

PUBLIC PROTECTION COMMITTEE: 4 February 2014

Report of the Head of Regulatory and Supporting Services

HACKNEY CARRIAGE FULL LIVERY ADVERTISING

1. Background

- 1.1 An application has been received from Mr Neil Richards of Huge Media Advertising Ltd for full livery advertising on wheelchair accessible hackney carriage vehicles such as the Fiat Doblo.
- 1.2 Currently the authority only permits full livery advertising on hackney carriage vehicles that meet the London Metropolitan Conditions of Fitness e.g. London style taxis such as TX1s, FX4s etc.

2. Details.

- 2.1 Condition 5.2 (f) of Cardiff Council's Hackney Carriage Vehicle Licence Conditions states:
'Full external advertising livery for one product is permitted on the whole of the vehicle subject to the advertisement being approved by the authority, in writing, prior to its use. This condition applies only to purpose built vehicles which meet the Metropolitan Police Conditions of Fitness'.
- 2.2 Vehicles that meet the Metropolitan Police Conditions of Fitness include: London Taxis International FX4, London Taxis International TX1/2, London Taxis International TX4, Reliant Metrocab, and Mercedes Bens Vito Taxi.
- 2.3 In his application Mr Richards states:

'Huge Media Advertising Ltd is a national taxi advertising company specialising in advertising on purpose built and wheelchair accessible vehicles throughout the UK. We have been asked to fit 'Sandals' Full Livery Advertisement in all major cities in the UK with Cardiff being one of the major areas that the named advertiser wishes to target.'
- 2.4 Mr Richards claims there are ten hackney carriage proprietors requesting the advertising on ten Fiat Doblos. The proposed advertising will provide proprietors with some additional income. The full letter of application is detailed in Appendix A.

2.5 Mr Richards has provided the artwork for each of the advertisements (see Appendix B).

3. Considerations

3.1 In order to assist the public in identifying licensed vehicles, hackney carriages are required to be coloured black with a white bonnet, apart from vehicles that meet the Metropolitan Police Conditions of Fitness which can be all black without the white bonnet (other than subject to advertising as permitted by the Conditions)

3.2 When determining an application for full livery advertising in 2001, the Public Protection Committee gave consideration to the fact that vehicles that meet the Metropolitan Police Conditions of Fitness have a distinctive shape and are easily recognisable to the public as taxis. Therefore the colour of vehicles that meet the Metropolitan Police Conditions of Fitness is less of a significant factor in terms of identifying the vehicle as a licensed hackney carriage compared with standard saloons and other wheelchair accessible vehicles.

3.3 Wheelchair accessible vehicles that do not meet Metropolitan Police Conditions of Fitness such as Fiat Doblos, Peugeot E7s etc are not as instantly recognisable as taxis from their shape, and these vehicles are commonly used as domestic vehicles.

3.4 As full livery advertisements have been permitted in Cardiff since 2001, the public will be familiar with licensed vehicles that are completely covered by advertising slogans. It could be said that allowing this type of advertising on all wheelchair accessible vehicles would not have an impact of the identification of these vehicles. However commercial advertising of this kind on vehicles is not purely restricted to the taxi trade.

3.5 The Committee may also wish to consider the overall impact on the appearance of the licensed fleet. There are presently 27 licensed vehicles that meet the Metropolitan Police Conditions of Fitness, whereas there are over 400 wheelchair accessible hackney carriages in total.

3.6 A comparison of full livery restrictions in some other local authorities is detailed in the table below:

Local Authority	Full Livery Restrictions
Swansea	Advertising allowed on the bottom of the rear doors. No full livery allowed
Vale of Glamorgan	Rear wing advertising only. No full livery.
Birmingham	London type taxi's can be any colour as they are instantly recognised as taxi's so full livery is allowed as it would not effect any colour code. All other vehicles have to be black.
Bournemouth	A3 size licence on door panels only.
Oxford	Purpose built vehicles only.

Nottingham	No Full livery allowed. Advertising restricted to rear doors/ inner vision rear screen and tip up seats.
Bridgend	All vehicles to be white from new except wheelchair acceptable vehicles which are allowed to be spayed white. No full livery.
Sheffield	Full livery allowed on any vehicle whether purpose built or not.
Southampton	No full livery allowed at all.
Newcastle	Full livery permitted on wheelchair accessible vehicles, but not saloon vehicles
Leeds	Full livery permitted on wheelchair accessible vehicles, but not saloon vehicles or private hire vehicles

3.7 If the Committee were minded to grant this application it is recommended that as with all other types of vehicle advertising, the applicant must submit details of the advert to the Licensing Section for approval prior to its use.

3.8 The Committee has indicated its intention to undertake a complete review of the Taxi Licensing Policy, including standardising and improving the appearance of licensed vehicles. The Committee may wish to take this into consideration when determining this application.

4. Consultation

4.1 The trade consultation procedure was undertaken in accordance with the consultation procedure on any policy matters. The draft reports intended for consideration were made available at the licensing offices for any interested party to provide written submissions.

5. Achievability

This report contains no equality personnel or property implications.

6. Legal Implications

6.1 Under Section 47 of the Local Government (Miscellaneous Provisions) Act 1976 the Council may impose such conditions upon hackney carriage licences as it may consider reasonably necessary.

6.2 In particular the Council may require any hackney carriage licensed by it to be of such design or appearance or bear such distinguishing marks as shall clearly identify it as a hackney carriage.

6.3 It should also be noted that under Section 48 of the same Act a private hire vehicle cannot be of such a design and appearance as to lead any person to believe that the vehicle is a hackney carriage. It is considered that if the application for

full livery advertising for hackney carriage vehicles is granted it would not then be possible to grant any future similar application for private hire vehicles.

7. Financial Implications.

7.1 This report does not result directly in any additional financial implications.

8. Recommendation

8.1 It is recommended that the Committee determine the application made by Huge Media Advertising ltd to allow full livery advertisements on all wheelchair accessible hackney carriage vehicles.

8.2 If the Committee resolve to approve the application, it is recommended that Condition 5.2 (f) of the Hackney Carriage Vehicle Licence Conditions is amended as follows:

'Full external advertising livery for one product is permitted on the whole of the vehicle subject to the advertisement being approved by the authority, in writing, prior to its use. This condition applies only to wheelchair accessible hackney carriage vehicles.'

Dave Holland

17 December 2013

HEAD OF REGULATORY AND SUPPORTING SERVICES

This report has been prepared in accordance with procedures approved by Corporate Managers.

Background Papers: None

APPENDIX A



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Web: www.hugemedia.co.uk

Clare Hartrey
Group Leader (Licensing)
Cardiff County Council,
City Hall,
Cardiff.
CF10 3ND

10/12/13.

Dear Miss Hartrey,

I am writing to request Committee approval to use all Wheelchair Accessible Cardiff City Council Licensed Hackney Carriage Vehicles for full livery advertising.

Huge Media Advertising Ltd is a national taxi advertising company specialising in advertising on purpose built and wheelchair accessible vehicles throughout the UK. We have been asked to fit 'Sandals' Full Livery Advertisement in all major cities in the UK with Cardiff being one of the major areas that the named advertiser wishes to target.

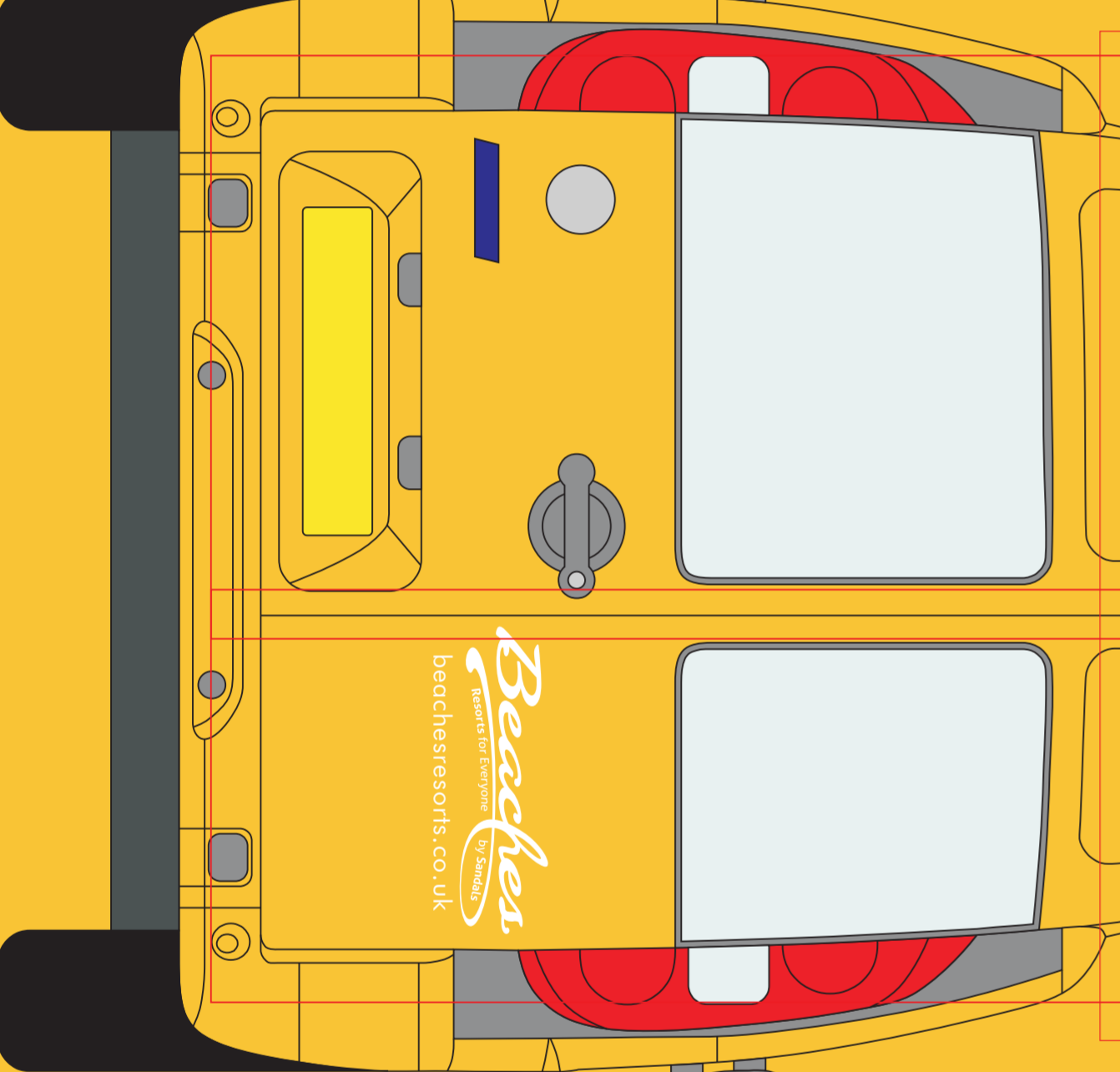
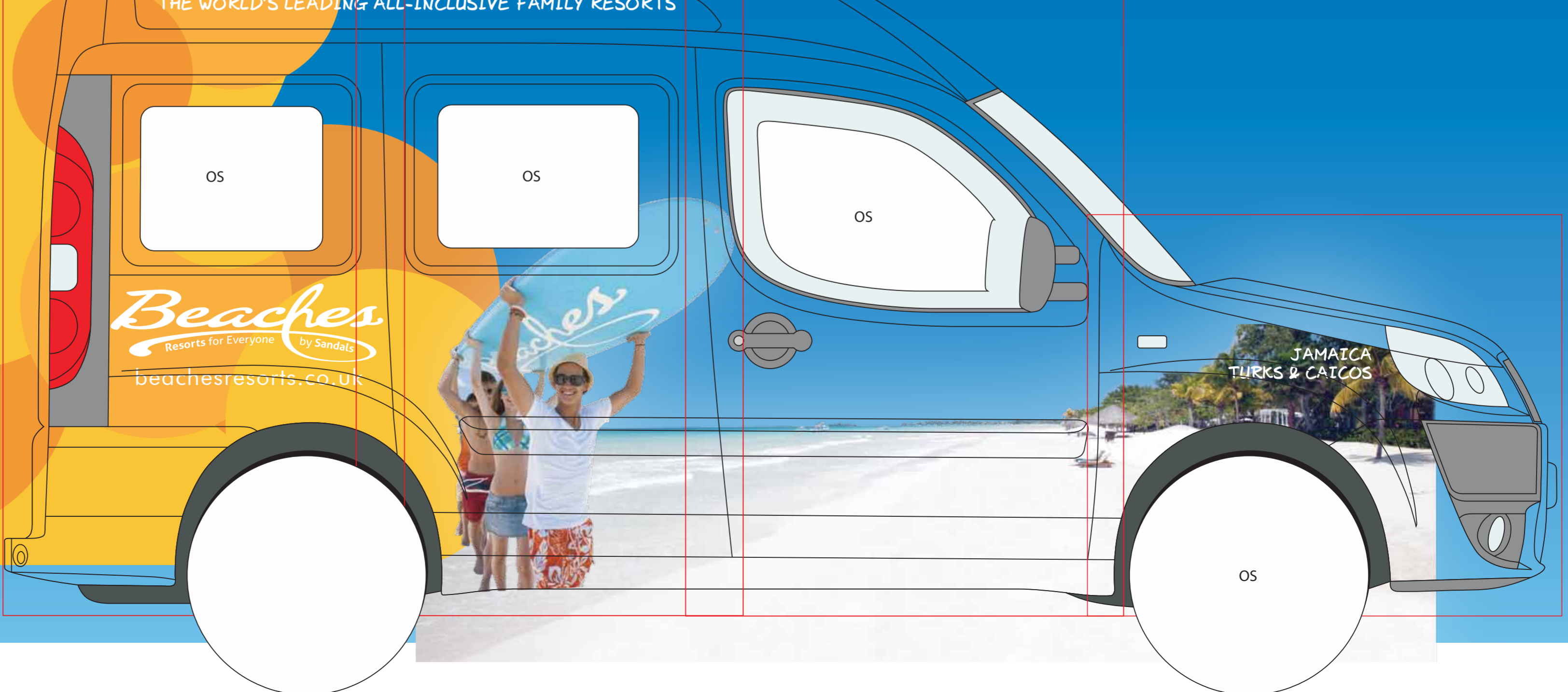
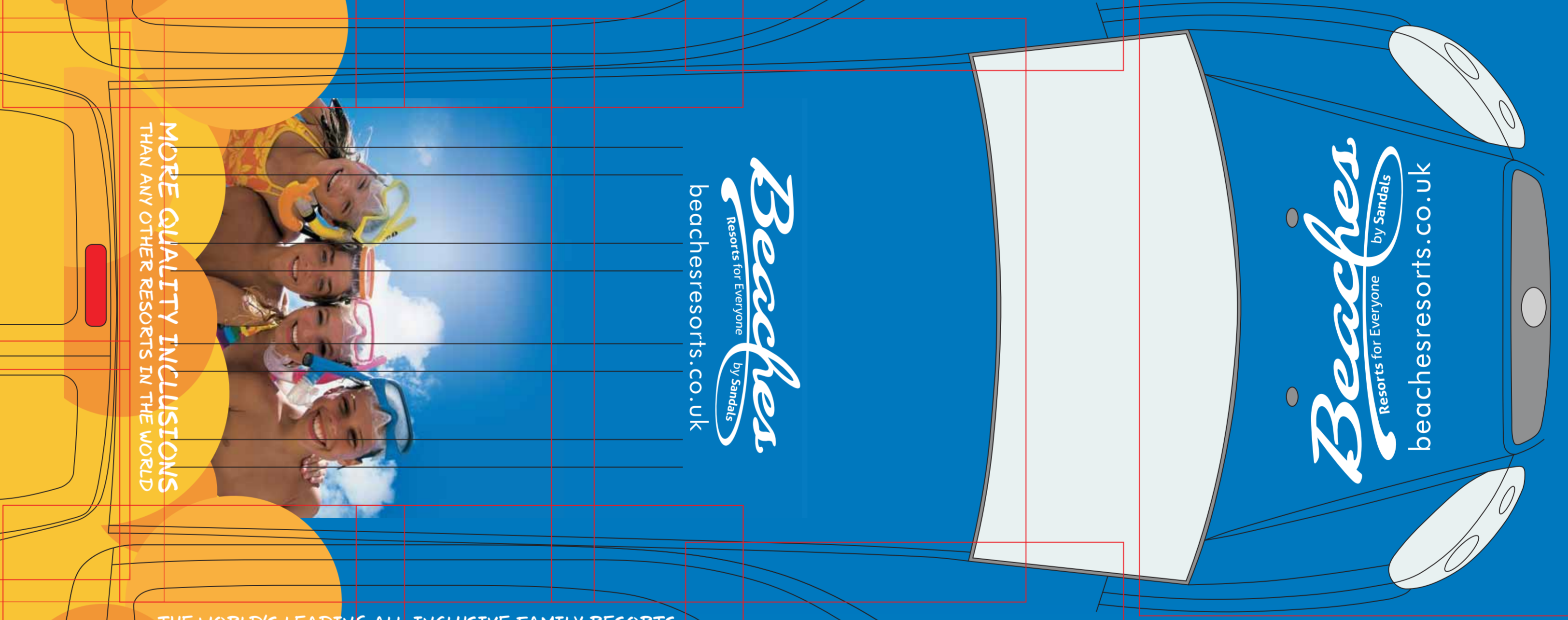
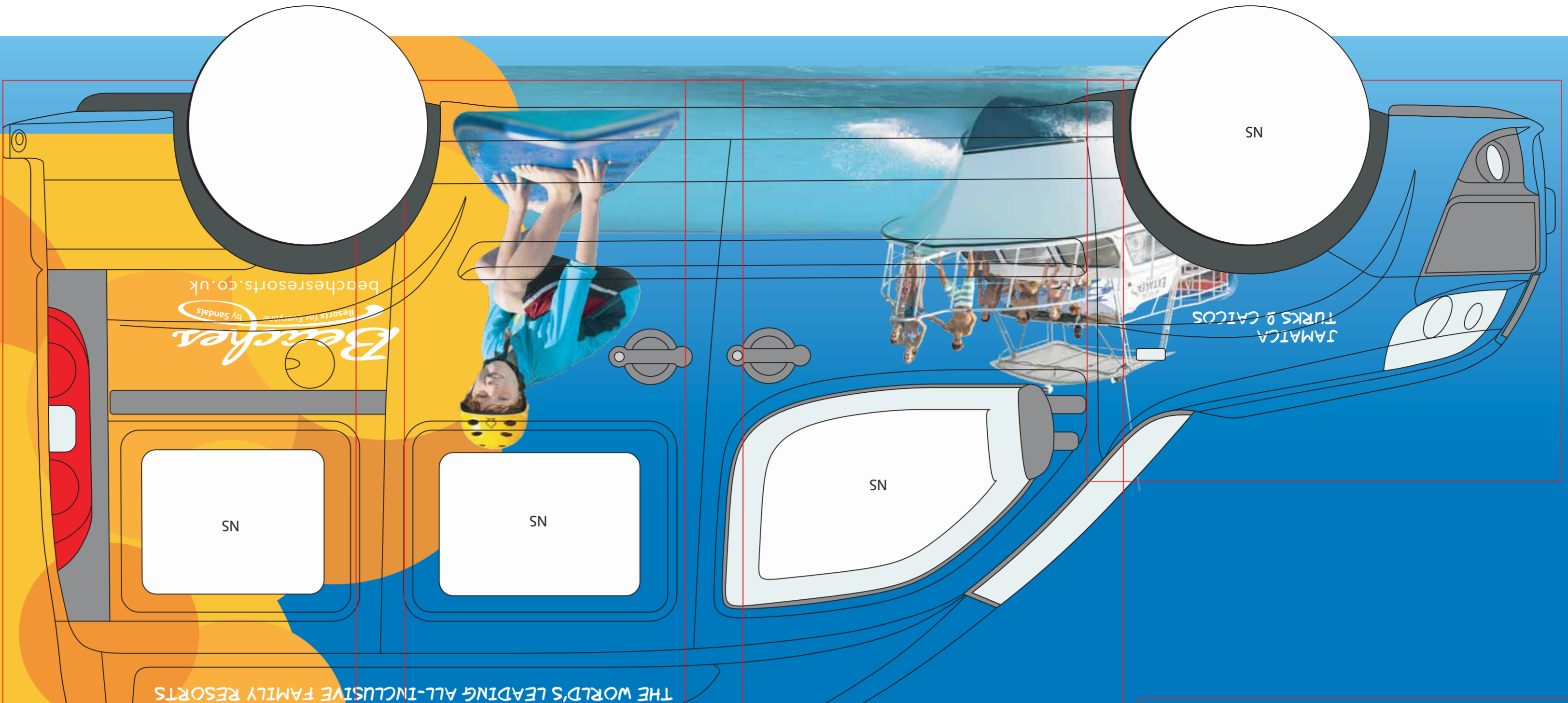
Our initial brief was to recruit London Style TX type vehicles, but with the recent economic downturn and the closure of the LTI factory, many taxi drivers are opting for less expensive vehicles to enable them to continue earning a living as a taxi driver. Having advertised in Cardiff before I found that there was only a small amount of TX vehicles and not many were available for advertising. I have contacted a large number of drivers who had told me they were now using Fiat Doblo vehicles as Hackney Carriages, but felt they were being denied the opportunity to earn extra revenue as advertising is restricted to vehicles that meet Metropolitan standards of fitness i.e. LTI TX (London Style) taxis.

If the Committee were to look favourably regarding my request I would be able to increase 10 taxi drivers' earnings, which would help towards the increasing costs of maintaining their vehicles or contributing to license fees or insurance.

Yours sincerely,

Neil Richards
Managing Director.





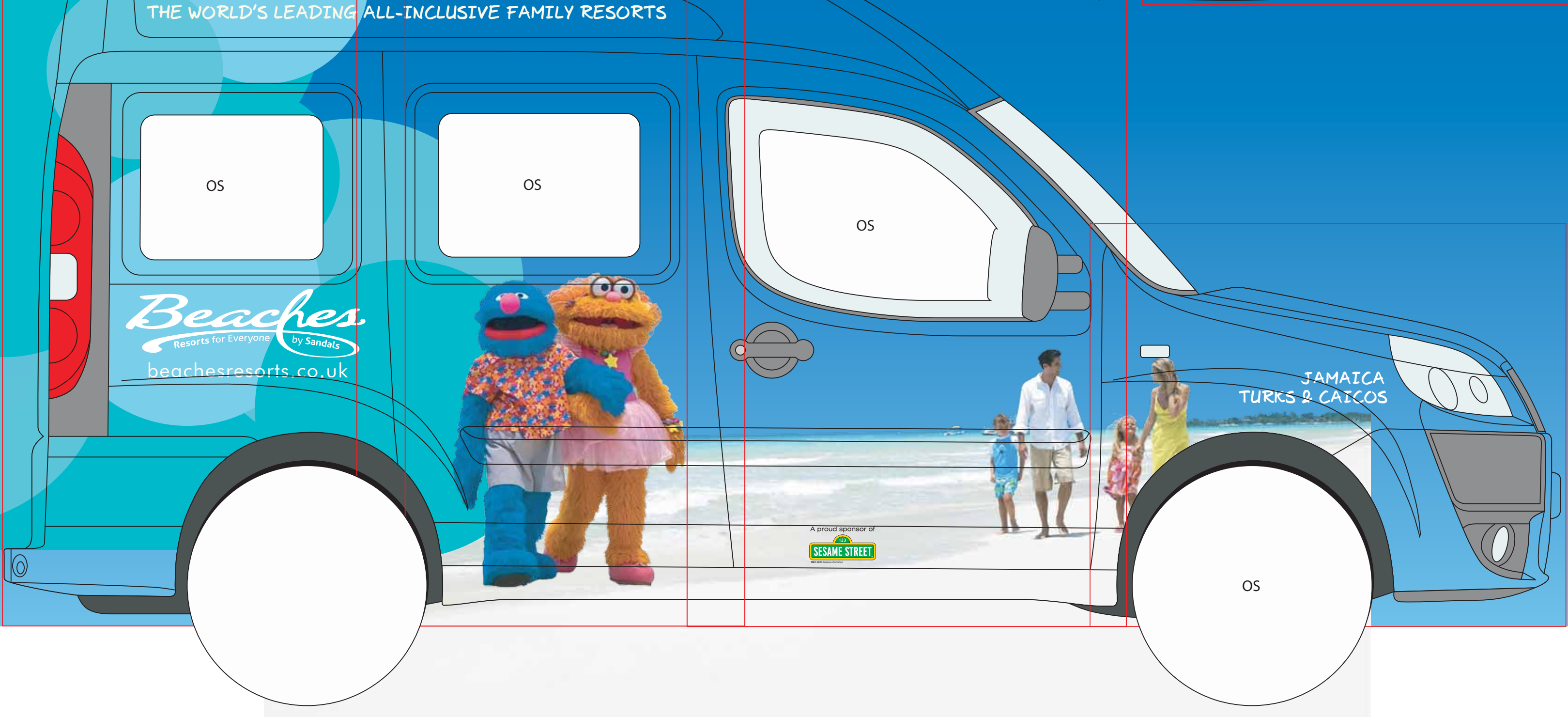
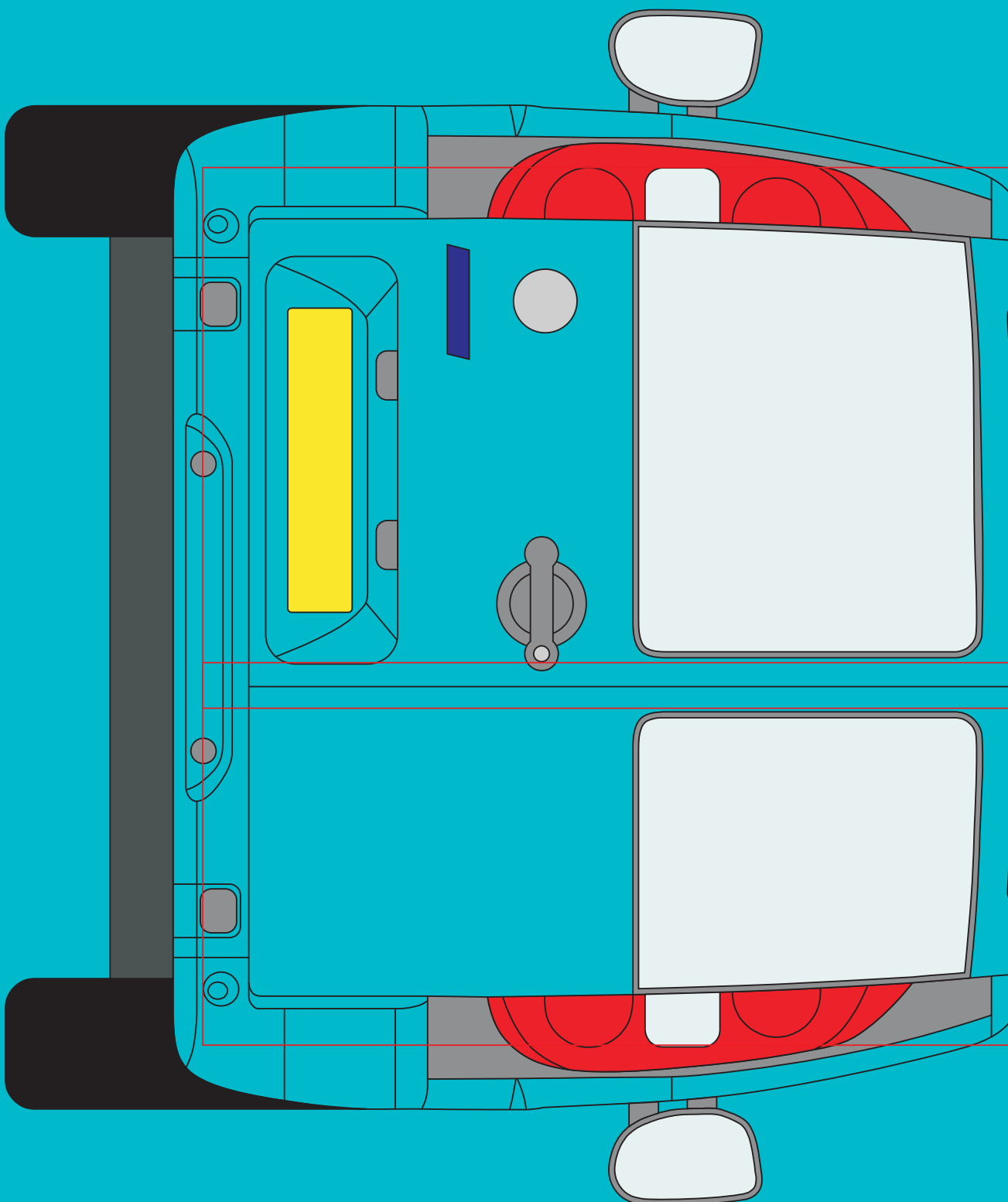
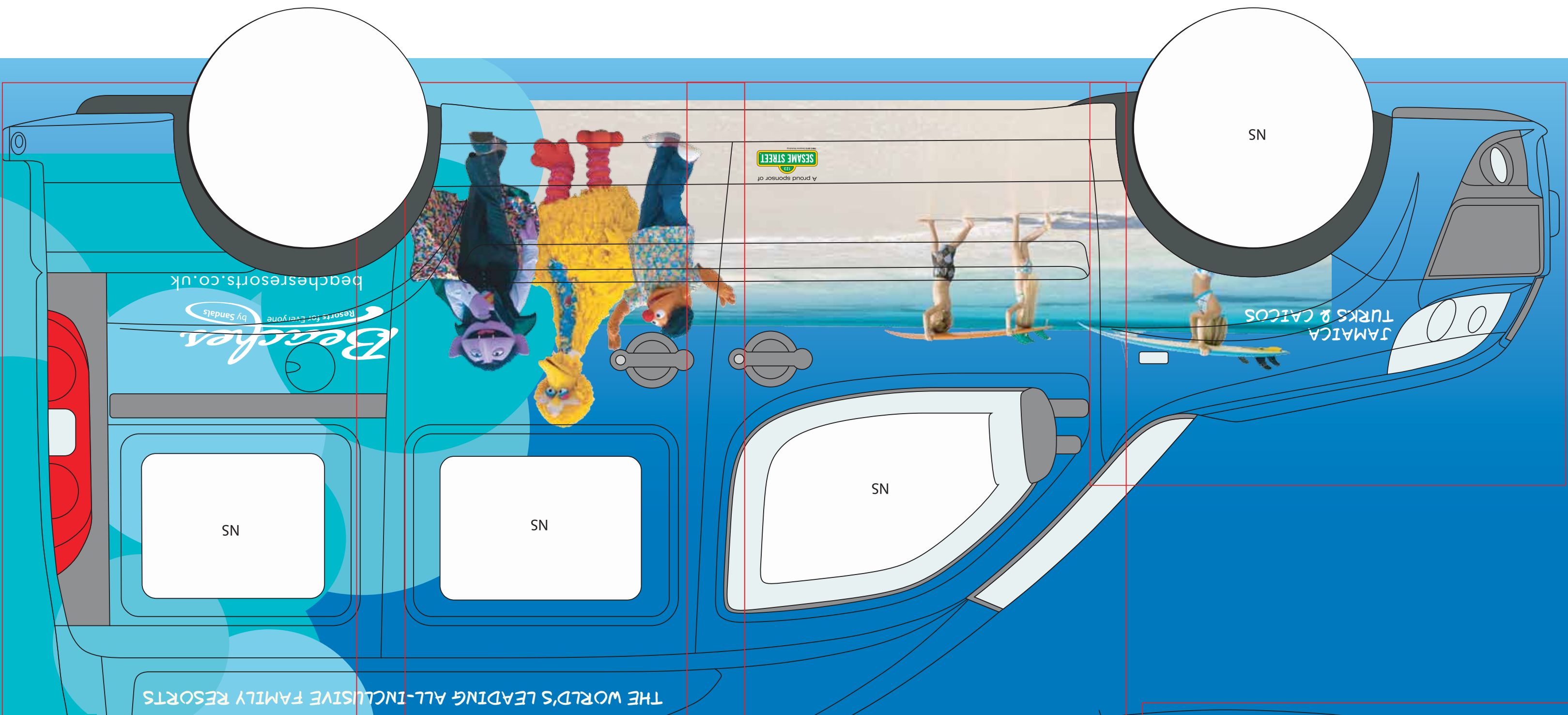
THE WORLD'S LEADING ALL-INCLUSIVE FAMILY RESORTS

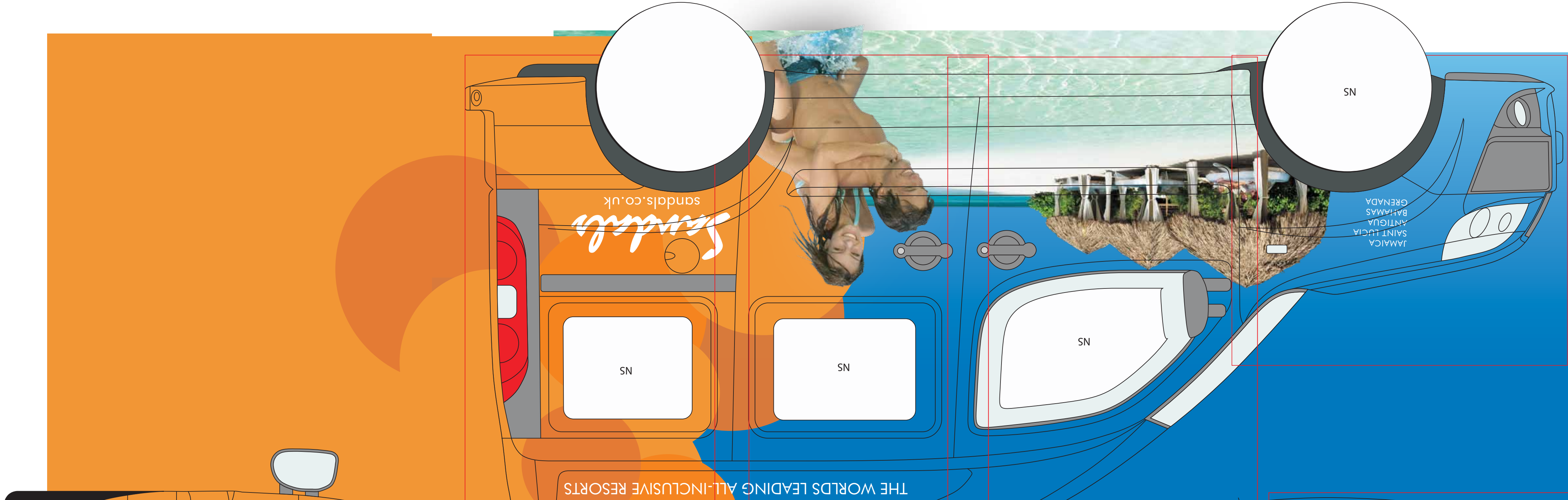
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THE WORLDS LEADING ALL-INCLUSIVE RESORTS

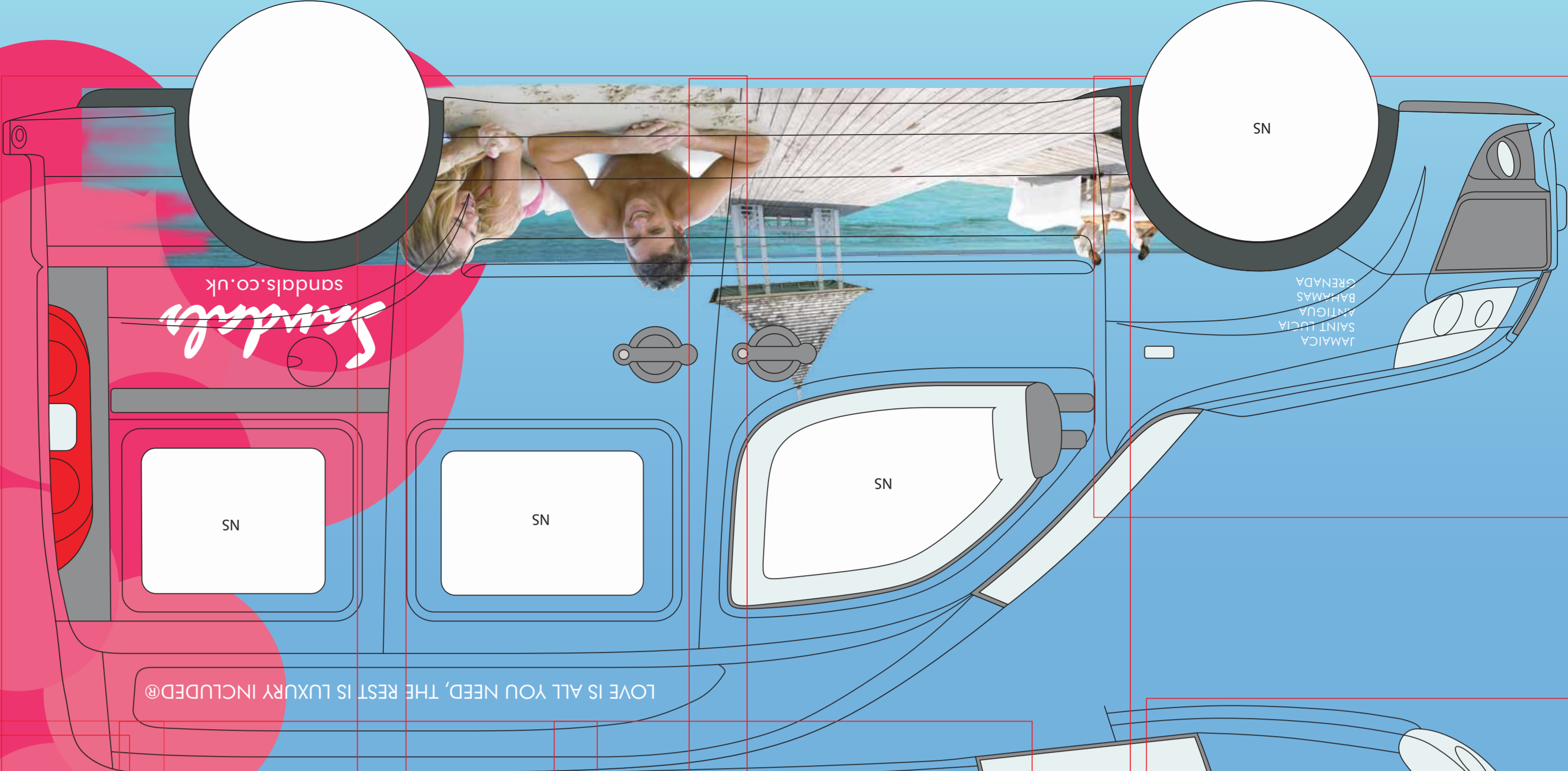


MORE QUALITY INCLUSIONS
THAN ANY OTHER RESORTS ON THE PLANET

THE WORLDS LEADING ALL-INCLUSIVE RESORTS



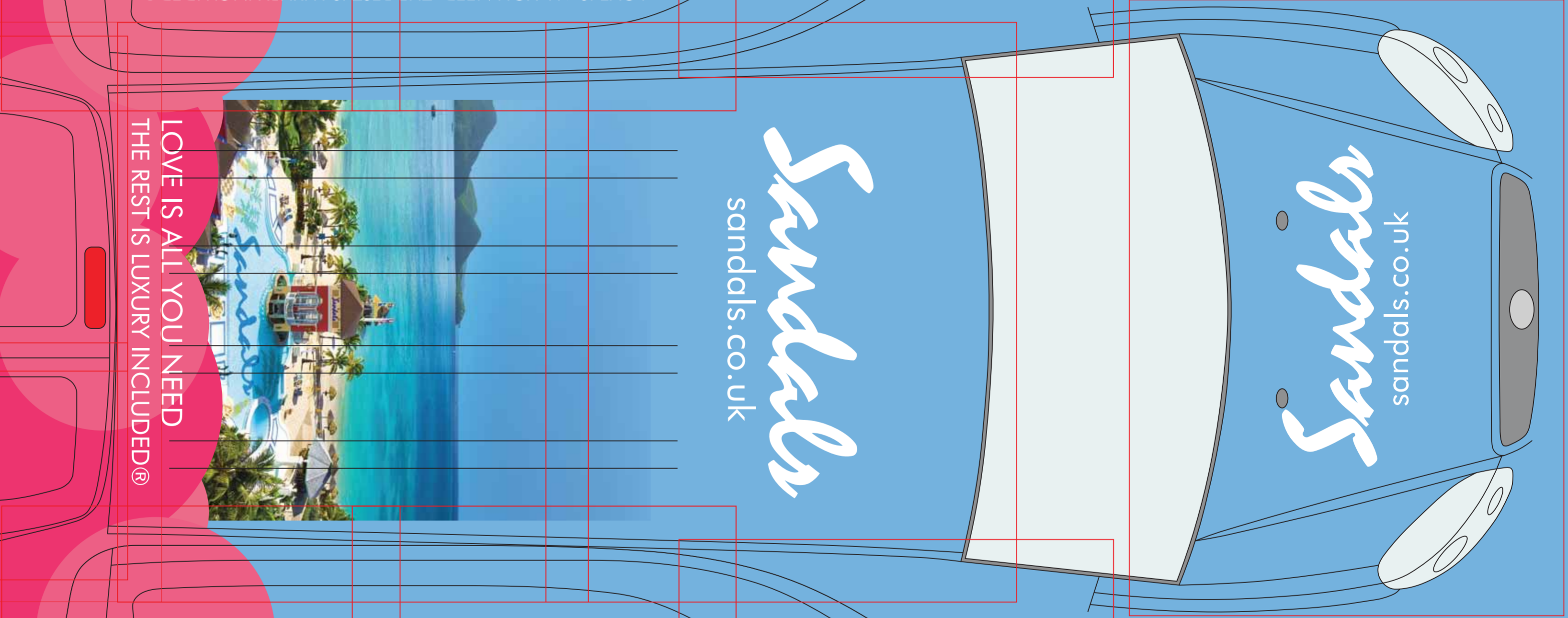
OS



Sandals
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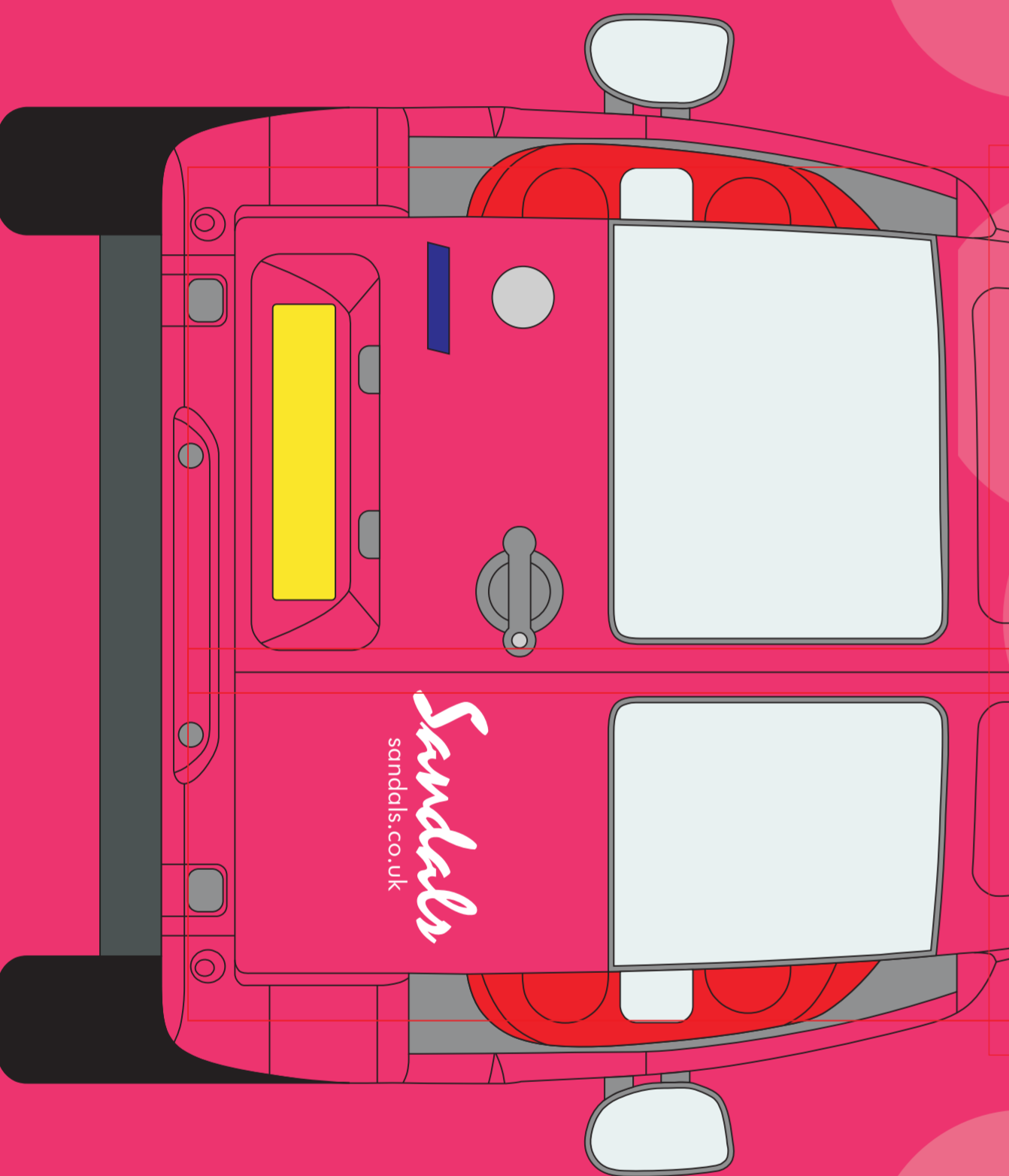
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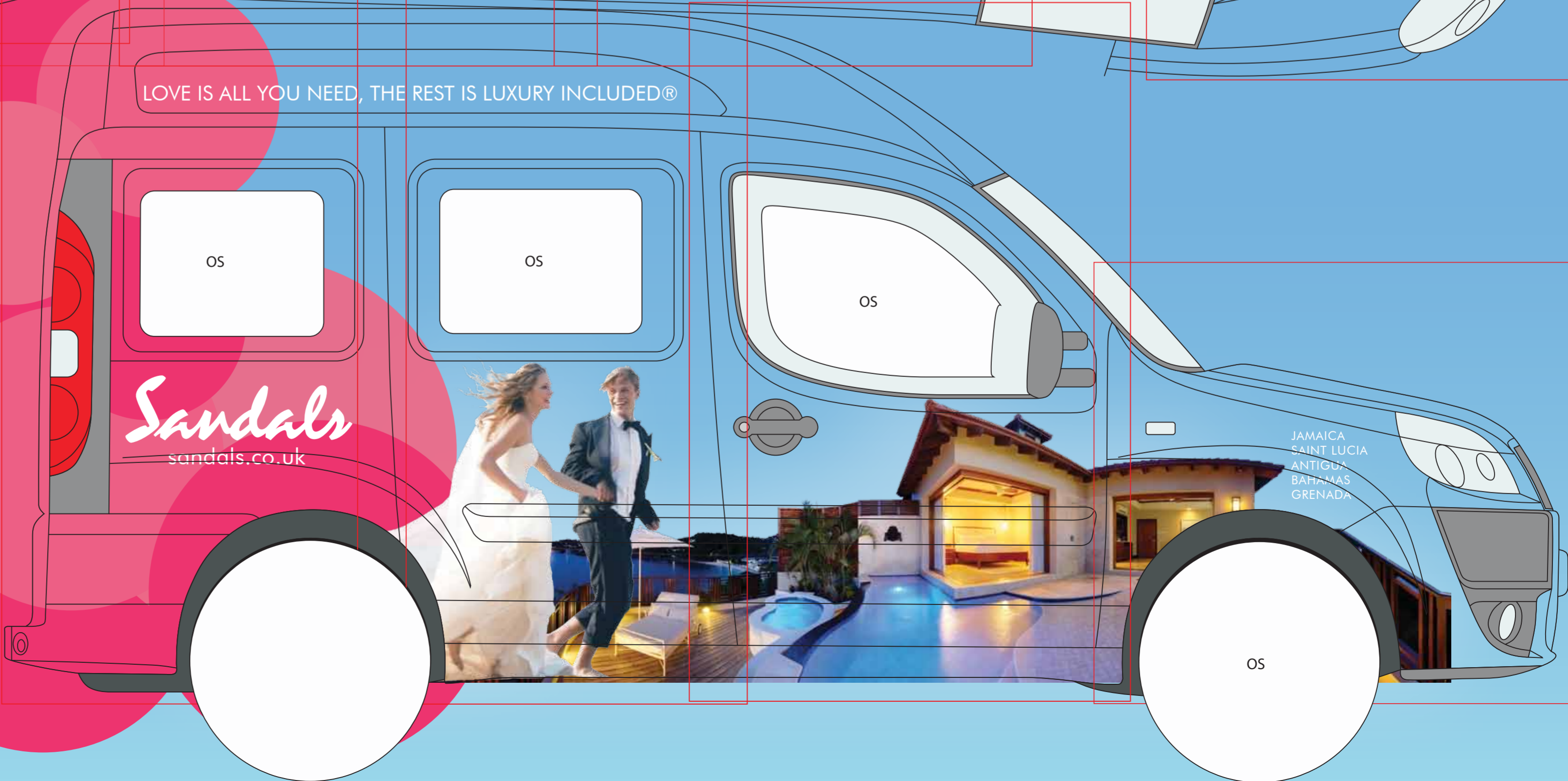


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