

Southend-on-Sea Borough Council

Report of Director of Technical & Environmental Services

to

Licensing Committee

on

6 July 2006

Report prepared by: Allan Evans

Agenda
Item No.

Amendment to Private Hire Vehicle Licence Advertising Conditions

Environmental Scrutiny Committee – Executive Councillor: Councillor Ian Robertson

A Part I Public Agenda Item

1. Purpose of Report

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

2. Recommendation

2.1 Members are invited to consider:

- (a) an amendment to Private Hire Vehicle Licence Condition 2.c) to add the words, 'or rear windscreen provided it does not obscure the view to the rear.'
- (b) an amendment to Private Hire Vehicle Licence conditions 2.f) 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 9 March 2006 a letter was received from Mr Andre Burch from Southend Radio Cars proposing that in light of the availability of advertisements (in 'contravision' plastic) which have successfully been used on the rear windows of Hackney Carriages in the last four years, this type of advertisement now be allowed on Private Hire Vehicles. A copy of this letter is shown at **Appendix 1**.

- 3.2 On 19 July 2002 a proposal was made by Southend Taxi Drivers Association to Licensing Committee requesting an amendment to Hackney Carriage Vehicle Conditions to permit 'contravision plastic' rear window advertising on taxis following a successful trial period of three months. 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. In the minutes of the meeting, the Committee took the opportunity to highlight that the Southend Hire Car Action Group was at liberty to make a similar application at a future date and that any application would be considered on its own merits. A copy of the report to Licensing Committee and minutes is attached at **Appendix 2**.

- 3.3 **Appendix 3** contains a copy of the Council's current Private Hire Vehicle Licence Conditions.

4. Proposals

- 4.1 In light of the above, it is proposed that Licence Conditions 2.c) and 2.f) are amended to permit such advertising, as shown at Recommendation 2.1.

- 4.2 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 Private Hire Vehicle Conditions of Licence.
- 5. Background Papers**
- 5.1 Letter from Mr Andre Burch.
- 6. Appendices**
- 6.1 **Appendix 1** - Letter from Mr Andre Burch.
- 6.2 **Appendix 2** - Copy of Minutes and Report to Licensing Committee 19 July 2002.
- 6.3 **Appendix 3** - Current Private Hire Vehicle Licensing Conditions.