

**Name of meeting and date: Licensing & Safety Committee – 19<sup>th</sup> September 2011.**

**Title of report: Advertising Material Displayed on Licensed Vehicles**

Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	No
Is it in the <a href="#">Council's Forward Plan</a> ?	Not applicable
Is it eligible for "call in" by <a href="#">Scrutiny</a> ?	Yes
Cabinet member <a href="#">portfolio</a>	

**Electoral [wards](#) affected and ward councillors consulted: All wards**

**Public or private: Public**

### **1. Purpose of report**

To determine whether licensed vehicles should be allowed to display additional advertising material.

### **2. Key points**

The issue of allowing advertising signage on licensed vehicles is a matter that is raised time and time again by the trade who would like the flexibility to offer advertising space to companies who would pay to provide professionally applied advertising signage to licensed vehicles.

### **3. Current Position**

Currently Kirklees Licensing conditions state:

An advertisement/company logo of a design and size which has the prior approval of the Council may be displayed below the Kirklees official door sign only on the two front doors and not on any other panel of the licensed vehicle.

Approval for any additional signage is sought on an individual basis from the Licensing Committee, however we have no guidance policy setting out what is or is not acceptable.

#### **4. Other Local Authorities**

There are many external companies that specialise in professional taxi signage and something that is increasingly popular is a full digital wrap covering the whole of the taxi. Vehicles in most major U.K.cities are taking advantage of this e.g. Belfast, London, Birmingham, Sheffield, Leeds, Manchester, Glasgow, Edinburgh, Dundee, and Aberdeen. (see appendix a)

In light of this many councils have produced an advertising policy which sets out a number of conditions that must be adhered to, when making an application to display additional signage on a vehicle. (see appendix b)

#### **5. Why advertise on taxis?**

- Research shows that taxis spend more than 90% of their time in town and city centres.
- Each taxi is on the road for an average of 8 hours a day.
- Excellent Reach: advertising in town and city centres can be difficult due to the limited number of billboards.

#### **6. Implications for the Council**

There are a number of positive implications for the council:

- Increase in revenue as most councils charge to allow advertising on licensed vehicles, to cover admin and inspection costs..
- The trade in wanting to attract advertising will endeavour to maintain their vehicles to the highest of standards.
- Income for vehicle owners during particularly tough economic downturn.

#### **7. Options and Recommendations**

The Licensing Committee are asked to consider whether to give approval to adopt an advertising policy as attached and to allow either:

- All licensed vehicles to apply for additional advertising subject to conditions of the policy
- Hackney carriages only to apply for additional advertising subject to conditions of the policy
- If approved to delegate authorisations to the Licensing manager and in the event of a dispute the matter be referred to Regulatory Panel.

## **8. Contact officer and relevant papers**

Catherine Walter, Licensing Manager 01484 456860

Neal Fearn, H of S (Licensing & Building Control) 01484 221550

