

---

**Subject:** LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1976 – APPLICATION FOR LIVERIED TAXI ADVERTISING – PHOENIX CARS

**Meeting and Date:** Regulatory Committee – 20 November 2012

**Report of:** John Newcombe, Licensing Team Leader

**Classification:** Unrestricted

---

**Purpose of the report:** To consider an application to place advertising on licensed Private Hire Vehicles.

---

**Recommendation:** That the Committee determine the application

---

## 1. Summary

- 1.1 Mr Richardson of Phoenix Cars has written to the Council asking for permission to place vehicle graphics onto two of his vehicles. (**Appendix A**) The graphics are advertising Phoenix Cars; however it is proposed that they be placed on the rear screens of the vehicles. (**Appendix B**)

## 2 Introduction and Background

- 2.1 Dover District Council's General Policy for Hackney Carriage & Private Hire Vehicles, Drivers and Operators states that:

“Advertising

The Licensing Manager must approve any form of advertising on a licensed vehicle other than:

- (a) The roof sign permitted on Hackney Carriages.
- (b) The company name and telephone number that may be displayed on the front driver and passenger doors.”

- 2.2 There are currently no policy guidelines ensuring that the Licensing Team Leader maintains a consistent approach in determining applications of this nature. In the absence of such guidelines, the Licensing Team Leader has declined to approve the application from Mr Richardson to place the graphics onto his vehicles.

- 2.3 Mr Richardson has asked that the Committee reconsider the decision not to approve the advertising.

## 3 Identification of Options

Options:

- (a) To approve the application for proposed advertising.
- (b) To defer a decision until a set of guidelines has been consulted upon and approved by the Regulatory Committee.
- (c) To refuse permission for the proposed advertising.

## 4 Evaluation of Options

Options:

- (a) A technical specification (**Appendix C**) has been supplied with the application indicating the level of transparency the graphics are printed at and stating that 40% visibility will be maintained. However, it is impossible to assess the amount of vision that will be afforded to the driver of the vehicle without the vehicle graphics being seen in situ. This could have safety implications and the Licensing Team Leader is concerned that the driver's vision may be impaired by the proposed advertising. Mr Richardson states that the visibility for the driver is already limited and has provided a photograph taken from inside the vehicle to demonstrate his point (**Appendix D**).
- (b) A review of the current Hackney Carriage and Private Hire Policy is underway and a revised version of the policy is being drafted. The revised policy will set out guidelines for permissible advertising and it is planned that the new policy will be in place early next year, following a period of consultation.
- (c) The safety of passengers and other road users is of paramount importance. The information available regarding the levels of transparency and light has not been provided and a reasoned decision cannot therefore be taken in this respect.

## **5 Resource Implications**

There are no resource implications arising from this report.

## **6 Appendices**

Appendix A – E-mail submitted by Mr Richardson

Appendix B – Proposed Advertising graphics

Appendix C – Technical Specification

Appendix D – Photograph of existing vision from drivers position in vehicle

## **7 Background Papers**

Hackney Carriage & Private Hire Licensing Policy

Contact Officer: John Newcombe, Licensing Team Leader