

**CARLISLE CITY COUNCIL**Report to:- **The Chairman and Members of the Regulatory Panel**Date of Meeting:- 28<sup>th</sup> May 2008

Agenda Item No:-

**Public****Operational****Delegated: Yes****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:-****INTERIOR ADVERTISING ON HACKNEY CARRIAGES****Report of:-****LEGAL & DEMOCRATIC SERVICES****Report reference:-****LDS 25a/08****Summary:-**

Interior Advertising on Hackney Carriages is currently limited to the base of the "pop up" seats. Both taxi associations have requested that this policy be amended to allow media screens to be fitted to the glazed partition in a purpose built taxi and into the headrests of other licensed vehicles. Report 25/08 was presented to The Regulatory Panel on the 2<sup>nd</sup> of April 2008 and the members asked for a further, more detailed report and a demonstration of the media screen.

**Options**

1. To make no changes to the Council's consolidated guidelines for advertising on licensed Hackney Carriages and Private Hire vehicles.
2. To amend the consolidated guidelines as outlined in the Officer's Recommendations.
3. To attach an additional condition to Hackney Carriage and Private Hire Vehicle Licences as outlined in the Officer's Recommendations..
4. To make any other changes the members feel appropriate.

**Contact Officer:** B J Sharrock**Ext:** 7027

**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:

## To the Chairman and Members of the Regulatory Panel on 28<sup>th</sup> May 2008

### CURRENT SITUATION

The consolidated guidelines in respect of advertising on Hackney Carriages and Private Hire Vehicles were brought into force in November 2000 and amended in January 2004.

The only advertising that is allowed on the inside of licensed vehicles is on the "pop up" seats in a purpose built Hackney Carriage (London Style Taxi).

A media company, iKabs, has approached both taxi associations with an offer to install CCTV in their taxis if they have media screens installed. The revenue generated from the advertising subsidises the installation of the CCTV.

The screens are fitted behind the drivers head on the glazed partition in a London style taxi (see photo in Appendix 1) and into the headrest of other vehicles.

Other companies offer similar products and future developments in new technology may require the guidelines to be brought up to date.

### iKabs

This company are currently promoting these media screens and a representative of the company will be present to demonstrate the equipment and to answer any questions the members may have. They currently have them installed in Newcastle and Sunderland and are shortly to go live in Blackpool and Middlesborough. They have also been given the go-ahead from Cardiff. Other similar media screens are allowed in taxis in cities such as Manchester, Liverpool, London and Edinburgh.

### PROPOSAL

- 1 That the consolidated guidelines are amended to allow media screens to be installed to the inside of Hackney Carriages and Private Hire Vehicles.
- 2 That the equipment should not be used to the annoyance of any passenger and shall be switched off if requested.

### OFFICER'S RECOMMENDATIONS

That the consolidated guidelines for advertising on licensed Hackney Carriages and Private Hire Vehicles be amended to read

- 3.2.1 FX4 or similar Hackney Carriages
- On the base of the lift up seats
  - On media screens mounted on the glazed partition immediately behind the driver's head
- 3.2.2 All other licensed vehicles
- On media screen mounted in the front seat headrests
- 8.2 No advertising material may be placed on the glazed passenger driver partition except for a media screen mounted immediately behind the driver's head.

That an additional condition be attached to Hackney Carriage Vehicle Licences saying

- 23a If the vehicle is fitted with a media screen such appliance shall not be used to cause annoyance to any passenger and shall be switched off if requested to do so. A prominent notice shall be displayed informing the passenger of this.

That an additional condition be attached to Private Hire Vehicle Licences saying

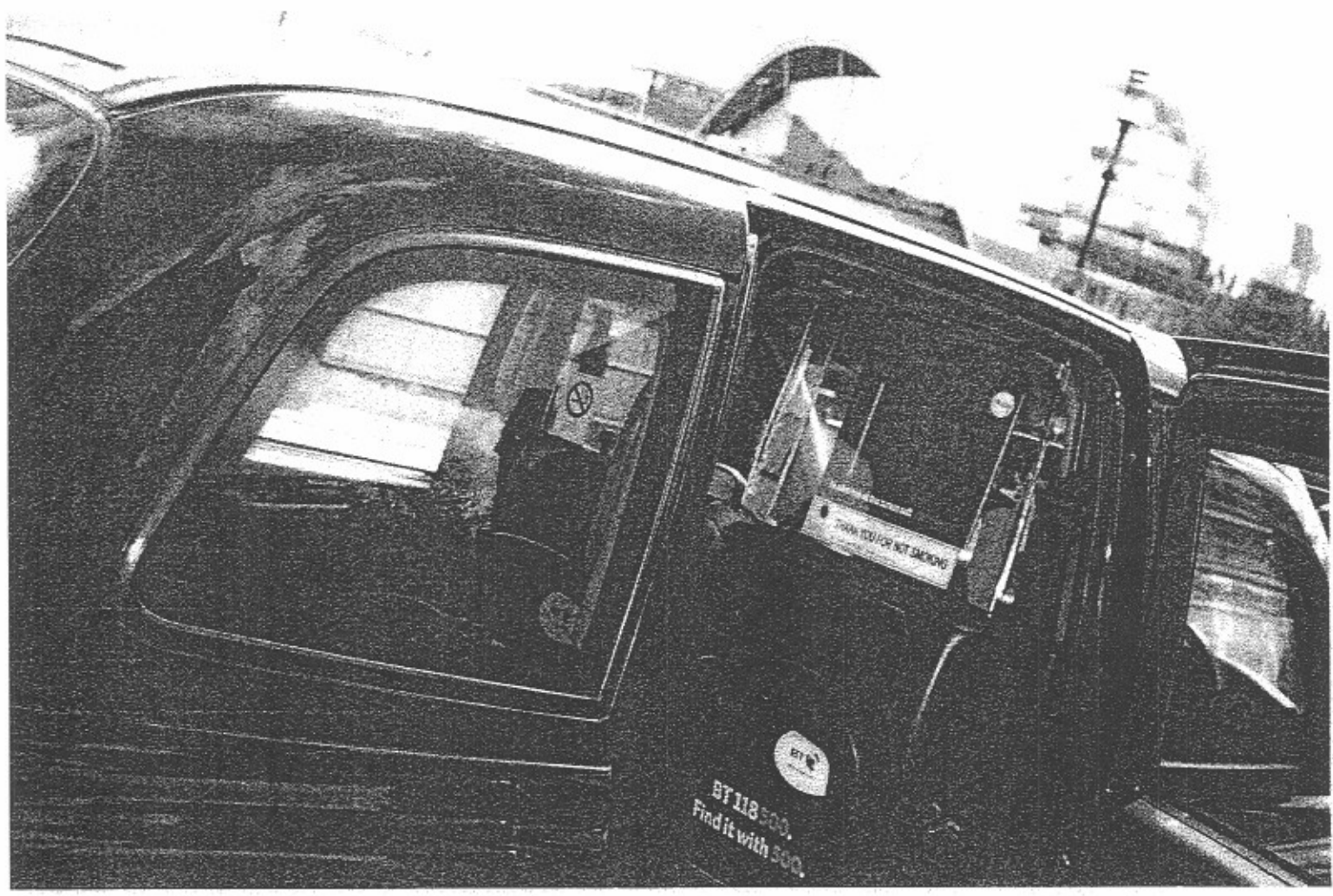
- 24a If the vehicle is fitted with a media screen such appliance shall not be used to cause annoyance to any passenger and shall be switched off if requested to do so. A prominent notice shall be displayed informing the passenger of this.

### OPTIONS

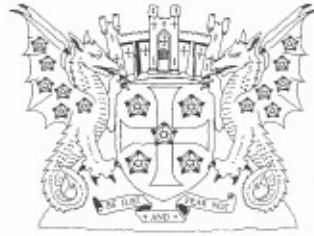
- 1 To make no changes to the Council's consolidated guidelines for advertising on licensed Hackney Carriages and Private Hire vehicles.
- 2 To amend the consolidated guidelines as outlined in the Officer's Recommendations.
- 3 To attach an additional condition to Hackney Carriage and Private Hire Vehicle Licences as outlined in the Officer's Recommendations..
- 4 To make any other changes the members feel appropriate.

Prepared by B J Sharrock  
Licensing Officer

APPENDIX I



# APPENDIX 2



**Carlisle City Council**

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

## **Consolidated Guidelines**

Amended January 2004

## 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 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
  - the wheels
  - the bumpers

- 3.1.2 Saloon/estate (White) Hackney Carriages and saloon/estate Private Hire vehicles
- Rear doors only i.e. the advertising material may cover the whole rear door panel on both sides of the vehicle
  - n.b. where advertising is displayed on the rear doors of Private Hire vehicles, the approved Council "City of Carlisle Pre-Booking only" sign may be fitted to the front doors of the vehicle.

### 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 at 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 Door Advertisements
  - 7.6.1 The same advertisement must be displayed on both sides of the vehicle
  - 7.6.2 Advertisements will only be allowed on the rear door panels.

## 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 817026.