

Jenkins, Richard

Appendix A

From: Russell Greenslade [Russell@swanseabid.co.uk]
Sent: 22 May 2014 13:06
To: Jenkins, Richard
Subject: Taxi Vinyling

Attachments: Notes for Hackney Carriages vehicles amended June 2011 formatted.doc; txi wrap ideas.pdf

Dear Richard,

Please accept this email as a formal request to the Licensing Section to consider and ultimately sanction Vinyl wrapping Black Cabs.

I wish to vinyl wrap a number of Black Cab Taxis with our Big Heart of Swansea branding. This consumer brand was developed between Swansea BID and the Local Authority to promote Swansea City Centre in August 2013. As part of the strategic marketing plan we have implemented billboards, press, radio and social media campaigns which will continue coupled with the development of the successful Big Heart of Swansea City Centre Loyalty Card.

As a company we are now keen and ready to develop this brand further and feel vinyl wrapping Black Cab Taxis would be an ideal way of doing this supporting the numerous other projects we have planned such as City Centre Ambassadors dressed in Big Heart of Swansea Branding positioned at key access points and within the City Centre. We would also provide Taxi Drivers whose vehicles are vinyled with Big heart of Swansea Uniforms.

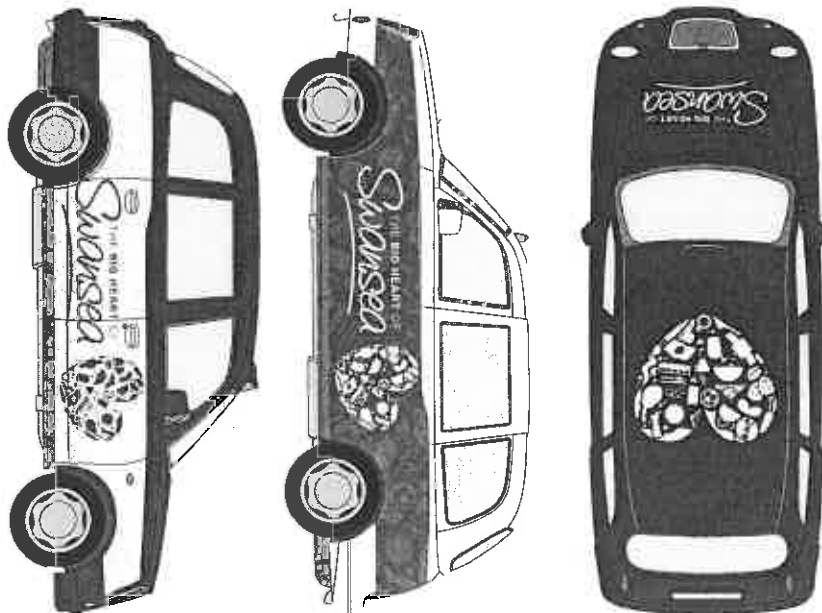
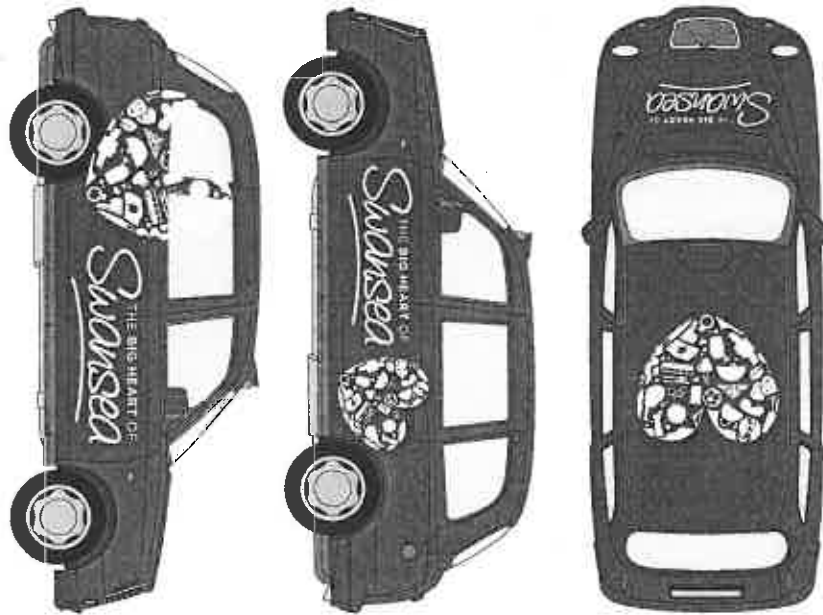
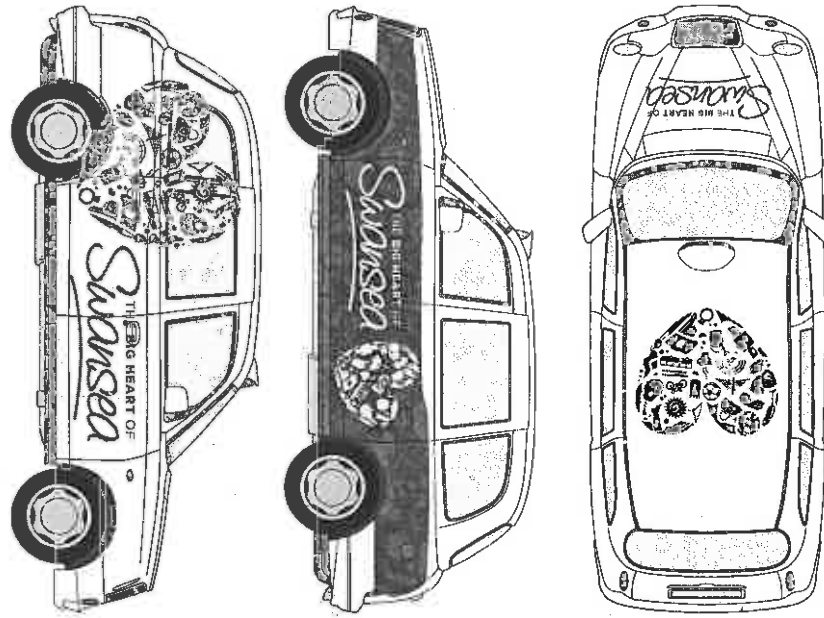
Three example Images are attached for the Members consideration. The vinyl wrapping project would be delivered by a Swansea based and operated company.

I am more than happy to address Members and answer any questions/queries concerning our request if they so wish.

Kind regards,

Russell J Greenslade BA (Hons) CM FCIM FCI FInstLM
Chief Executive
1 Picton Lane
Swansea
SA1 4AF
Direct Line (01792) 475021
Mobile 07971 018 999
www.swanseabid.co.uk
www.facebook.com/swanseabid
www.twitter.com/swanseaBID





ADVERTISING

Appendix C.

36. No fittings or signs, except those approved by the Council or its authorised officers shall be attached to the inside or outside of the vehicle.

GUIDELINES FOR ADVERTISING OR DISPLAYING A COMPANY LOGO ON HACKNEY CARRIAGE VEHICLES

- a. All applications for advertising or to display a company logo on or inside a hackney carriage vehicle must be made in writing to the Director of Environment and accompanied by a sample of the advertising or company logo proposed.
- b. 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. **(NB it is essential that all the details of the proposed advertisement is shown in the original submission. If it is not, then the advertisement may subsequently be rejected).**
- c. The submission, if it is considered acceptable will be given **Provisional Approval**.
- d. **Final Approval** will be given once the advertisement or company logo has been placed on the vehicle. An appointment must be made with a Taxi Licensing Officer for a final inspection when the Officer will confirm that the work has been completed in accordance with the provisional approval granted.
- e. The proprietor of any vehicle displaying an advertisement or company logo that has not received its final inspection will be required to remove it immediately.
- f. Vehicles displaying advertising or a company logo without approval of the Council will be in contravention of the conditions attached to the vehicle licence and may be liable to suspension until such time as the material has been removed from the vehicle.
- g. All advertising must comply with the British Codes of Advertising and Sales Promotion and is the responsibility of the agency or individual seeking the Licensing Authority's approval to ensure that they do so.
- h. Any advertisement approved shall be placed on the back passenger doors only, below the windows.

All "identification signs" displaying the company details (see point l below), 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 condition 36 (d) above, may be displayed on the front bonnet, rear of the vehicle and/or on the back passenger doors only.

- i. Materials used for advertisements or company logos must be of a quality not easily defaced or detached. No paper-based materials or water soluble adhesive paste shall be used. Advertisements must be affixed directly to the exterior rear door panels of the vehicle or initially attached to an approved magnetic panel which is then attached to the vehicle.
- j. Reflective material is not to be used for advertising purposes or displaying company logos.
- k. Each proposal will be considered on its merits but the following advertisements or company logos will not be approved:
 - * those with political, racial, religious, sexual or controversial texts;
 - * those for escort agencies, gaming establishments or massage parlours;
 - * those displaying nude or semi-nude figures;
 - * those likely to offend public taste (depicting violence, obscene or distasteful language)
 - * those which have any reference to alcohol, tobacco/cigarettes and drugs;
 - * those promoting discounted fares;
 - * those advertising jobs;
 - * those which detract from the integrity and/or identity of the vehicle;
 - * those which seek to advertise more than one company/service or product.
- l. 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.
- m. Advertising or displaying company logos on the underside of flip down seats is allowed provided any application received complies with the above guidelines.
- n. Advertising or displaying company logos within or on the rear of the headrests is allowed provided any application received complies with the above guidelines.