

WARDS AFFECTED
All

Report No
Licensing Committee
8th April 2002

REPORT OF DIRECTOR OF DEVELOPMENT AND ENVIRONMENTAL SERVICES

Request to review the current advertising policy

1. SUMMARY

Correspondence has been received from several advertising companies requesting that advertisements be allowed which cover the whole of a hackney carriage. Two of the companies have clients that have specifically requested that their advertisements be allowed on Nottingham City Council licensed hackney carriages.

Other advertising companies have expressed an interest in advertisements that cover both front and rear doors, the whole of the side of a vehicle from front to back, and/or on the roof of vehicles.

Copies of those letters and some examples of all over advertising are attached at the end of this report.

The existing policy was last reviewed in April 1995.

2 RECOMMENDATIONS

That the existing policy remains unchanged.

3 BACKGROUND

The Council adopted its current policy for advertising at a meeting of the Environment (Licensing) Sub Committee on 5th July 1995. A copy of that policy is attached at the end of this report. The existing policy was introduced after discussion with the trade representatives.

Section 47 (2) of the Local Government (Miscellaneous Provisions) Act 1976 allows a local authority to require any hackney carriage licensed by them to be of such design or appearance or bear such distinguishing marks as shall clearly identify it as a hackney carriage. The existing advertising policy states that hackney carriages must be in a corporate colour and display the City Coat of Arms on the front doors, thus allowing them to be easily distinguished from private hire vehicles.

Adhering to this policy will become even more significant as neighbouring districts change their policies to accommodate purpose built hackney carriages, particularly in the case of two neighbouring districts where the same all over vehicle advertisement could be approved, causing some confusion if both vehicles happen to be in the same area. Advertisements, such as the “Christmas campaign” run on a local radio station, referred to identifying City hackney carriages as green vehicles. All over advertising would detract from that message making it harder to know which vehicles were licensed by the City to ply for hire. This in turn could lead to increased illegal plying for hire by drivers of neighbouring hackney carriages as they perceive a possible opportunity to poach customers looking for City licensed hackney carriages.

4 PROPOSALS

That the current policy remains unchanged

5 FINANCIAL IMPLICATIONS

None

6 LEGAL IMPLICATIONS

Any person aggrieved by a policy of the Council may challenge that policy by way of a judicial review.

7 OBSERVATIONS OF OTHER OFFICERS

None

8 EQUAL OPPORTUNITIES IMPLICATIONS

None

9. CORPORATE OBJECTIVES

The existing policy allows for the identification of a hackney carriage both by design, colour and by the City Coat of Arms on the front door. Thus helping to provide a recognisably safe mode of transport for the travelling public.

10 BEST VALUE

None

11 List of background papers other than published works or those disclosing confidential or exempt information

None

12 Published documents referred to in compiling this report

Advertising Policy for wheelchair accessible hackney carriages.

Correspondence received from Nottingham Licensed Taxi Owner and Drivers Association.

Images of all over advertising on hackney carriages.

Images of rear door advertising on hackney carriages.

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DIRECTOR OF DEVELOPMENT AND ENVIRONMENTAL SERVICES

Lawrence House

Contact Officer: Jim Mortell
Telephone Number: 0115 9156543
Email: Jim.Mortell@nottinghamcity.gov.uk

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.



TAXI INTERIOR ADVERTS

2 PANELS PER CAB
TYPICALLY SHORT-TERM CAMPAIGNS
ENCAPSULATED IN PLASTIC MATERIAL



FRONT DOOR ADVERT

1 PANEL ON EACH SIDE CARRY THE ADVERT.



DOUBLE-DOOR ADVERT

2 PANELS ON EACH SIDE CARRY THE ADVERT.



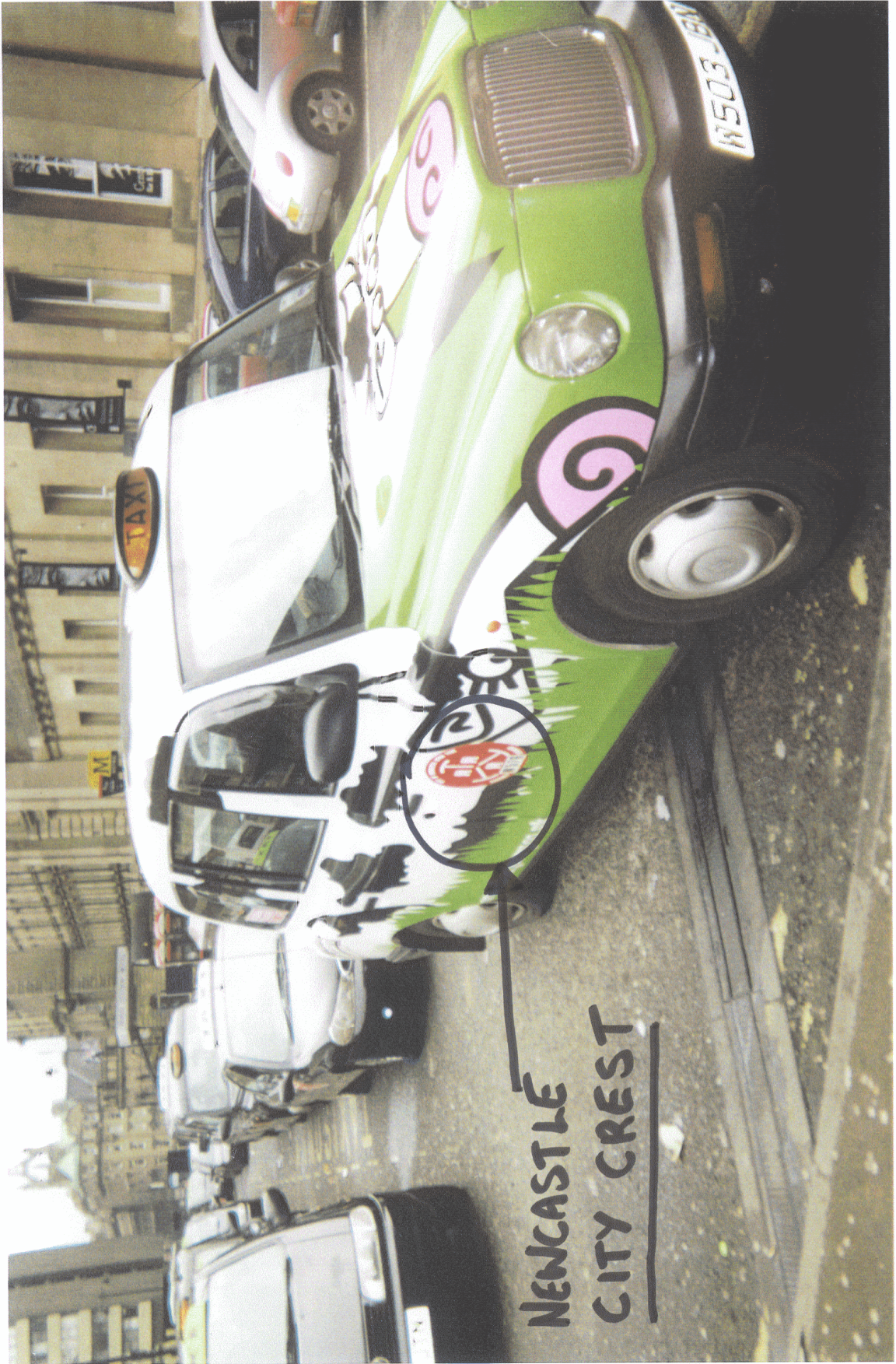
SUPER-SIDE ADVERT

4 PANELS ON EACH SIDE CARRY THE ADVERT.
NOW THE MOST COMMONLY USED TAXI MEDIUM
IN THE MAJOR U.K. CITIES.



FULL LIVERY ADVERT

ALL PANELS ON THE CAB CARRY THE ADVERT.
TAXI WOULD BE RETURNED TO COUNCIL APPROVED
GREEN AT END OF THE CONTRACT.



**NEWCASTLE
CITY CREST**

NOTTINGHAM LICENSED TAXI OWNER & DRIVERS ASSOCIATION

My Ref: BAL/JM/Adv2

12th March 2002

Jim Mortell
Team Leader
Taxi Licensing Department
Environmental Services
Lawrence House
Talbot Street
Nottingham

Basheer A Latif
Secretary of N.L.T.O.D.A
28 Woolmer Road
Meadows
Nottingham
NG2 2FB

Dear Mr Mortall

Re: Review of Advertising policy

Thank you for recent letter regarding the review of the current advertising policy. However if this review is anything resembling the previous review and then you are merely fulfilling a paper exercise. We need to go any further because you have probably already made your mind up as at the lat review meeting.

The view of the N.L.T.O.D.A is that full livery advertising (as in all major Cities) is what the trade requires because this form of advertising is good money earner. We realise that for Nottingham this form of advertising may be too early to conceive. Therefore we are proposing a compromise. We are requesting advertising on sides only. One side entails both doors, quarter panel and front wing.

I would like to remind you that Derby Hackney Carriages allow two door advertising and the telephone number is advertised on the quarter panel and that I believe was the policy adopted whilst you were Team leader of the Taxi licensing department in Derby.

The whole point of a review should be a gradual increase of the advertising area inorder to boost extra revenue for the Nottingham Hackney Carriage trade. If you are not prepared change your current policy then there is no point in calling for a review of this policy.

I intend to raise this issue at the next consultative meeting but if you have any reasonable proposals we would be glad to consider them. We do need to move forward.

I look forward to hearing from you in the near future.

Your Sincerely



Basheer A Latif
Secretary of N.L.T.O.D.A