

Title of Report:	Taxi Livery and Advertising
Report to be considered by:	Licensing
Date of Meeting:	23 June 2015
Forward Plan Ref:	n/a

Purpose of Report: To provide Members with further material following from Licensing Committee Meeting 24 March 2015

Recommended Action: Require the Councils livery only to be displayed on hackney carriages and private hire vehicles

Reason for decision to be taken: Request from the trade

Other options considered: Allow any description of advertising in addition to the Council's livery.

Key background documentation: Committee Report from meeting held on 24 March 2015

Published Works: Local Government (Miscellaneous Provisions) Act 1976
West Berkshire Council Hackney Carriage Conditions

Portfolio Member Details	
Name & Telephone No.:	Councillor Keith Chopping
E-mail Address:	kchopping@westberks.gov.uk
Date Portfolio Member agreed report:	E mailed to Portfolio Holder 11/6/2015

Contact Officer Details	
Name:	Brian Leahy
Job Title:	Team Manager Licensing
Tel. No.:	01635 519494
E-mail Address:	bleahy@westberks.gov.uk

Implications

Policy:	The Council currently has a condition regarding livery and advertising
Financial:	None
Personnel:	None
Legal/Procurement:	Conditions can be subject to appeal through the Magistrates' Court
Property:	None
Risk Management:	None

Is this item relevant to equality?	Please tick relevant boxes	Yes	No
Does the policy affect service users, employees or the wider community and:			
• Is it likely to affect people with particular protected characteristics differently?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Is it a major policy, significantly affecting how functions are delivered?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Will the policy have a significant impact on how other organisations operate in terms of equality?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Does the policy relate to functions that engagement has identified as being important to people with particular protected characteristics?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Does the policy relate to an area with known inequalities?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Not relevant to equality		<input type="checkbox"/>	<input checked="" type="checkbox"/>

Executive Summary

1. Introduction

- 1.1 Members agreed at their meeting on the 24th March 2015 to task officers with carrying out some benchmarking on livery standards and to provide photographic material showing current styles of advertising.

2. Proposals

- 2.1 To consider the report and the photographic material provided.

3. Equalities Impact Assessment Outcomes

- 3.1 This item is not relevant to equality.

Executive Report

1. Introduction

- 1.1 A number of authorities have been contacted and asked to provide their livery/advertising standards as requested by Members.

2. Council Responses

2.1 Reading Borough Council

- Allow an application process and fee in respect of livery. Don't accept anything of a sexual or religious nature to be displayed. Accept full wrap rounds, half wraps (sides and bonnet)

2.2 Chiltern District Council

- Other than the Chiltern door stickers, no signs, notices advertisements, marks, numbers, letters, figures, symbols, emblems or devices whatsoever shall be displayed on, in or from any licensed vehicle except as required by any statutory provision or with approval of Chiltern District Council.
- All advertising material must be approved by the licensing team prior to use or display, a £10 administration fee will be payable per batch of advertising. With the exception of Chiltern DC issued private hire stickers, any advertising material must not use the Council's logo.

2.3 South Bucks District Council

- No sign, notice advertisement, mark, letters, figures, symbols, emblems or devices shall be used if it contains anything of a religious or political nature or advertises tobacco, alcohol, sex or a sex establishment, or contains any matter likely to cause offence. Full approval of the type and extent of any advertising must be sought from a licensing officer.

2.4 Royal Borough of Windsor and Maidenhead

- Only the Council's livery is permitted.

2.5 Slough Borough Council

- Suitable advertisements may be displayed on or in hackney carriages subject to written approval from the Council being obtained before advertisements are applied to the vehicle.
- Advertisements must be of a form and quality that cannot become easily dissolved, defaced or detached.
- Only one product or service may be advertised at any one time in addition to any livery advertising the name and telephone number of the company for which the hackney carriage is working.
- Livery may be the whole vehicle, externally on side panels or externally on the edge of the roof/top of the doors to the vehicles.

2.6 Bracknell Forest Council

- All advertising must comply with the British Code of Advertising Practice, Sales Promotion and Direct Marketing and is the responsibility of the agency or individual seeking the Council's approval to ensure that they do so.
- Advertising containing political, ethnic, religious, sexual or controversial texts, those for massage parlours or escort agencies, nude or semi-nude figures, those seeking to involve the driver as an agent of the advertisers, those likely to offend public taste or those that seek to advertise more than one company will not be approved.
- A fee of £35 is charged for new applications and £20 for annual renewals.

3 Photographs

- 3.1 A number of photographs of existing livery and advertising on West Berkshire taxis will be available for Members to peruse at the meeting

Appendices

There are no Appendices to this report.

Consultees

Local Stakeholders: Taxi trade

Officers Consulted: Julia O'Brien Principal Licensing Officer

Trade Union: None