

REGULATORY & APPEALS COMMITTEE – 24 SEPTEMBER 2012

Title of paper:	Application to depart from the approved Advertising Policy for Hackney Carriage and Private Hire Vehicles	
Director(s)/ Corporate Director(s):	Andrew Errington Corporate Director Community Protection	Wards affected: ALL
Report author(s) and contact details:	Angela Rawson 0115 8761749 Angela.rawson@nottinghamcity.gov.uk	
Other colleagues who have provided input:	Ann Barrett 0115 8764411	
Relevant Council Plan Strategic Priority: (you must mark X in the relevant boxes below)		
World Class Nottingham		x
Work in Nottingham		x
Safer Nottingham		x
Neighbourhood Nottingham		
Family Nottingham		
Healthy Nottingham		
Leading Nottingham		
Summary of issues (including benefits to citizens/service users):		
<p>This report asks members to consider an application from a Private Hire Operator to depart from the adopted Advertising Policy. Cloud Cars Limited wish to have a design to distinguish the company from other private hire firms which exceed the specifications as approved.</p>		
Recommendation(s):		
1	That the members consider and determine whether the designs attached at Appendix 2 such as to merit a departure from the Council's Advertising Policy (should Committee have approved such policy earlier on its agenda).	
2		

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. The Council's current conditions require that apart from "for hire" signs and the words "City of Nottingham" which are required to be displayed on Hackney Carriages, no signs or advertisements shall be displayed on either private hire vehicles or hackney carriages unless they have been approved by the Council.
- 1.2 The Committee has been asked to approve a policy (which includes advertising on private hire vehicles) as an earlier agenda item. Prior to this no formal policy was in existence as to the type of advertising to be permitted on private hire vehicles.

- 1.3 Messrs Prospere and Holmes are co directors of the newly formed Cloud Cars to which an Operators Licence was granted. They have approached the Licensing Authority with a proposed design for their fleet which is outside the policy which has been put before the Committee. In particular the advertising :-
- is spread over both front and rear doors and the sides and rear of the vehicle
 - is not limited to the company name, logo phone number or address
 - does not contain the words “ advance bookings only ” or “ not insured if not pre-booked”
- 1.6 Discussions have taken place between the Licensing Authority and the Operators where unfortunately, a compromise could not be reached. It was therefore felt necessary to place the matter before the Committee for further consideration.

2. REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 The new policy clearly sets out the requirements of Nottingham City Council and is aimed in providing uniformity to vehicles licensed by the Council and ensuring that such vehicles have an uncluttered appearance. The proposals of the Operator go beyond that remit.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

NONE

4. FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

NONE

5. RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

NONE

6. EQUALITY IMPACT ASSESSMENT

Has the equality impact been assessed?

Not needed (report does not contain proposals or financial decisions)

X

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

NONE

8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

NONE



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 magnetic panel. No paper based materials or water soluble adhesive pastes shall be used.
 - b. Comply with the Advertising Standards Authority's 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 may be used to book 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 may be used to the book 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. Where a hackney carriage receives bookings through a business run for that purpose, then the display of the name and phone number of the business will be permitted other than just on the front doors and rear screen of the vehicle subject to any lettering being placed directly below the telephone number and being centralised. The maximum/minimum height, width and colour of the letters shall be the same as those used for the telephone numbers.

ADVERTISING ON PRIVATE HIRE VEHICLES

10. An Operator is permitted to advertise business details on the sides of vehicles operated by them. Such details shall be limited to:
 - i company name
 - ii company logo
 - iii telephone number
 - iv internet address

All designs, including full door advertising, must be approved by the Licensing Authority prior to use.

11. Advertisements displayed on the sides of vehicles shall also contain the words "Not insured if not pre-booked" or "Advanced bookings only".
12. A company name and logo may be displayed on the bonnet of a vehicle provided the advertisement does not exceed six inches square
13. 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.and
 - the advertisement contains the wording "Advance Bookings only" in letters no smaller than 4" high at the top of the screen.
14. There shall be no advertisements on the roof of the vehicle

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