



**Notice of a public meeting of
Gambling, Licensing & Regulatory Committee**

To: Councillors Boyce (Chair), Doughty, Gillies (Vice-Chair),
Gunnell, Horton, Jeffries, King, Looker, Mcllveen, Orrell,
Reid, Richardson, Semlyen, Taylor and Watt

Date: Monday, 11 February 2013

Time: 4.00 pm

Venue: The Guildhall, York.

AGENDA

1. Declarations of Interest

At this point in the meeting, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. Minutes (Pages 3 - 6)

To approve and sign the minutes of the meeting held on 19th November 2012.

3. Public Participation

At this point in the meeting members of the public who have registered their wish to speak regarding an item on the agenda or an issue within the Committee's remit can do so. The deadline for registering is **5:00 pm on Friday 8th February 2013.**

4. Advertising On and In Hackney Carriage (Pages 7 - 16) and Private Hire Vehicles - Digital Media.

This report asks Members to consider revising the conditions with regards to advertising on and in hackney carriage and private hire vehicles in relation to digital media.

5. Advertising On and In Hackney and Private Hire Vehicles - Rear Window Stickers.

This report asks Members to consider revising the conditions with regards to advertising on and in hackney carriage and private hire vehicles, in relation to advertising stickers.

6. Any other business which the Chair considers urgent under the Local Government Act 1972

Democracy Officer:

Name: Laura Bootland

Contact Details:

- Telephone – (01904) 552062
- E-mail – laura.bootland@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting (contact details as above).

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports

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- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
- find out about the rules for public speaking from the Democracy Officer.

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Further information about what's being discussed at this meeting

All the reports which Members will be considering are available for viewing online on the Council's website. Alternatively, copies of individual reports or the full agenda are available from Democratic Services. Contact the Democracy Officer whose name and contact details are given on the agenda for the meeting. **Please note a small charge may be made for full copies of the agenda requested to cover administration costs.**

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If you have any further access requirements such as parking close-by or a sign language interpreter then please let us know. Contact the Democracy Officer whose name and contact details are given on the order of business for the meeting.

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The majority of councillors are not appointed to the Cabinet (39 out of 47). Any 3 non-Cabinet councillors can 'call-in' an item of business following a Cabinet meeting or publication of a Cabinet Member decision. A specially convened Corporate and Scrutiny Management Committee (CSMC) will then make its recommendations to the next scheduled Cabinet meeting, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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City of York Council

Committee Minutes

| | |
|-----------|---|
| MEETING | GAMBLING, LICENSING & REGULATORY COMMITTEE |
| DATE | 19 NOVEMBER 2012 |
| PRESENT | COUNCILLORS BOYCE (CHAIR), DOUGHTY, GILLIES (VICE-CHAIR), GUNNELL, HORTON, LOOKER, MCILVEEN, ORRELL, REID, RICHARDSON, SEMLYEN AND TAYLOR |
| APOLOGIES | COUNCILLORS JEFFRIES, KING AND WATT |

PART A - MATTERS DEALT WITH UNDER DELEGATED POWERS**5. DECLARATIONS OF INTEREST**

At this point in the meeting, Members were asked to declare any personal or prejudicial interests they may have in the business on the agenda. None were declared.

6. MINUTES

RESOLVED: That the minutes of the last meeting held on 25 July 2012 be approved and signed by the Chair as a correct record.

7. PUBLIC PARTICIPATION

It was reported that there had been no registrations to speak under the Councils Public Participation Scheme.

8. STATEMENT OF LICENSING POLICY - GAMBLING ACT 2005.

[See also under Part B minutes]

Members considered a report that advised them of the review of the councils statement of licensing policy, of the consultation undertaken and of the changes made as a result of the consultation and revised guidance.

Officers gave an update and stated that under section 349 of the Gambling Act 2005 it required licensing authorities to determine and publish a statement of licensing policy every 3 years. Officers confirmed that the current policy expired on 31 January 2013 and the new statement of licensing policy must be approved by full Council and be published before the current one expired.

Members were informed that a full consultation had been carried out in accordance with the Act and guidance. It commenced on 2 July 2012 and finished on the 28 September 2012.

Members considered the revised draft policy and debated on points 2.2 and 2.3. The licensing officer stated that the policy was a legal statement and that both points had been present on previous policies. She also assured Members that gambling premises do have a legal requirement to display official notices and leaflets about the problems that can arise from gambling.

The Chair passed on her thanks to those Members who had been involved in the licensing hearings.

RESOLVED: That option 1 , to approve the revised draft policy, be approved.

REASON: To ensure the Council comply with the requirements of the Gambling Act 2005 and publish a new statement of licensing policy before 31st January 2013.

9. PICCADILLY TAXI RANK.

Members considered a recommendation received from the council's City Transport Planner regarding reducing the number of taxi rank spaces by half from 4 vehicle spaces to 2 on the Piccadilly rank.

Officers confirmed they would like to reduce the taxi rank as there was a significant shortage of cycle parking spaces available in the City and by reducing the rank by half it would provide parking for 30 cycles.

Although no formal consultation had taken place officers confirmed that some monitoring had been done which showed

that the taxi rank was not frequently used. The Cabinet Member for Transport, Planning and Sustainability, North Yorkshire Police, Safer York and the local Ward Councillors had also been consulted and supported the reductions.

In answer to some Members questions, officers confirmed that:

- If all 4 parking spaces were deleted there would be a shortage of taxi spaces in the City Centre as currently officers were unable to find a suitable location to relocate the lost spaces.
- If the recommendation was agreed officers would undergo a formal consultation period and the Director of City and Environmental Services would take a report to the Cabinet Member for Transport, Planning and Sustainability.

RESOLVED: That Option 1, agree with City Transport Planner's proposal and ask officers to recommend to the Director of City and Environmental Services to go out for formal consultation regarding reducing the rank to a 2 vehicle rank, be approved.

REASON: This option still provides provision of a taxi rank on Piccadilly and also provides the provision of cycle park.

PART B -MATTERS REFERRED TO COUNCIL

10. STATEMENT OF LICENSING POLICY - GAMBLING ACT 2005.

[See also under Part A minutes]

Members considered a report that advised them of the review of the councils statement of licensing policy, of the consultation undertaken and of the changes made as a result of the consultation and revised guidance.

Officers gave an update and stated that under section 349 of the Gambling Act 2005 it required licensing authorities to determine and publish a statement of licensing policy every 3 years. Officers confirmed that the current policy expired on 31

January 2013 and the new statement of licensing policy must be approved by full Council and be published before the current one expired.

Members were informed that a full consultation had been carried out in accordance with the Act and guidance. It commenced on 2 July 2012 and finished on the 28 September 2012.

Members considered the revised draft policy and debated on points 2.2 and 2.3. The licensing officer stated that the policy was a legal statement and that both points had been present on previous policies. She also assured Members that gambling premises do have a legal requirement to display official notices and leaflets about the problems that can arise from gambling.

The Chair passed on her thanks to those Members who had been involved in the licensing hearings.

RECOMMENDED: That the new statement of licensing policy be approved by full council.

REASON: To ensure the Council comply with the requirements of the Gambling Act 2005 and publish a new statement of licensing policy before 31st January 2013.

Cllr B Boyce, Chair

[The meeting started at 4.00 pm and finished at 4.35 pm].



Gambling, Licensing & Regulatory Committee 11 February 2013

Report from the Assistant Director – Housing and Public Protection

Advertising on and in Hackney Carriage and Private Hire Vehicles – Digital Media.

Summary

1. This report asks Members to consider revising the conditions with regards to advertising on and in hackney carriage and private hire vehicles.

Background

2. The City of York Council currently has conditions in place with regarding the current forms of advertising accepted on and in licensed vehicles. The conditions can be found at Annex 1.

Advertising in the form of Digital Media

4. Officers have received a request for consent to allow digital media advertising inside licensed vehicles using a flat screen situated behind the headrest of the front seats. Currently there are no conditions in place with regards to this form of advertising.
5. This form of digital media technology allows for a number of advertisements to be recorded onto a USB which is then put into the vehicle or updated via 3G internet. Further information regarding this form of advertising can be found at Annex 3.
6. Advertisements do have a sound track, officers believe that passengers as well as drivers should be able to adjust or mute the sound, if required.
7. Officers wish to add additional conditions with regards to this form of advertising, these can be found at Annex 2.

8. Officers contacted other licensing authorities with regards to digital media advertising. Consideration was given to policies and condition that they have in place with regards to this form of advertising prior to revising conditions.

Consultation

9. Officers have informed the Associations that represent York's hackney carriage and private hire trade with regards to this report, and contacted other licensing authorities with regards to their policies on advertising.

Options

10. Option 1 – agree with officers' recommendations and instruct officers to implement the new licence conditions with effect from 1 April 2013.
11. Option 2 – disagree with officers' recommendations and instruct officers to take no further action.

Analysis

12. Option 1 – now that technology is available for digital advertising in vehicles, officers believe that this form of advertising should be available for York's licensed vehicles, as long as it complies with conditions that are already in place, detailed in Annex 1, and additional conditions, as detailed in Annex 2.
13. Option 2 – there will be no changes to the current conditions relating to advertising on and in licensed vehicles.

Council Priorities

14. Taxi licensing conditions supports the council priority of 'Get York Moving'.

Implications

15.
 - (a) **Financial**
There are no financial implications.

(b) Human Resources (HR)

There are no HR implications.

(c) Equalities

There are no equalities implications.

(d) Legal

There are no legal implications.

(e) Crime and Disorder

There are no crime and disorder implications.

(f) Information Technology (IT)

There are no IT implications.

(g) Property

There are no property implications.

(h) Other

There are no other implications.

Risk Management

16. There are no known risks associated with this report.

Recommendations

17. That Members approve Option 1 of this report.

Reason: To enable York's Licensed Vehicle to use technology that is available.

Contact Details

| | |
|---|---|
| Author: | Chief Officer Responsible for the report: |
| Lesley Cooke Licensing Manager 01904 551515 | Steve Waddington Assistant Director – Housing and Public Protection |

| | | | | |
|--|------------------------|---|-------------|----------|
| | Report Approved | √ | Date | 31/01/13 |
| Specialist Implications Officer(s) Head of Legal Services Ext: 1004 | | | | |
| Wards Affected: | | | All | √ |
| For further information please contact the author of the report | | | | |

Annexes

- Annex 1** – Advertising Conditions
- Annex 2** - Digital Advertising Conditions
- Annex 3** - Digital Media additional information



CONDITIONS UNDER WHICH ADVERTISING ON HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES WILL BE PERMITTED

Where vehicle licence conditions permit, vehicle licence holders may place advertising material in or on their vehicle in accordance with their licence conditions. Approval must first be sought from the Taxi Licensing Office.

1) TYPE OF ADVERTISING PERMITTED

- a) No advertising will be permitted which causes public offence.
- b) No vehicle shall display external advertising from more than one advertiser.
- c) Advertising material must comply with all aspects of Advertising Standards legislation and the published guidelines of the Advertising Standards Authority.
- d) No vehicle shall display advertising relating to:-
 - Alcohol
 - Cigarettes or other tobacco products
 - Any political or religious organisation or campaign
- e) No advertising material shall cause the vehicle to break Road Traffic Legislation or render the vehicle hazardous to its driver, passengers or other road users.
- f) All advertising artwork must be to a high standard.
- g) Artwork must be durable to the rigours of display on a vehicle in daily use.

2) ADVERTISING DISPLAYED ON VEHICLE BODYWORK

Hackney carriage vehicles may display advertising material mounted or painted on the front and rear of the vehicle. The sides of the vehicle must remain free of advertising in order to give sufficient prominence to the coat of arms decal which aids identification of the vehicle as a City of York licensed hackney carriage. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

Private hire vehicles may display advertising material mounted or painted on the bonnet and boot of the vehicle. The doors must remain free of advertising in order to give sufficient prominence to the Operator's details. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

3) **ADVERTISING IN THE FORM OF REAR WINDOW STICKERS**

One rear window sticker may be permitted per vehicle providing it does not obscure the driver's visibility. No other advertising window stickers may be displayed. Vehicle dealer stickers will be considered as advertising stickers therefore no other sticker may be displayed.

4) **ADVERTISING INTERNALLY WITHIN THE VEHICLE**

Hackney carriages and private hire vehicles may display advertising within their vehicle in the form of a panel displayed in a position visible to passengers but not interfering with the driver's vision or the passenger's ability to see out of the windows.

5) **COMPLIANCE WITH THESE CONDITIONS**

Vehicles displaying advertising without approval contravene the vehicle licence conditions and in the case of hackney carriages, the Byelaws, and if prosecuted would be liable to a fine of up to £500. The vehicle licence could also be suspended until such time as the material has been removed from the vehicle (subject to the right of appeal to the Magistrates' Court). A vehicle licence will also be suspended if artwork is incomplete due to bodywork repairs.

**ADVERTISING INTERNALLY WITHIN THE VEHICLE VIA TV
SCREENS (DIGITAL MEDIA TECHNOLOGY)**

Hackney carriage and private hire vehicles may install in-vehicle digital media technology to be used for advertising purposes and/or live feed material. To use this form of technology for advertising purposes and/or live feed material it must comply with the following conditions:

- a) All broadcast material must comply with the OFCOM Broadcasting Code.
- b) All films/video material must be classified by the BBFC as U or exempt from classification.
- c) The only live feed material that can be shown is national/local news and weather.
- d) All equipment must comply with any legislative requirements in respect of Construction and Use Regulations and other legislation.
- e) All equipment must be designed, constructed and installed in such a way and in such material as to present no danger to passengers or driver, including from impact with the equipment in the event of an accident or damage from the electrical integrity being breached through vandalism, misuse or wear and tear.
- f) The equipment must not interfere with any other safety, control, electrical, computer, navigation, satellite or radio system in the vehicle.
- g) The intensity of any screen should not be such as to be visually intrusive or dazzling. The position of the screen must not obstruct the passenger's view of the meter and the visibility of the screen to following vehicles should be minimal.
- h) Any screen shall be no larger than 15".
- i) All equipment must be installed in the driver's compartment and should not be visible from the driver position.

- j) The installation must not be such as to weaken the structure or any other component part of the vehicle or interfere with the integrity of the manufacturer's original equipment.
- k) The design must be discreet and complement the interior furnishing of the vehicle.
- l) The system must include safeguards to maintain the integrity of the system and prevent the display of unapproved material.
- m) Passengers must have control of the volume and picture (which should be both capable of being turned off) and the driver should be able to lower the sound level if it is causing him/her a distraction. The sound should be automatically muted when the intercom is operated.
- n) A notice should be displayed within prominent view and physical reach of all passenger seats giving instructions to passengers as to adjusting the volume. The notice shall be in a suitable format and design for visually impaired people and visible in low light conditions.
- o) The mute/volume control must be accessible from the nearside and offside passenger seats and from the flip seats.
- p) Once activated the mute should continue without further activation by the passenger until the passenger leaves the vehicle.
- q) All equipment must be protected from the elements, secure from tampering and located such as to have no impact on the seating and luggage carrying capacity of the vehicle.

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|  <p>Cabcast Basic</p> <p>Simple, Affordable, Effective</p> <p>Cabcast Basic: Entry level advertising to suit the cost conscious taxi operator</p> <p>from £149</p> |  <p>Cabcast BasicPro</p> <p>Adaptable, Open, Worry free</p> <p>Cabcast BasicPro: In vehicle advertising with adaptable mobile updating</p> <p>from £199</p> |  <p>Cabcast Advanced</p> <p>Effective, Targeted, Specific</p> <p>Cabcast Advanced: Geographically targeted advertising for city-wide operations</p> <p>from £399</p> |
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Introduction

Thanks for visiting Cabcast. Cab cast is the only taxi information system that has been designed from the word 'go' to enhance the passenger and driver experience in taxis. Click on the menu above to find out more about Cab cast. If you are one of the following, Cabcast can be used to generate a great income stream for you:

Private hire or Hackney carriage operators

Equip your fleet with the latest in taxi technology to differentiate your fleet from the competition. Offer your passengers with local advertising, news, weather, W/FI, video conferencing, and fleet managers can review travelled routes and provide customers with estimated arrival times using our GPS tracking systems.



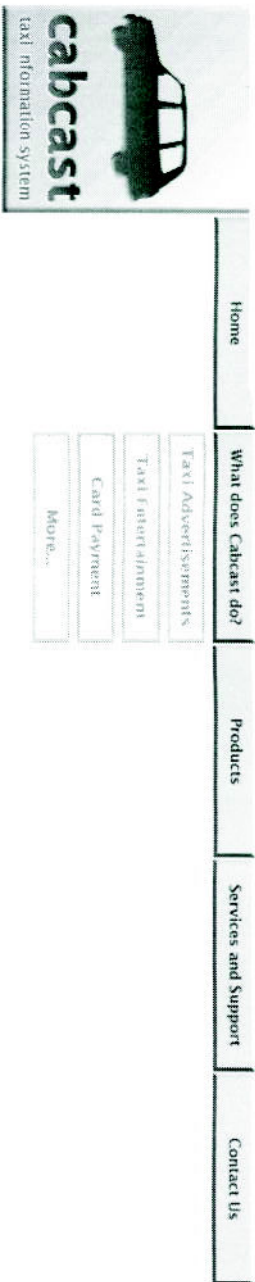
Media Owners

Advertising space will always be hot property. Advertising space that targets *captiv*e, *affluent* and *local* demographics is a local advertiser's dream, which means you can command premium advertising prices. Cabcast makes it easy for media owners - from large, experienced firms to young, entrepreneurial startups - to manage the content on the screens, by USB or 3G internet. Expand your portfolio into the most innovative local advertising platform now.



Owner Drivers

Even if you're an owner driver looking to enhance your passenger experience and equip your vehicle with the most advanced technology, Cabcast has something to make you stand out from the crowd. Running live entertainment from your vehicle, such as local news, weather and more will keep your passengers informed and entertained, or our in-vehicle W/FI option will let your passengers browse the mobile internet on their PDA, mobile phone or laptop for free during their journey.



Taxi Advertising

You've just bought your first batch of Cabcast screens. You're probably going to want to make your money back on your investment. *The most lucrative form of return is advertising.* Advertising in taxis makes good business sense; fleet operators can generate a whole new business from the assets they already own, media owners can extend their portfolio, and a local business can be the first to own a network of digital advertising screens in vehicles in their local area.

Advertise Directly to Untapped Demographics

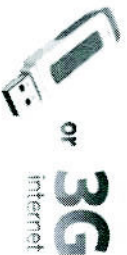
Taxi passengers are a valuable bunch. They're *captive, affluent and local* - three words that mean they're likely to have money to spend at local attractions. Advertising directly to this rare niche is a very appealing prospect for local business, particularly theatres, restaurants, bars, clubs, cinemas, high street retailers and more.

Cabcast reaches markets no other advertising platform can, in a much more innovative and interesting way.



Hassle-free Updating

Updating your advertising content is a breeze with Cabcast, but most importantly it keeps your costs of maintenance down. There are two main Cabcast offerings: Cabcast Basic is straightforward and very low-cost; your advertising content is loaded onto USB memory sticks and plug straight into the Cabcast display unit. Cabcast Advanced uses wireless internet technologies and some very clever software to let you control your advertiser's content from anywhere in the world.



Static Image and Full Video Advertisements

Offer your advertisers either static image or full video adverts (a great opportunity to call a premium price). Either way, all Cabcast products support image and video formats with no extra cost to you.

To the passengers of taxis, being able to watch full video content will keep them more alert and captivated, so they'll pay more attention to your advertiser's messages.





Gambling, Licensing & Regulatory Committee 11 February 2013

Report from the Assistant Director – Housing and Public Protection

Advertising on and in Hackney Carriage and Private Hire Vehicles – Rear Window Stickers.

Summary

1. This report asks Members to consider revising the conditions with regards to advertising on and in hackney carriage and private hire vehicles.

Background

2. The City of York Council currently has conditions in place regarding the current forms of advertising accepted on and in licensed vehicles. The conditions can be found at Annex 1.

Advertising in the form of rear window stickers

3. Conditions currently allow advertising on the body work of the vehicle, internally and in the rear window.
4. The condition relating to advertising in the rear window currently stipulates:

One rear window sticker may be permitted per vehicle providing it does not obscure the driver's visibility. No other advertising window stickers may be displayed. Vehicle dealer stickers will be considered as advertising stickers therefore no other sticker may be displayed.

5. The current wording of this condition is vague and can lead to confusion. Vehicle licence proprietors request advertising in various shapes and sizes, on some occasion the requests have been made to cover the entire rear window. Officers have to use their discretion as to whether they believe the size of the advertising sticker is appropriate so as not to obscure the driver's

visibility out of the rear window. Officers also need to make sure that the sticker is of a size that does not prevent officers and the police from clearly seeing into the vehicle. As a result there is potential for inconsistent application of this conditions. The Taxi Licensing Section receives approximately 15-20 requests a year for approval for this form of advertising.

6. Officers believe that the condition relating to rear window advertising should either be removed or that the wording should be amended.
7. If Members agree to remove the condition officers recommend that an additional condition should be added to the current conditions that stipulates:

No advertising is permitted in the windows of licensed vehicles.

8. If Members agree that the wording of the condition should be amended, officers recommend that the condition should clearly indicate the size of the advertising sticker and the location on the window where it can displayed. Officers would recommend the following wording:

One rear window sticker may be permitted per vehicle. The sticker can be no more that 5cm (2") high and 38cm (15") wide or 13cm (5") high and 13cm (5") wide. It must be positions at either the:

- i. bottom left hand corner of the window;
- ii. bottom right hand corner of the window; or
- iii. top of the window.

It must not obscure the driver's visibility. No other advertising window stickers may be displayed. Vehicle dealer stickers will be considered as advertising stickers therefore no other sticker may be displayed.

9. As a number of licensed vehicles currently have advertising stickers in their rear windows officers recommended the following implementation dates for either of these conditions:
 - a. Hackney carriage vehicles licensed before 1 April 2013 implementation date 1 June 2014.

- b. Private hire vehicle licensed before 1 April 2013 implementation date 1 November 2013.
- c. Change of vehicle (hackney carriage) implementation date 1 May 2013.
- d. Change of vehicle (private hire) implementation date 1 November 2013.
- e. New grants of hackney carriage or private hire vehicle licenses implementation date 1 April 2013.

Consultation

- 10. Officers have informed the Associations that represent York's hackney carriage and private hire trade with regards to this report, and contacted other licensing authorities with regards to their policies on advertising.

Options

- 11. Option 1 – agree with officers' recommendations and instruct officers with regards to whether the condition should be removed or reworded and when the changes should come into effect.
- 12. Option 2 – disagree with officers' recommendations and instruct officers to take no further action.

Analysis

- 13. Option 1 – by either removing or rewording the condition will make the requirements for advertising in the rear window easier for both the trade and officers to understand / enforce and ensure consistency across the taxi fleet. Officers believe advertising in rear windows is a safety issue, the drivers visibility must not be obstructed and enforcement/police officers must be able to clearly see inside the vehicle.
- 14. Option 2 – there will be no changes to the current conditions relating to advertising in the rear window of licensed vehicles.

Council Priorities

15. Taxi licensing conditions supports the council priority of 'Get York Moving'.

Implications

16.

(a) **Financial**

There are no financial implications.

(b) **Human Resources (HR)**

There are no HR implications.

(c) **Equalities**

There are no equalities implications.

(d) **Legal**

There are no legal implications.

(e) **Crime and Disorder**

There are no crime and disorder implications.

(f) **Information Technology (IT)**

There are no IT implications.

(g) **Property**

There are no property implications.

(h) **Other**

There are no other implications.

Risk Management

17. There are no known risks associated with this report.

Recommendations

18. That Members approve Option 1 of this report.

Reason: Officers would recommend that Members remove the condition relating to advertising in the rear window due to safety issues.

Contact Details

| | | | |
|--|---|------------|----------------------|
| Author: | Chief Officer Responsible for the report: | | |
| Lesley Cooke Licensing Manager 01904 551515 | Steve Waddington Assistant Director – Housing and Public Protection | | |
| | Report Approved | √ | Date 31/01/13 |
| Specialist Implications Officer(s) Head of Legal Services Ext: 1004 | | | |
| Wards Affected: | | All | √ |
| For further information please contact the author of the report | | | |

Annex

Annex 1 – Advertising Conditions

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CONDITIONS UNDER WHICH ADVERTISING ON HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES WILL BE PERMITTED

Where vehicle licence conditions permit, vehicle licence holders may place advertising material in or on their vehicle in accordance with their licence conditions. Approval must first be sought from the Taxi Licensing Office.

1) TYPE OF ADVERTISING PERMITTED

- a) No advertising will be permitted which causes public offence.
- b) No vehicle shall display external advertising from more than one advertiser.
- c) Advertising material must comply with all aspects of Advertising Standards legislation and the published guidelines of the Advertising Standards Authority.
- d) No vehicle shall display advertising relating to:-
 - Alcohol
 - Cigarettes or other tobacco products
 - Any political or religious organisation or campaign
- e) No advertising material shall cause the vehicle to break Road Traffic Legislation or render the vehicle hazardous to its driver, passengers or other road users.
- f) All advertising artwork must be to a high standard.
- g) Artwork must be durable to the rigours of display on a vehicle in daily use.

2) ADVERTISING DISPLAYED ON VEHICLE BODYWORK

Hackney carriage vehicles may display advertising material mounted or painted on the front and rear of the vehicle. The sides of the vehicle must remain free of advertising in order to give sufficient prominence to the coat of arms decal which aids identification of the vehicle as a City of York licensed hackney carriage. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

Private hire vehicles may display advertising material mounted or painted on the bonnet and boot of the vehicle. The doors must remain free of advertising in order to give sufficient prominence to the Operator's details. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

3) **ADVERTISING IN THE FORM OF REAR WINDOW STICKERS**

One rear window sticker may be permitted per vehicle providing it does not obscure the driver's visibility. No other advertising window stickers may be displayed. Vehicle dealer stickers will be considered as advertising stickers therefore no other sticker may be displayed.

4) **ADVERTISING INTERNALLY WITHIN THE VEHICLE**

Hackney carriages and private hire vehicles may display advertising within their vehicle in the form of a panel displayed in a position visible to passengers but not interfering with the driver's vision or the passenger's ability to see out of the windows.

5) **COMPLIANCE WITH THESE CONDITIONS**

Vehicles displaying advertising without approval contravene the vehicle licence conditions and in the case of hackney carriages, the Byelaws, and if prosecuted would be liable to a fine of up to £500. The vehicle licence could also be suspended until such time as the material has been removed from the vehicle (subject to the right of appeal to the Magistrates' Court). A vehicle licence will also be suspended if artwork is incomplete due to bodywork repairs.