchurch	Self adverts only	Self adverts only
East Dorset	Either self or 3 rd party	Either self or 3 rd party
Bournemouth	Self adverts only	Self adverts only
Poole	Either self or 3 rd party	Either self or 3 rd party
North Dorset	Self adverts only	Self adverts only
West Dorset	Both self & 3 rd party	Both self & 3 rd party
Weymouth & Portland	Both self & 3 rd party	Both self & 3 rd party
Purbeck	Both self & 3 rd party	Both self & 3 rd party

6. Conclusion

6.1 The overall aim of local authority licensing of the taxi trade is to protect the public.

6.2 Policies on this subject matter are diverse, both nationally and locally. There is no established pattern or argument regarding advertisements on taxi vehicles. It would appear to be very much a local issue involving local considerations.

6.3 It is proposed that the following options are considered:

Option A = no change to the current advertising policy and conditions;

Option B = to allow private hire vehicles to display either self or third party advertising but not a combination of both on the two front doors only, subject to approval by the Licensing Officer;

Option C = to allow hackney carriage and private hire vehicles to display both self and third party advertising (with or without other considerations), subject to approval by the Licensing Officer.

7. Financial Implications

7.1 While there are no financial implications for the Council, permission for third party advertisement for private hire vehicles could provide a valuable additional revenue source for the trade.

8. Environmental Implications

8.1 None.

9. Crime and Disorder Implications

9.1 There exists an opinion that the more highly visible a vehicle the less likely it is that it will be used for unlawful purposes.

10. Equality and Diversity Implications

10.1 Any advertisements will comply with the Council's equalities and diversity strategy. The advert must not contain or promote tobacco or alcohol products or anything of a sexual or political nature.

11. Recommendations

11.1 The Committee is asked to consider the options proposed in paragraph 6.3 of this report.

Further information:

Paul Weston
Licensing Officer
Tel: 023 8028 5505
Fax: 023 8028 5596
Email: licensing@nfdc.gov.uk

Background Papers:

None

Advertising on Hackney Carriage and Private Hire Vehicles

Effective 1 April 2000

1. Hackney Carriages:

- a) Saloons, hatchbacks and estate cars may display on the two front doors either self or third party advertising but not a combination of both;
- b) Mini-buses may display on the two front doors and on the front and rear of the vehicle either self or third party advertising but not a combination of both;
- c) All types of vehicle may display self or third party advertising on the interior of the vehicle, providing it is provided in such a manner that there is no risk to passenger safety.

2. Private Hire Vehicles:

- d) Saloons, hatchbacks and estate cars may display on the two front doors self advertising and, additionally, display the name and telephone number of the company on the rear of the vehicle using one of the following methods;
 - i. signwriting the vehicle;
 - ii. fitting a plate containing the details to the rear of the vehicle or;
 - iii. utilising a 2" deep rear window strip. Fitting such a window strip must not in any way compromise the rear view of the driver or passenger safety.
- e) Mini-buses may display on the two front doors and on the front and rear of the vehicle self advertising only and,

3. General

- f) Providing that any advertising and any change to the style of advertising must be by written application and require the prior approval of type, content, style and position on the vehicle by the Licensing Officer.

