

Appendix C

SECOND PART CONSULTATION - ONLY FOR HACKNEY CARRIAGE & PRIVATE HIRE VEHICLE LICENCE HOLDERS

To Julia,

Following the trade liaison meeting today please find my views on advertising/door signs on both private hire vehicles and hackneys.

And suggested revised terms and conditions to replace number 17 and 20. (Hackney T&Cs)

17.

a) No advertising material shall be displayed, either in or outside the vehicle unless specifically approved in writing by the Council's Licensing Officers, with the exception of the livery standard.

b) Informatives such as but not limited to no smoking sign, first aid kit carried, fire extinguisher carried, visa MasterCard accepted or "logos", CCTV installed, no food, no drink, are allowed without written permission but no larger in total area than 20% of the door signs

c) All advertising shall be limited to the name, telephone number, logo and web address of the proprietor or taxi circuit the vehicle is representing (with the exception of an all over advertising livery)

d) Advertising approval will only be granted to the following areas by WBC:

1. Centrally on the top part of the door skin on both the rear doors (limited to the same dimensions as the door signs fitted to the vehicle) (Photo Examples to be supplied by WBHPHA).

2. The rear of the vehicle but only up to the same area as the door signs.

No advertising shall be permitted on any other parts of the vehicle or any area of its windows.

20.

The proprietor shall provide door signs to the following specification:

a) The door sign will be manufactured, designed and maintained for the intended purpose.

b) Door signs will be kept clean, in good repair and permanently mounted centrally on the top half of the door skin on both front doors. (no other advertising or informative is allowed on the front doors.)

c) the door sign will be white and show the words "West Berkshire Council in the form of the Council's logo" below the word "TAXI", in green, as specified above for roof signs. The licence

Number will also be shown within a circle, as specified for the front of the roof sign, but only once and to the left of the wording. (Photos to be supplied by WBHPHA).

d) The door sign will be a minimum of 380mm horizontally by 150mm vertically and a maximum of 760mm horizontally x 300mm vertically the text size must increase proportionately with the size of the door sign.

e) The sign will be made of self-adhesive vinyl or similar and be permanently displayed. (It cannot be of a magnetic type.)

f) Vehicles which have a council approved, "all over" advertising livery, on application may be exempt of this requirement. (These would only be "London Cabs" or other similar purpose built Taxis.)

h) in the event of the Council's Licensing Officers not being satisfied that a door signs meets these specification, the conditions of the vehicle licence will be deemed to have been breached. The licence holder of the vehicle may be subject to a penalty within any point's scheme should one be in existence at the time and if not suitably rectified may have the sanction of law imposed.

Regards

R Sheikh

WBHPHA

11th Aug 2014