

TITLE	:	SIGNAGE – COMPANY DETAILS ON LICENSED VEHICLES
TO/ON	:	LICENSING COMMITTEE – TUESDAY, 23RD MAY 2006
BY	:	HEAD OF LEGAL & DEMOCRATIC SERVICES
LEAD MEMBER	:	LEADER OF THE COUNCIL
STATUS	:	FOR PUBLICATION

1. PURPOSE OF THE REPORT

- 1.1 To inform members of recent requests from licensed vehicles to display company details on such.
- 1.2 To request that committee reconsider condition 1.5 of the Hackney Carriage Vehicle Licence Conditions.

2. RECOMMENDATIONS

- 2.1 It is recommended that committee note the report and resolve to temporarily disallow condition 1.5.

3. REPORT AND REASONS FOR RECOMMENDATIONS AND TIMETABLE FOR IMPLEMENTATION

- 3.1 The current Hackney Carriage Vehicle Licence conditions were approved by the Licensing Committee on 3rd March 2004. These conditions have not been reviewed since that date.

- 3.2 Item 1.5 of these conditions state:

“Details of the company/vehicle proprietor may only be displayed on the rear nearside and rear offside doors of the vehicle.”

- 3.3 Following several requests from proprietors to display their company details on their vehicles, the officers deem it appropriate that this condition be reconsidered and that all current conditions should be reviewed.
- 3.4 Due to the short notice between requests and this Committee, this item will be brought back to the Committee at the next sitting with further information and consultation feedback.

- 3.5 At this stage, members are requested to temporarily disallow condition 1.5 so that further information, consultation and proposals on this item can be sought and thus removing any potential cost implications to the trade making requests for such signage.
- 3.6 Initial feedback from Community Safety and the Anti Social Behaviour Officer indicate that excessive or overdone advertising of company details may detract from the licensed trademarks that the public have become accustomed to and thus pose a risk to the safety of the public. These include the plates on the front and rear of the vehicle, crests on the doors and roof sign.

4. CORPORATE IMPROVEMENT PRIORITIES

- 4.1 None.

5. LEGAL IMPLICATIONS

- 5.1 None.

6. WARDS AFFECTED

- 6.1 All.

7. CONSULTATIONS

- 7.1 Community Safety

For further information on the details of this report, please contact:

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Background documents:

- 1. Hackney Carriage Vehicle Licence Conditions**