

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Director of Technical and Environmental Services
to
Licensing Committee
on
24th September 2003

Report prepared by: Allan Evans and Colin Gabell

Amendment to Hackney Carriage Vehicle Licence Advertising Conditions
(Environmental Scrutiny Committee – Executive Councillor: Councillor Mrs Holland)
A Part I 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 illuminated advertising to be placed on the roof of a taxi.

2. Recommendation

2.1 Members are invited to consider:

- (a) **An amendment to Hackney Carriage Vehicle Licence Condition 3.d) to add the words 'or roof of the vehicle provided that advert does not exceed 665mm x 95mm x 450mm (26" x 4" x 17") on a saloon car and 1044mm x 95mm x 360mm (41" x 4" x 14") on an estate car or purpose built cab.'**
- (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 roof.'**

3. Background

- 3.1 In July 2003, a request was received from Mr Paul Sutton of the Southend Taxi Drivers Association proposing that illuminated advertising be allowed on the roof of a taxi. An informal viewing of the proposed sign by the Licensing Committee took place on 30 June 2003. In his letter dated 30 July 2003, Mr Sutton asks to put before Committee a full presentation regarding the advertising.
- 3.2 Taxis displaying the two sizes of advertising will be available for Members to view prior to the Committee meeting.
- 3.3 **Appendix 2** contains a copy of the Council's current Hackney Carriage Vehicle Licence Conditions.

4. Proposal

- 4.1 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 The proposed amendments relate only to Hackney Carriage Conditions of Licence.

5. Background Papers

- 5.1 Letter from Mr P Sutton, Southend Taxi Drivers Association.

6. Appendices

6.1 **Appendix 1** - Letter from Mr P Sutton, Southend Taxi Drivers Association.

6.2 **Appendix 2** - Current Hackney Carriage Vehicle Licence Conditions,

SOUTHEND TAXI DRIVERS ASSOCIATION
REGISTERED UNDER THE INDUSTRIAL AND PROVIDENT SOCIETIES ACT 1965. NO. 23183.

PLEASE REPLY TO:

P.A.W. SUTTON
36 LOVELACE GDNS.
SOUTHEND-ON-SEA
ESSEX SS2 4NU
TEL: 01702 301822
MOB: 07931626080

Mr.C. GABELL.
HACKNEY CARRIAGE OFFICE,
SOUTHEND BOROUGH COUNCIL,
P.O. BOX 6, CIVIC CENTRE,
VICTORIA AVENUE.
SOUTHEND ON SEA,
ESSEX. SS2 6ER.
30th.JULY 2003.

Dear Colin,

The Association wishes to convey its thanks for this mornings meeting and the outcome:-

REMOVE HAMLET COURT RANK AND REPLACE WITH 9 CAR RANK AS PER PLAN.
CLIFTOWN ROAD TO BECOME 24 HOUR RANK.
3 CAR RANK TO BE PLACED in CROWSTONE RD.westside facing LONDON RD.
EXTENSION TO CLIFTOWN TO BE DISCUSSED LATER.

With regard to taxi advertising we would like to put a full presentation before the committee at the September 2003 MEETING. I have noted the comments made at the informal viewing by the Committee and your goodself. With that in mind I would hope to be able to put together a fully comprehensive presentation folder to be distributed with the Agenda for the Licencing committee perusal prior to the meeting.Please let me know the quantity required and the latest date for delivery to your office.

I REMAIN,
YOURS SINCERELY.

P.A.W.SUTTON.
CHAIRMAN S.T.D.A.

Southend Taxi Drivers Association

LIMITED

REGISTERED UNDER THE INDUSTRIAL AND PROVIDENT SOCIETIES ACT 1965. No.23183

Please reply to :-

P.A.W.SUTTON,
36, LOVELACE GARDENS,
SOUTHEND ON SEA.
SS2 4NU.
TEL. 01702-301822
MOB. 07931626080.

Mr. A. EVANS.

HOPE THE FOLLOWING MEASUREMENTS HELP, THERE ARE TWO TYPES OF ROOF BOXES TO BE USED FOR THE ADVERTISING ON TAXI ROOFS.

TYPE ONE SALOON.

665mm - length - 26 inches.
95mm - width - 4 inches.
450mm - height - 17 inches all approx.

ADVERT SIZE:-

510MM X 390MM.
20INCH X 16INCHES.

TYPE TWO ESTATE

1044mm length 41 inches
95mm width 4 inches
360mm height 14 inches all approx.

ADVERT SIZE :-

890mm X 300mm.