

CAMBRIDGE CITY COUNCIL

REPORT OF: Head of Environmental Services

TO: Licensing Committee

25th January 2010

WARDS: All

ADVERTISING AND LIVERY ON LICENSED HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES- UPDATED STANDARD CONDITIONS

1 INTRODUCTION

1.1 On 10th July 2000 the Cambridge City Board approved a widening of the advertising conditions for licensed vehicles in Cambridge City:-

- To allow the full liveried vehicle, as in London, subject to approval,
- To disallow any window advertising,
- Not to permit commercial advertising in the interior of licensed vehicles
- To restrict signs and notices displayed in the interior of licensed vehicles to notices approved or provided by the Council relating to fares, complaints procedures, safety information and other similar information for passengers attention.

The City Board also approved that delegated authority should remain with the Head of Environmental Services to approve any proposed advertisement.

1.2 Appendix A contains formal written requests from two companies who have recently submitted proposals to change existing conditions to allow advertising screens to be used inside licensed vehicles.

1.3 In the light of the requests received, this may be considered to be an appropriate time to undertake a review of all conditions relating to internal and external advertising.

1.4 Following extensive research with sixteen Local Authorities and the Public Carriage Office, officers have compiled a list of suggested conditions relating to the internal and external advertising on and in Cambridge City licensed vehicles, attached as Appendix B.

2 RECOMMENDATIONS

2.1 Members are recommended to consider the information contained in the report and refer to Appendix B in deciding whether:

- a) to amend any of the current conditions relating to advertising on licensed vehicles as shown in 1.1 and Appendix B part a).

- b) to introduce new conditions on internal advertising as proposed in Appendix B part b).
 - c) to introduce new conditions covering the content of internal and external advertisements as proposed in Appendix B part c) and
 - i) consider item c) 7 in the light of the consultation response from Love Cambridge which can be found in Appendix E.
 - ii) set a minimum distance from the Hackney Carriage Crest that any advertisement can be placed.
 - d) to introduce additional conditions relating to external advertising as proposed in Appendix B part d).
 - e) to introduce a new condition relating to external advertising on licensed private hire vehicles as proposed in Appendix B part e).
- 2.2 Members should also consider the issues raised in paragraphs 6.3 and 6.4 of the report. Members will need to have regard to vehicles with existing liveries and advertising that conform to current conditions.

3 BACKGROUND

- 3.1 On 10th July 2000 a decision was taken by the City Board in relating to the Cambridge Livery for Hackney Carriages and Private Hire Vehicles. It was decided there should be a separate distinctive colour for both sets of vehicles. Following further discussions and consultations on 7th November 2000 the Environment Committee agreed a recommendation from the Head of Transport Services to re-address the above decision. The following was approved:

Hackney Carriages would be required to display a sign on their driver's door and front passenger door that includes the Cambridge City Crest and the words "Cambridge Hackney Carriage"

Private Hire Vehicles be required to display on their driver's and front passenger doors signs that state their Operator Company name and also include the words "Private Hire Vehicle - Pre booked only" The lettering in the latter phrase should not be less than 1" in height, and clearly visible on the sign.

- 3.2 No changes are proposed to the conditions in paragraph 3.1 above, however it should be noted that in most cases any advertising on the same door panel as the Cambridge City Hackney Carriage crest renders the advert unreadable. Other Local Authorities (e.g. York) who require a identification crest for Hackney Carriages have rejected all over advertising and advertising on doors in order to ensure that full prominence is given to the coat of arms which aids identification of the vehicle as a licensed hackney carriage.
- 3.3 Advertising provides an additional source of income for vehicle proprietors. At the present time only a small number of Hackney Carriage vehicles and one Private Hire vehicle has all over advertising on the bodywork.

- 3.4 With advances in technology a number of companies manufacture and fit in car media screens on the glazed partition, bulkhead or headrest:
- 3.4.1 The specific request from Taxiad.co.uk relates to head rest monitor units used to advertise products on a 7" screen.
- 3.4.2 Cabcast provide a similar size screen which combines digital advertising, public information and CCTV system.
- 3.5 In the case of Private Hire vehicles, the majority of Local Authorities contacted (twelve out of sixteen) concluded that Operator identification is key element for public safety and therefore disallowed any external or internal advertising on Private Hire Vehicles. See Appendix C for full details.
- 3.6 Advertising and Livery in and on Cambridge City licensed vehicles is checked as part of the twice yearly mechanical fitness tests at the City Services Depot and any vehicle displaying advertising which does not meet the City Council's conditions would fail the test and a Certificate of Compliance would not be issued.

4 LEGISLATIVE PROVISIONS

- 4.1 Section 47(2) of the Local Government (Miscellaneous Provisions) Act 1976 provides power to require any hackney carriage licensed ... "to be of such design or appearance or bear such distinguishing marks as shall clearly identify it as a hackney carriage."
- 4.2 Sections 47 and 49 of the Local Government (Miscellaneous Provisions) Act 1976 allow a Council to attach to the grant of a hackney carriage or private hire vehicle licence, such conditions as the Council may consider reasonably necessary.
- 4.3 Any person aggrieved by any conditions attached to such a licence may appeal to a Magistrates Court.

5 CONSULTATIONS

- 5.1 The letter in Appendix D was sent to:
Cambridge City Licensed Taxis Ltd (formerly CLTOA)
Cambridge Hackney Carriage Drivers Association
Panther Taxis
A1 Cabco
Camcab
Ace taxis
Camtax
Love Cambridge
- 5.2 At the time of writing only one response had been received from Love Cambridge, attached at Appendix E.

6 ISSUES AND OPTIONS

- 6.1 Members can choose to retain the current conditions with no amendments.

- 6.2 Members can choose to approve, amend or refuse any of the proposed conditions listed in Appendix B, sections a) to e).
- 6.3 Although our current conditions permit advertising on doors, paragraph 3.2 above highlights an alternative view on advertising on doors which has been adopted by other councils. Members may wish to retain the current practice or may consider that the approach adopted by other councils is one which could be adopted by Cambridge City.
- 6.4 Our current conditions allow for vehicles to be fully liveried, subject to approval. If the condition listed in section e) is approved, then condition a) 1 will need to be amended to reflect this. There is already one private hire vehicle with all over advertising on the bodywork and members should consider whether the decision is to take effect from the date of the committee decision, thereby allowing the existing vehicle to retain its advertising.

7 IMPLICATIONS

- (a) **Financial Implications** None.
- (b) **Staffing Implications** None.
- (c) **Equal Opportunities Implications** None.
- (d) **Environmental Implications** None.
- (e) **Community Safety** Cambridge City Council must ensure that it provides a safe and secure 'taxi' service for the public and so consideration should be given to easy identification of licensed Hackney Carriage and Private Hire Vehicles.

BACKGROUND PAPERS:

Advertising and Livery report to the Cambridge City Board 10th July 2000

Cambridge Crests for Hackney Carriage vehicles and door signs for Private Hire Vehicles Report to Licensing Sub Committee 19th April 2001

The author and contact officer for queries on the report is Christine Allison / Deborah Jones on ext 7899 / 8067

Report file: L:\Taxi Office\Filing\Reports\Advertising report 09.doc

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a) Current conditions:

- 1 To allow the full liveried vehicle, as in London, subject to approval,
- 2 To disallow any window advertising,
- 3 Not to permit commercial advertising in the interior of licensed vehicles
- 4 To restrict signs and notices displayed in the interior of licensed vehicles to notices approved or provided by the Council relating to fares, complaints procedures, safety information and other similar information for passengers attention.

b) Proposed conditions on internal advertising:

- 1 Internal advertising is permitted in licensed vehicles in the following places:
 - On the base of the lift up (tip up) seats
 - On media screens mounted on the glazed partition immediately behind the driver's head. No other advertising material may be placed on the glazed passenger driver partition
 - On a media screen mounted in the front seat headrests.
- 2 No media screen is permitted to have accompanying sound.
- 3 All paper based advertisements must be encapsulated in clear non-flammable plastic.
- 4 Advertisements must be of such form as not to become easily soiled or detached.
- 5 No advertisement will be permitted which impedes the vision of the driver or passenger.
- 6 Advertising material must not interfere with any equipment normally fitted to the taxi
- 7 The equipment should not be used to the annoyance of any passenger and shall be switched off if requested.

c) Proposed conditions covering all types of advertisement (internal and external):

The advertisement shall not contain the following: -

- 1 political, ethnic, religious, sexual or controversial text;
- 2 escort agencies, gaming establishments or massage parlours;
- 3 nude or semi-nude figures;
- 4 tobacco or alcohol; (including adverts for licensed premises)
- 5 materials likely to offend public taste
- 6 materials that may be disadvantageous to the Council or portray and negative image of the city
- 7 materials which seek to advertise more than one company/service or product;

Advertisements must not obscure or distract attention from the Cambridge City Hackney Carriage Crest and must be placed at least {*measurement*} distance from the Crest.

d) Suggested additional conditions on external advertising:

- 1 No advert shall be reflective
- 2 No advert shall have the potential under any circumstances to distract other road users

e) Suggestion for amendment to existing conditions:

- 1 No external advertising allowed on Private Hire Vehicles