

PUBLIC PROTECTION COMMITTEE

29 JANUARY 2019

Present: Councillor Mackie(Chairperson)
Councillors Dilwar Ali, Derbyshire, Goddard, Jacobsen,
Lancaster, Robson and Taylor

20 : APOLOGIES FOR ABSENCE

Apologies were received from Councillors Davies and Wood.

21 : DECLARATIONS OF INTEREST

No declarations of interest were received.

22 : MINUTES

The minutes of the meetings held on 6 November 2018, 4 December 2018 and 8 January 2019 were approved by the Committee as a correct record and were signed by the Chairperson.

23 : HACKNEY CARRIAGE FULL LIVERY ADVERTISING

The Committee were advised that an application has been received for full livery advertising on wheelchair accessible hackney carriage vehicles such as the Peugeot Partner and Euro Cab. Currently only vehicles that meet the London Metropolitan Conditions of Fitness a permitted to have full livery advertising.

The Committee received a report and representations from the applicant, Mr Karl Maresch of Ubiquitous Ltd. Members were advised that currently there are only 7 vehicles operating in the city which are permitted to carry full livery advertising. However, 'superside' advertising is permitted on other vehicles. Taxi proprietors receive an income of between £1000 and £1500 per annum for full livery advertising and there was some demand in the trade to allow it on wheelchair accessible vehicles.

Members were asked to note that in Cardiff hackney carriage vehicles are coloured black with a white bonnet in order to assist the public in identifying them as licensed vehicles. The Committee when determining an application for full livery advertising in 2001 considered that the distinctive shape of vehicles that meet the Metropolitan Conditions of Fitness made those vehicles easily recognisable, when compared to standard saloons and wheelchair accessible vehicles.

A comparison of the full livery restrictions in some other local authorities was set out in the report. Members were asked to consider the implications of the existing restriction relating to rear windscreens in licensed vehicles in Cardiff.

Officers stated that the Welsh Government was currently undertaking a consultation exercise and a review of policy relating to the hackney carriage and private hire standards would be forthcoming. The consultation exercise did not set out any

specific proposals in terms of advertising. A report on the consultation exercise will be brought to the March Committee meeting.

Members discussed the application. Whilst a number of Members supported the application, concerns were expressed that given that the Welsh Government is currently consulting on changes to policy it would not be appropriate to consider changing the Cardiff's policy at this juncture. Members also considered that full livery advertising on wheelchair accessible vehicles was likely to cause confusion for members of the public and therefore there would be public safety implications.

RESOLVED – That the application for full livery advertising on wheelchair accessible vehicles be refused.

24 : URGENT ITEMS (IF ANY)

No urgent items were presented.

The meeting terminated at 11.00 am