



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

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	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