
Subject:	Local Government (Miscellaneous Provisions) Act 1976 – Application for liveried taxi advertising
Meeting and Date:	Regulatory Committee – 16 May 2017
Report of:	Licensing Team Leader
Classification:	Unrestricted

Purpose of the report:	To consider an application to place advertising on licensed Hackney Carriage / Private Hire Vehicles.
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Recommendation:	That the Committee determine the application
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1. Summary

- 1.1 Mr Scott Dumigan of Unity Cars has written to the Council asking for permission to place different style signs onto his vehicles.

2. Introduction and Background

- 2.1 Dover District Council's Hackney Carriage and Private Hire Licensing Policy 2016 – 2021 states the following in relation to company signs for private hire vehicles:

At 25.1: -Company (Operator) signs shall be displayed on the two front doors.

At 25.4: - All company signs shall be the same for each vehicle.

- 2.2 Mr Dumigan has submitted a written request to display different signage on different types of vehicles (Appendix A) and colour images of the signage (Appendix B). He wishes to use 4 different signs – Unity Cars, Unity Eco, Unity VIP, and Unity Plus with differing colours.

2 Identification of Options

Options:

- (a) To approve the application for proposed advertising detailed at Appendix A and Appendix B.
- (b) To refuse permission for the proposed advertising.

3 Appendices

Appendix A – Email submitted by Mr Dumigan

Appendix B – Proposed vehicle graphics submitted by Mr Dumigan

4 Background Papers

Dover District Council Hackney Carriage & Private Hire Licensing Policy 2016 - 2021

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