

# Report to Regulatory Panel

Agenda  
Item:

**A.2**

Meeting Date: 3rd September 2014  
Portfolio: Finance, Governance and Resources  
Key Decision: Not Applicable:  
Within Policy and Budget Framework  
Public / Private Public

Title: REQUEST TO REVIEW THE COUNCIL'S ADVERTISING  
HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES  
CONSOLIDATED GUIDELINES  
Report of: Director of Governance  
Report Number: GD.39/14

## Purpose / Summary:

A request has been received by an advertising company and a licensed Operator to amend the Councils advertising consolidated guidelines for Interior advertising within licensed vehicles.

## Recommendations:

To reach a decision from the options available without compromising the public's safety, comfort and privacy when being conveyed.

## Tracking

Executive:	
Overview and Scrutiny:	
Council:	

## **To the Chairman and Members of the Regulatory Panel on 3<sup>rd</sup> September 2014**

### **CURRENT SITUATION**

The Consolidated Guidelines in respect of advertising on Hackney Carriage and Private Hire vehicles were brought into force in November 2000 and have been amended on a number of occasions since. **(APPENDIX A)**

Advertising within a vehicle is limited to being placed in 'London Style black cabs' on the base of the two lift up seats.

Advertising is not permitted on any other interior surface in any other vehicle.

Audio systems are not approved for the purpose of advertising, only scheduled public radio broadcasts and CD's etc are allowed to be transmitted to the passenger compartment but must be of a standard acceptable to the Broadcasting Standard Council and the radio Authority for broadcasting to all age groups, (i.e. It must not contain sexually explicit lyrics, profanities or any other language or sounds likely to cause offence).

When this decision was taken in 2000 members felt that fare paying passengers pay a premium rate to be conveyed, and, as a captive audience, being subjected to excessive or intrusive advertising is not considered either necessary or appropriate to the service being offered and any proposals to introduce new advertising concepts would be viewed against this policy principle.

### **'CAB ADS' FROM LIQUID DESIGN PROPOSAL**

On 28<sup>th</sup> July 2014 a letter was received from Liquid design, a Carlisle based Company.

**(APPENDIX B)**

The advertising concept they wish to offer to fare paying passengers travelling in the rear of vehicles is via small headrest screens.

The headrest unit will offer visual advertising with no audio. It is tamper proof and has no functions or buttons to distract the passenger.

The screens can be used for marketing purposes, event promotion and special offers with slideshows of between 5-10 second adverts. This advertising will be primarily offered to small local businesses as the costs are low for such high coverage.

It is also hoped to encourage visitors to the city to engage with local businesses during their stay in Carlisle.

Also, along the bottom of the screens is a text overlay which displays a live news feed. This is done using 3G network connection, which also allows Liquid Design to update adverts remotely, causing no disruption to the taxi business.

Installation is quick and simple as the existing headrest is replaced with a new unit that houses the screen.

A maximum of 2 screens per vehicle is proposed, situated within the front seat headrests of saloon vehicles, although this could be extended to three row people carrier type vehicles if required.

In partnership with Radio Taxis, it is proposed to install these headrests into Hackney and Private Hire saloons for a trial period.

A letter to support this application from Radio Taxis is found as **(APPENDIX C)**

## **OFFICERS COMMENTS**

**1.1** Members are invited to view a demonstration of a headrest screen in a Radio Taxi vehicle prior to Committee at 1.45pm outside the Civic Centre.

**1.2** It has been noted that the headrests CAN be switched off manually by the driver should a passenger request it. Particularly on a long journey, where this may be the case, or if the passenger does not want the distraction.

**1.3** Should the committee approve the use of these screens, Radio Taxis propose to trail the monitors.

**1.4** Should the members consider granting this application, the Consolidated Guidelines would need amended to include what is agreed at Committee today, for example:

### **'3.3 Visual screen advertising (non- audio)**

Monitors fitted to headrests for the purpose of non-audio advertising are permitted in order to run a slideshow of adverts.

Text overlay is allowed for local and national news feed.

Drivers must ask a fare paying passenger if they wish the monitor to be switched off for journeys of a considerable length in distance or time, where the passenger may tire of the advertising loop.

## **2. OPTIONS**

- 2.1** Make no changes to the Council's consolidated guidelines for advertising in Hackney Carriages and Private Hire vehicles.
- 2.2** Allow the proposal to include Visual screen (non-audio) equipment fitted into headrests and amend the guidelines.
- 2.3** Allow the proposal to include Visual screen (non-audio) equipment fitted into headrests for a trial period.

**Contact Officer: Mrs S Stashkiw**

**Ext: 7029**

### **Appendix**

- A - Consolidated Guidelines**
- B – Letter from Liquid Design**
- C – Letter from Radio Taxis**

**Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:**

- **None**



## **Carlisle City Council**

### **Advertising on Licensed Hackney Carriage and Private Hire Vehicles**

# **Consolidated Guidelines**

## 1. INTRODUCTION

- 1.1 Hackney Carriages and Private Hire vehicles are principally intended for the conveying of passengers to their destination and advertising is incidental to that function. Revenue generated by commercial advertising can assist the proprietor with the upkeep of his vehicle, but this advertising must be properly regulated by the Council to ensure acceptable standards.
- 1.2 These guidelines relate only to the makes and models of Hackney Carriage and Private Hire vehicles approved for use in Carlisle City Council District as at the date of issue of the guidelines.
- 1.3 It is recognised that innovation plays an important part in advertising. These guidelines reflect the Council's requirements as at the date of issue and amendments may be issued as and when necessary.

## 2. AUTHORITY TO ADVERTISE

- 2.1 On 10th October 2000, the Licensing Panel of Carlisle City Council made recommendations to the Environment Committee regarding advertising on Hackney Carriage and Private Hire Vehicles licensed by the Council.
- 2.2 On 23<sup>rd</sup> November 2000 the Councils' Environment Committee:
  - approved these recommendations
  - resolved that the City Solicitor & Secretary prepare guidelines for their administration
  - delegated authority to the City Solicitor & Secretary to determine such applications
  - resolved that any appeals as a result of the process be referred to the Licensing Panel

## 3. ADVERTISING SURFACES

### 3.1 Exterior Advertising

#### 3.1.1 Purpose built Hackney Carriages and all People Carriers/Mini Buses

- full Livery i.e. the advertising material may cover the complete exterior body shell except for:
  - the windows and any other glass areas with the exception of the rear screen which, subject to approval, may carry an advertisement made from a perforated window marking film or similar transparent material
  - the wheels
  - the bumpers

3.1.2 Saloon/estate/hatchback (White) Hackney Carriages and saloon/estate/hatchback Private Hire vehicles

- Rear doors and rear quarter panel only i.e. the advertising material may cover the whole of the rear door panel and rear quarter panel, below window height, on both sides of the vehicle
- There will be no advertising on the windows or other glass areas with the exception of the rear screen which, subject to approval, may carry an advertisement made from a perforated window marking film or similar transparent material. This advert may only include the name and telephone number of the proprietor's company/operator and will be no greater than 6cm x 60cm max. in size and will be positioned at the bottom of the rear screen.
- n.b. where advertising is displayed on the rear doors of Private Hire vehicles, the approved Council "City of Carlisle Pre-Booking only" sign shall be fitted to the front doors of the vehicle, as per PH vehicle conditions.

3.2 Interior Advertising

3.2.1 FX4 or similar Hackney Carriages

- On the base of the two lift up seats

3.2.2 Advertising is not permitted on any interior surface in any other vehicle

4. PROCEDURE FOR OBTAINING APPROVAL FOR AN ADVERTISEMENT

4.1 All applications for advertising on a Hackney Carriage or Private Hire vehicle must be made on the appropriate form to the Licensing Officer, Carlisle City Council, Civic Centre, Carlisle CA3 8QG.

4.2 The quality of submissions must be of an acceptable standard. No faxes will be accepted. Coloured artwork is to be provided in every case and full details of the advertising proposals must be provided.

4.3 The approval procedure falls into two distinct parts, provisional approval of submission and final inspection of vehicle.

4.4 Provisional approval

4.4.1 The first stage requires the submission of artwork or a mock up of the proposed advertisement or livery for initial scrutiny as to suitability of content. Written provisional approval will be sent to the applicant normally within 24 hours of the decision being made.

4.4.2 It is essential that all the detail of the proposed advertisement or livery is shown on the original submission. If it is not then the advertisement may subsequently be rejected. Any changes made following the

provisional approval must be agreed with the Licensing Officer who will give written agreement to the changes being made.

#### 4.5 Final Inspection

- 4.5.1 Once the advertisement has been placed on the vehicle, an appointment must be made with the Licensing Officer at the Civic Centre for final inspection. He will confirm that the work has been completed in accordance with the provisional approval granted.
- 4.5.2 Until this final inspection has been carried out, the vehicle cannot be used for hire. Any vehicle displaying an advertisement that has not received its final inspection will be required to remove it forthwith.

### 5. ADVERTISEMENT CONTENT

- 5.1 All advertisements must comply with the British Code of Advertising Practices and it is the responsibility of the applicant seeking the Council's approval to ensure that they do so.
- 5.2 Each proposal is considered on its merits but the following advertisements will not be approved:
- those with political, ethnic, religious, sexual or controversial texts;
  - those for escort agencies, gaming establishments or massage parlours;
  - those displaying nude or semi-nude figures;
  - those which seek to involve the driver as an agent of the advertiser;
  - those likely to offend public taste (including material depicting bodily functions and genitalia and the use of obscene or distasteful language)
  - those which seek to advertise more than one company/service or product;
  - those which detract from the integrity and/or identity of the vehicle.
- 5.3 The Council will refuse advertisements which "seek to advertise more than one company, product or service" but, so long as the principal service or product is clearly predominant, will be prepared to consider the addition of sponsors' logos or the names of products sold by the advertising company where these are:
- an integral part of the advertisement;
  - clearly secondary, i.e. smaller, incorporated in text and/or subdued or unobtrusive colours and limited in number. They must be directly related to, but not distract from the principal product/service.

### 6. MATERIALS TO BE USED

- 6.1 Materials that may be used should be of a quality not easily defaced, soiled or detached. The most popular material for exterior advertising is of a glossy PVC type with self-adhesive backing.



- 6.2 The advertisement may be affixed direct onto the body of the vehicle. Use of magnetic panels should be considered carefully, as recent experience has indicated that they are easily removed either deliberately or by normal driving.
- 6.3 Reflective material is not to be used for advertising purposes.
- 6.4 The Council must approve all materials used in the manufacture of and for the purpose of affixing advertisements to the vehicle.

## 7. EXTERIOR ADVERTISING

- 7.1 Coloured artwork of each elevation (front, rear and sides) must be submitted for provisional approval in the first instance. The Council must carry out a final inspection before the vehicle can be used for hire.
- 7.2 No secondary advertising naming the company preparing the vehicle or the name of the advertising agency will be permitted.
- 7.3 Provision must be made for the immediate replacement of any damaged panels. Vehicles will not be permitted to work with damaged or unmatched panels nor will they be accepted for re-licensing in this condition.
- 7.4 As part of the livery contract, at its completion, a re-spray back to black or a recognised manufacturer's base colour of the vehicle owner's choice should be included. This re-spray should be of a standard acceptable to the Council. The work should be timed for completion within an agreed period at the end of the livery contract to avoid any delay in having the vehicle re-licensed in its new colour.
- 7.5 Advertising may appear on the boot of purpose built Hackney Carriages, providing the visibility of the rear Registration and Licence plates are not be impaired.
- 7.6 Single Side Advertisements
  - 7.6.1 The same advertisement must be displayed on both sides of the vehicle

## 8. INTERIOR ADVERTISING

- 8.1 Advertisements may be displayed on the base of the two lift up seats in FX4 or similar Hackney Carriages subject to the same approval conditions as exterior advertising.
- 8.2 No advertising material may be placed on the glazed passenger driver partition.
- 8.3 Audio Material

8.3.1 Rear compartment audio systems are not approved for the purposes of advertising. Only scheduled public radio broadcasts or audio material which is generally on sale to the public (i.e. CD's, audio tapes) may be transmitted to the passenger compartment. Audible advertisements are permitted only if they are received via a scheduled broadcast from a public radio station. See Hackney Carriage vehicle licence condition 23 and Private Hire vehicle licence condition 24.

8.3.2 The audio material must be of a standard that would be acceptable to the Broadcasting Standards Council and the Radio Authority for broadcasting to all age groups, i.e. it must not contain sexually explicit lyrics, profanities or any other language or sounds likely to cause offence.

8.3.3 Any audio system in the rear compartment of a vehicle must be approved by the Licensing Officer.

## 9. NEW DEVELOPMENTS

9.1 The view taken by Carlisle City Council is that fare paying passengers pay a premium rate to be conveyed from one location to another in safety, comfort and privacy. As a captive audience, being subjected to excessive or intrusive advertising is not considered either necessary or appropriate to the service being offered.

9.2 Any proposals to increase or introduce new advertising concepts into the passenger compartment will be viewed against the policy principle stated in paragraph 9.1 above.

9.3 Additionally in any proposals for new technology based on advertising the following issues will need to have been addressed:

- location of equipment to ensure no statutory regulations are breached
- evidence to show that the new technology does not interfere with or compromise any equipment already fitted to the vehicle
- robustness of the equipment
- the broad spectrum of safety issues
- details of equipment operation and arrangements to allow direct control by the passenger
- proposals for testing of equipment

## 10 GENERAL

10.1 In the event of any queries regarding these guidelines, please contact Carlisle City Council Licensing Office Tel: 01228 817523.



**Cab Ads from  
Liquid Design**

## **Request for amendment to policy for advertising in taxi's.**

CabAds is a brand new and innovative marketing service delivered by Liquid Design in Carlisle. The service offers a new advertising media to be provided via small headrest screens in the back of taxi's within the city. In partnership with RadioTaxis in Carlisle it is proposed to install a replacement headrest in the saloon vehicles within the RadioTaxis fleet.

The unit is completely self-contained and requires no interaction from the driver at all and as such does not introduce any distraction. The headrests are CE approved and will be wired directly to the car. Installation is quick and simple as the complete headrest is replaced with a new unit that houses the screen.

The unit offers only visual advertising with no audio, and is tamper proof with no functions or buttons to distract the passenger.

This new means of advertising is particularly appealing to smaller businesses as the costs are so low for such high coverage.

The screens can be used for marketing purposes, event promotion and special offers and it is proposed that the screen will run a slideshow of 5 to 10 sec adverts.

The headrests are equipped with a 3G network connection which serves 2 purposes. Firstly the content of the screens are updated over the 3G network directly by Liquid Design, so does not impact the smooth running of the taxi business at all. Secondly, along the bottom of the screens there is a text overlay which displays a live news feed.

We are confident that the screens dual purpose will be particularly appealing to passengers, as they will have the opportunity to see local promotions and also get a live news update during their journey.

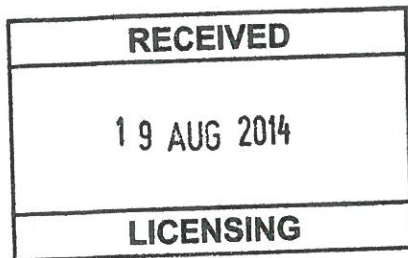
The focus for advertising activity is to concentrate on offering the service to local businesses which will help generate sales from regular taxi users, and also encourage visitors to the city to engage with local businesses during their stay in Carlisle.

### **Liquid Design believes the new service offers a number of benefits.**

- Engaging content and news for passengers
- Value ad service for the taxi company to offer its clients
- Effective and inexpensive means of advertising for local businesses

A demonstration unit is available for the council to view the system running live. We understand that the current licensing for advertising in Taxi's would prohibit the use of these screen, but would urge the council to consider a review of the current policy to enable the use of this new and innovative system.





radio taxis(Carlisle)ltd  
unit 1,millrace road  
Carlisle,ca2 5rs

We at radio taxis are supporting the application made from liquid design for the advertising policy to be changed.

As a trial period we can offer anything from one taxi to multiple Taxis for a period of time.

The benefits we can see from this system are multiple choices  
For the advertisers with vision but no audio

Many thanks  
Radio taxis

A handwritten signature in black ink, appearing to be 'Dale'.