

**Report to:** General Licensing Committee

**Date:** 1<sup>st</sup> October 2018

**Title:** Advertising on Hackney Carriage Vehicles

**Report of:** Director of Service Delivery

**Ward(s):** All

**Purpose of report:** That the Committee consider the proposal for advertising on the offside and nearside of the rear of Hackney Carriages.

**Officer recommendation(s):** That the Senior Specialist Advisor is delegated to decide on whether or not to vary the vehicle licence conditions following an application concerning advertising on hackney carriage vehicles provided that the vehicle is not exempt from displaying the Council's livery.

**Reasons for recommendations:** Request from the trade to allow advertising on Hackney Carriages

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## 1. Introduction

- 1.1 The Council sets conditions that are attached to either drivers or vehicle licences. There is a current condition on the Hackney Carriage Vehicle Licence Conditions that states "No signs, notices, advertisements, plates, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from the vehicle except as may be required by any statutory provision (including byelaws) or required or permitted by these conditions". The current Hackney carriage conditions are included as **Appendix 1**.
- 1.2 Private Hire Conditions already permit advertisements with the permission of the council.

## 2.1 Background Information

- 2.2 A letter was sent to the Licensing team signed by 9 Hackney Carriage proprietors requesting the change in condition to allow advertising on their vehicles. A copy of the letter is included in **Appendix 2**.
- 2.3 The trade have given the following reasons for this request in their letter:

‘It would provide much needed extra income in these difficult times, and if approved, give the opportunity for interested local firms to advertise with local drivers.’

- 2.4 Members are asked to restrict advertising to only licensed vehicles displaying the full council livery for hackney carriage so that the public can be confident that they are using a legitimate vehicle. The trade have provided examples of how the advertising may look also in **Appendix2**.

### **3 Proposal**

- 3.1 The Committee is asked to consider the proposal and determine whether advertising may be permitted on Eastbourne hackney carriage vehicles. The Committee should decide to either;

- 1) Refuse this request
- 2) Grant this request with appropriate guidance for advertising on hackney carriages as per Appendix 3

### **4 Advertising Guidance**

- 4.1 Should the Committee be minded to grant the request for advertising on the offside and nearside of the rear of Hackney Carriages it is necessary to have standards applied to these to uphold decency and ensure they comply with the law. The advertising standards guidance is attached as **Appendix 3** to this report.

### **5 Financial appraisal**

- 5.1 The report has no direct financial implications.

### **6 Legal implications**

- 6.1 The Legal Section has considered this Report on 11 September 2018 ( IKEN-7661- EBC- MW).

### **7 Appendices**

- Appendix 1 - Hackney carriage vehicle licence conditions
- Appendix 2 - Request from the trade
- Appendix 3 - Advertising standards

### **10 Background papers**

None