

Southend-on-Sea Borough Council

Report of Director of Technical & Environmental Services
to
Licensing Committee
on
19 July 2002

Report prepared by : Colin Gabell

Amendment to Hackney Carriage Vehicle Licence Advertising Conditions
(Environmental Scrutiny Committee - Executive Councillor - Councillor Mrs Holland)
A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1 Members are invited to consider proposed amendments to the Hackney Carriage Vehicle Licence Conditions to permit rear window advertising.

2. Recommendations

2.1 Members are invited to consider:

- (a) an amendment to Hackney Carriage Vehicle Licence Condition 3.d) to add the words 'or rear windscreen, provided that it does not obscure the view to the rear.'
- (b) an amendment to Hackney Carriage Vehicle Licence Condition 3.h) to add the words 'and provided that no other advertisement appears on the said windscreen.'

- 2.2 Members are invited to agree that officers with delegated powers to approve advertisements do not approve advertisements of a licentious nature, or containing Tobacco, Alcohol or Nudity.

3. Background

- 3.1 On 22 November 2001, a letter was received from the Southend Taxi Drivers' Association proposing that in light of the availability of advertisements in 'contravision' plastic, taxis be permitted, for an agreed period, to trial the advertising in the rear windows of taxis. The letter suggested only one approved advertisement should appear for the trial in an agreed number of taxis and, if the trial proved safe and successful, a report be prepared for the Licensing Committee to approve such rear windscreen advertising.
- 3.2 After consultation between officers, the Chairman and the Portfolio Holder, the proposal was agreed, and since 10 April 2002, 10 licensed Hackney Carriages have carried the advertisement for 'Talk' Nightclub in their rear windscreens (**Appendix 1**). It should be noted that the advertisement covers the whole rear windscreen area, but the contravision plastic allows a clear driver's view through the whole windscreen from inside the taxi. A taxi using the advertisement will be available for Members to view prior to the Committee meeting.
- 3.3 No complaints are known of, either by the Trading Standards Service or the Association, and no safety problems have arisen during the course of the trial. A further letter has been received from the Association requesting Committee approval of this advertising for licensed Hackney Carriages, subject to certain conditions. A copy of this letter is attached at **Appendix 2**.
- 3.4 **Appendix 3** contains a copy of the Council's current Hackney Carriage Vehicle Licence Conditions.

4. Proposals

- 4.1 In light of the above, it is proposed that Licence Conditions 3.d) and 3.h) are amended to permit such advertising, as shown at Recommendation 2.1.
- 4.2 It is felt that it is unnecessary to amend the Conditions further, as proposed in the **Appendix 2** letter, as existing Conditions cover most points, although Members may wish to agree with the nature of the advertisements which should be allowed, as shown at Recommendation 2.2.
- 4.3 The proposed amendments relate only to Hackney Carriage Conditions of Licence.

5. Background Papers

- 5.1 Letters from the Southend Taxi Drivers' Association.

6. Appendices

- 6.1 **Appendix 1** - Talk Nightclub advertisement.
- 6.2 **Appendix 2** - Letter from Southend Taxi Drivers' Association dated 22 May 2002.
- 6.3 **Appendix 3** - Current Hackney Carriage Vehicle Licence Conditions.