

REPORT OF THE DIVISIONAL OFFICER
LICENSING, FOOD & SAFETY
GENERAL LICENSING COMMITTEE - 27 JUNE 2014

LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1976
REQUEST TO ADVERTISE ON HACKNEY CARRIAGE VEHICLES
MR RUSSELL J GREENSLADE – SWANSEA BID

1. A request has been received from Mr Greenslade, Chief Executive of Swansea Business Improvement District (BID) to advertise the Big Heart of Swansea branding on hackney carriage vehicles licensed within the City & County of Swansea. A copy of the request is attached at Appendix A.
2. The advertising proposed does not comply with the Council's adopted guidelines for advertising therefore a Committee decision is required.
3. The advertising requested proposes a full livery vinyl wrap for hackney carriage vehicles only, in particular London style cabs but Mr Greenslade has indicated that he is open to suggestions of other types of vehicles also. A copy of the proposed advertisement is attached at Appendix B. The options available for the vehicle livery wrap are white vinyl with a red logo or red vinyl with a white logo.
4. As Members will see from the proposed advertisement shown in Appendix B, the Council's door signs displaying the licence number of the vehicle, situated on the two front doors of every hackney carriage vehicle has not been incorporated.
5. The Council's existing policy in relation to hackney carriage vehicles requires that all vehicles must be black in colour and the advertising guidelines state:

“h. Any advertisements shall be placed on the back passenger doors only, below the windows.

All “identification signs” displaying the company details must be displayed on the front door of the vehicle only, below the window and must not obscure the sign displaying the licence number of the vehicle.”

“Any company logo, advertising the Operator's or Proprietor's own taxi or private hire business, which has been approved in accordance with the guidelines may be displayed on the front bonnet, rear of the vehicle and/or the back passenger doors only.”

“Identification signs – signs stating the company name and telephone number must be securely fixed adjacent to the door stickers displaying the licence number of the vehicle and must obtain provisional and final approval”. A copy of the advertising guidelines are attached at Appendix C of the report.

6. As Members are aware, the Council currently requires that all hackney carriages are black and private hire vehicles are white. This colour requirement is unique to City & County of Swansea and has been in place for hackney carriages since before Local Government Reorganisation (LGR) in 1996 and since 1998 in respect of private hire vehicles.
7. These requirements were originally brought in as a measure to ensure public safety so that the public can readily identify that such vehicles are licensed and therefore safe to use.
8. Should Members be minded to approve the request by Mr Greenslade, applications will still need to be made on an individual basis from each proprietor of the hackney carriage. Officers will inspect the vehicles and grant final approval in accordance with the advertising guidelines and the Licensing Committee's instructions.

The Licensing Committee's instructions are requested.

Background Papers:	Licence Application
Contact Officer:	Richard Jenkins
Extension:	5600
Legal Contact:	Kath Clague