

REGULATORY AND APPEALS COMMITTEE

24 October 2011

Title of paper:	Request to review the current advertising policy for Hackney Carriage and Private Hire Vehicles	
Director(s)/ Corporate Director(s):	Andrew Errington Corporate Director Community Protection	Wards affected: All
Contact Officer(s) and contact details:	Angela Rawson 0115 9152033 Angela.rawson@nottinghamcity.gov.uk	
Other officers who have provided input:	Ann Barrett 0115 8764411	
Relevant Council Plan theme(s):		
Choose Nottingham		x
Respect for Nottingham		
Transforming Nottingham's Neighbourhoods		
Supporting Nottingham People		x
Serving Nottingham Better		x
Summary of issues (including benefits to customers/service users):		
This report asks members to adopt a revised policy for advertisements which it will permit to be displayed on both Hackney Carriages and Private Hire Vehicles.		
Recommendation(s):		
1	That the policy at Appendix 2 be approved with immediate effect.	

1 BACKGROUND

- 1.1 The Local Government (Miscellaneous Provisions) Act 1976 permits Councils to control the appearance of both Hackney Carriages and Private Hire Vehicles and to attach such conditions to the vehicle licences as it sees fit. Another report on this agenda deals with the issue of conditions and Councillors will note that it is proposed to prohibit advertising on such vehicles unless it is approved by the Council.
- 1.2 The Council adopted its current policy for advertising at a meeting of the Environment (Licensing) Sub Committee on 5th July 1995 and this was subsequently amended in 2003. A copy of the current policy and amendment is attached at Appendix 1.
- 1.2 The current policy only addresses advertising on hackney carriages and additional requirements were imposed via conditions on both hackney carriage and private hire vehicles. The lack of one comprehensive document dealing with advertising requirements has become a source of frustration for vehicle owners.
- 1.3 A revised Advertising Policy is attached at Appendix 2. This policy now incorporates requirements for both Hackney Carriage and Private Hire vehicles in one document and compliments the proposed new wording for vehicle conditions. Approval will be given for advertising which is in compliance with the policy but flexibility will be retained to depart from the policy if there is good reason to do so. Compliance with the policy will be enforced via a review of the vehicle licence if the relevant condition is breached.

2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 The new policy clearly sets out the requirements of Nottingham City Council and will aide in providing a uniformity to vehicles licensed by the Council which in turn helps to create a safe, recognisable identification for the public travelling in and around the City.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

- 3.1 None

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

- 4.1 There will be costs printing the policy which can be met from the current budget.

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)

The creation of this policy is within the Council's power and appears reasonable.

- 5.1 Any person aggrieved by the decision of the Council may challenge the policy by Judicial Review

6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

- 6.1 None

7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

- 7.1

APPENDIX 1

EFFECTIVE FROM 5 JULY 1995

CITY OF NOTTINGHAM

ADVERTISING POLICY FOR WHEELCHAIR ACCESSIBLE HACKNEY CARRIAGES

- (1) Front Doors - A telephone number which is unique to the booking of hackney carriages will be allowed and shall be placed directly below the City Coat of Arms and centralised. Individual numbers will be white in colour and subject to the below measurements:-

Height maximum 127mm (approx 5") minimum 63mm (approx 2½") width maximum 89mm (approx 3½") minimum 51mm (approx 2").
- (2) Rear Doors - Advertisements will be allowed on the whole of the rear doors.
- (3) Rear Window - Advertisements will be allowed which provide for displays which are visible from the outside but invisible from the inside.
- (4) Interior - Advertisements will be allowed providing they do not obstruct the view of either the driver or passengers.
- (5) Advertisements to be on self - adhesive vinyl sheeting or similar material. No paper based materials or water soluble adhesive pastes shall be used.
- (6) All advertisements to comply with Advertising Standards Code of Practice.
- (7) Advertisements relating to any kind of gambling activity will not be exhibited, except football pools, lotteries or premium bonds.
- (8) No advertisements of a religious, political or controversial nature shall be displayed without the prior consent of the Council.
- (9) No advertisements or telephone numbers relating to the provision of private hire vehicles will be displayed.
- (10) Officers who are authorised by the City Council under Part (II) of the Local Government (Miscellaneous Provisions) Act 1976 will have the right to request a Hackney Carriage proprietor to remove any advertisements thought to be offensive, inappropriate or undesirable.
- (11) Advertisements shall be maintained in good condition.

APPENDIX 2



CITY OF NOTTINGHAM ADVERTISING POLICY

ONLY ADVERTISING COMPLYING WITH THE FOLLOWING REQUIREMENTS MAY BE DISPLAYED

GENERAL

1. All advertisements must:-
 - a. Be on adhesive vinyl sheeting or similar material. No paper based materials or water soluble adhesive pastes shall be used.
 - b. Comply with Advertising Standards Code of Practice.
2. No advertisements of a religious, political or controversial nature are permitted
3. Advertisements shall be maintained in good condition.
4. Officers authorised by the City Council under Part (II) of the Local Government (Miscellaneous Provisions) Act 1976 will have the right to request a proprietor to remove any advertisements not complying with this policy

ADVERTISING ON WHEELCHAIR ACCESSIBLE HACKNEY CARRIAGES

5. **Front Doors** may only be used to display a telephone number which is unique to the booking of the hackney carriage. This must be placed directly below the City Coat of Arms and centralised. The individual numbers must be white and within the following dimensions:-

Height maximum 127 mm (approx 5") minimum 63mm (approx 2½")
Width maximum 89 mm (approx 3½") minimum 51 mm (approx 2").

6. **Rear doors** – Advertisements are permitted to cover the whole of the rear doors (Not including windows which should only display 'No Smoking' signage).
7. **Rear Screen** - Advertisements are permitted only if made of a material which provides for displays which are visible from the outside of the vehicle but which cannot be seen from inside the vehicle and do not affect the drivers ability to see through the window. The rear window may be used to display a telephone number which is unique to the booking of the hackney carriage. Telephone numbers displayed on the

rear window shall be placed either at the top or bottom of the screen and shall be centralised. The individual numbers must be white and within the following dimensions:-

height	-	63 mm (Maximum 2.5" Approx)
width	-	25 mm (Maximum 1.0" Approx)

8. **Interior** – Advertisements are permitted providing they do not obstruct the view of either the driver or passengers.
9. The advertising of company telephone numbers other than on the front doors of the vehicle (in accordance with 6 above) and rear window (in accordance with 8 above) shall be permitted subject to the following:-
 - a. The name of the company may be displayed provided this relates directly to operating company for the hackney carriage. The letters shall be placed directly below the telephone number and shall be centralised. The maximum/minimum height, width and colour of the letters shall be the same as those used for the telephone numbers.
 - b. No advertisements or telephone numbers relating to the provision of private hire vehicles shall be displayed.

ADVERTISING ON PRIVATE HIRE VEHICLES

10. An Operator is permitted to advertise business details on panels attached to the front doors of Vehicles operated by them. These details are limited to:
- i company name
 - ii telephone number
 - iii internet address

A copy panel shall be deposited with the Taxi Licensing Section for information.

11. Door panels/advertisements shall only be displayed on the front passenger/drivers doors and shall also contain the words “Not insured if not pre-booked” or “Advanced bookings only”.
12. Advertisements on the rear screen of a Vehicle are only permitted if:-
- they are made of a material which provides for displays which are visible from the outside of the vehicle but which cannot be seen from inside the vehicle and do not affect the drivers ability to see through the window..
 - The advertisement contains the wording “Advance Bookings only” in letters no smaller than 4” high at the top of the screen.

November 2011