

AMENDMENT TO PRIVATE HIRE AND HACKNEY CARRIAGE VEHICLE CONDITION 14A

LEAD OFFICER: C A Boyce, Legal Services Manager

REPORT AUTHOR: M Jewell, Senior Legal Services Officer

Summary: To inform Members of a request that has been received from a private hire operator to place an advertisement on the front of a private hire vehicle.

Recommendation: That condition 14A on the conditions relating to private hire vehicles and hackney carriage vehicles be amended as shown in paragraph 2.2.

Resource Implications:

LA 21 Implications: None.

Rural Implications: None.

**Crime & Disorder Act
Implications:** None.

Key Decision Status

- **Financial:** None.
- **Ward:** None.

Other Ward Implications: None.

1. INTRODUCTION

1.1 A request has been received from a private hire operator to display a corporate image on the bonnet of his vehicles (shown at Annex 1).

1.2 Conditions 14 and 14A attached to Private Hire Vehicles state as follows: -

"14 No signs advertisements or other form of words, except as mentioned in 14A shall be affixed to or displayed from the vehicle other than the Council's licence plate and any other sign or notice required to be displayed on or from the vehicle which is described by or under any enactment or rule of law.

14A Advertising permitted by the Council is limited to that allowed by law and relating to the Proprietor's own business to the sides and rear of the vehicle below window level (and in the case of hackney carriages, the roof sign) and of a size and design to be first approved in writing by the Chief Legal Officer but should the Chief Legal Officer refuse consent, then the applicant be entitled to refer the matter to the Licensing Panel for a further decision. Section 64 of the Transport Act 1980 prohibits the display on the roof of any vehicle, other than a licensed hackney carriage, which is used for carrying passengers for hire or reward, and sign, mark

or illumination or other feature which may suggest that the vehicle is a hackney carriage.”

2. RECOMMENDATION

2.1 Members will see that this condition relates solely to advertising allowed by law and relating to the proprietor's business and does not permit advertising of any kind on the front of the vehicle although it does allow it on the rear.

2.2 It is recommended that condition 14A be amended so as to allow any form of advertising on the vehicle and to extend this to include the front (bonnet) of the vehicle subject to the approval of the Head of Legal and Democratic Services. The following wording is suggested: -

“14 A Advertising is permitted on the sides, the rear and the front (bonnet) of the vehicle below window level (and in the case of hackney carriages, the roof sign) and of a size and design to be first approved in writing by the Head of Legal and Democratic Services but should the Head of Legal and Democratic Services refuse consent then the applicant be entitled to refer the matter to the Licensing Panel for further decision”

2.3 It is also recommended that the identical condition for Hackney Carriage Vehicles be amended accordingly.

List of Background Documents: Request dated 4th February 2006

List of Consultees: