

# CARLISLE CITY COUNCIL

Report to:- **The Chairman and Members of the Regulatory Panel**

Date of Meeting:- **8<sup>th</sup> February 2012**

Agenda Item No:-

Public	Operational	Delegated: Yes
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Accompanying Comments and Statements	Required	Included
Environmental Impact Statement:	No	No
Director of Corporate Services Comments:	No	No
Director of Legal and Democratic Services Comments:	No	No

Title:-	<b>EXTERIOR ADVERTISING ON WHITE SALOON HACKNEY CARRIAGES – VARIATION OF GUIDANCE</b>
Report of:-	<b>DIRECTOR OF GOVERNANCE</b>
Report reference:-	<b>GD 12/12</b>

## Summary:

Advertising on white saloon Hackney Carriages is currently limited to the rear passenger doors and rear quarter panels. A.A.A. Taxis are making an application for this to be amended to include advertising of the taxi name and telephone number on the rear window using the appropriate material, which is already allowed on the rear windows of Wheelchair accessible vehicles.

## Recommendation:

To reach a decision from the options available, without compromising the City Council's criteria for saloon taxis in that they are white in colour and clearly identifiable as a taxi.

J A Messenger  
Licensing Manager

**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: Consolidated guidelines in respect of advertising on Hackney Carriages and Private Hire Vehicles

## **To the Chairman and Members of the Regulatory Panel on 8<sup>th</sup> February 2012**

### **CURRENT SITUATION**

The Consolidated Guidelines in respect of advertising on Hackney Carriages and Private Hire Vehicles were brought into force in November 2000 and have been amended on a number of occasions since.

Although purpose built Hackney Carriages e.g. London style taxis, Eurocabs etc, are allowed “all over” advertising, saloons are limited to advertising on the rear doors and quarter panels only. This is to protect the Council’s “all white” policy for saloon taxis and to make them easily identifiable to the public.

### **A.A.A. TAXIS Proposal**

On 13<sup>th</sup> January 2012 a letter was received from A.A.A Taxis (Appendix A) requesting that advertising stickers be allowed in the rear view windows of Hackney Carriage Saloons. They make it clear that the advertising would only be in relation to the Taxi company name and telephone number.

This follows several conversations with various saloon drivers/owners (over the past few months) who have been contravening the current guidelines and displaying their name and number in the rear windows. At this time they have been informed to remove this advertising.

### **OFFICER’S COMMENTS**

- 1.1 To allow an advertising ‘strip’ type sticker using a perforated window marking film would allow the saloon to be identified from the rear as a taxi from that Company with the name and number clearly in view. (The material is a series of tiny dots which allows the driver a clear view through the writing and any colour). The size of the panel and position is important as the saloon rear screens are not large and often have rear wiper blades.
- 1.2 To allow one advertising panel per rear screen as shown in Appendix ‘A’ (90cm x 30cm max) placed in the centre of the screen, which may be considered to compromise the general appearance of the saloon.

- 1.3 To allow one advertising panel per rear screen as shown in Appendix 'B' (6cm x 60cm max) placed on the bottom of the screen, which may be considered not to compromise the appearance of the saloon.
- 1.4 Should Members consider granting the application, the Consolidated Guidelines in respect of advertising on Hackney Carriages and Private Hire Vehicles will require amending at para. 3.1.2 to include:
- 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 \*\*\*\*\* in size and will be positioned at the *\*bottom/centre\** of the rear screen.

### Recommendations

To reach a decision from the options available, without compromising the City Council's criteria for saloon taxis in that they are white in colour and clearly identifiable as a taxi.

### Options

1. Make no changes to the Council's consolidated guidelines for advertising on licensed Hackney Carriages and Private Hire vehicles.
2. Allow rear window advertising as outlined in para.1.2 above
3. Allow rear window advertising as outlined in para.1.3 above
4. Amend the Consolidated Guidelines in respect of advertising on Hackney Carriages and Private Hire Vehicles in accordance with para. 1.4 above

Prepared by S J Stashkiw  
Licensing Officer

# APPENDIX 'A'



**A.A.A. TAXIS**  
**01228 808777**

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**53, Gloucester Road Carlisle CA2 4EW**

Dear Mr. Messenger,

Following my letter to yourself in November last year I would like to request a review regarding rear window advertising on saloon vehicles. As things stand at the moment I fully understand the current rules. My proposed change would be to allow saloon vehicles to advertise the Taxi company name and telephone number, using the appropriate material ( perforated matrix ) as set out in the guidelines for purpose built hackney vehicles.

Whilst I understand advertising a third party on rear windows may detract from the fact the vehicle is a Taxi, I believe advertising the company name and number of the taxi company will only help the public see the vehicle is in fact a taxi. Please see example below.



Yours Sincerely

Andy Keal  
AAA TAXIS

# APPENDIX 'B'

