

## **FINANCE AND CORPORATE SERVICES**

### **REPORT OF THE HEAD OF LEGAL SERVICES – D. MICHAEL**

**15<sup>th</sup> June 2015**

#### **SECTION A - MATTER FOR DECISION**

##### **WARDS AFFECTED: All**

#### **Hackney Carriage Roof Signs - Advertising**

##### **1. Purpose of Report**

To consider a request from Mr Alexander Tam of Lufa Tech, who wishes to supply LED roof signs for hackney carriage vehicles which incorporates advertising.

##### **2. Background**

The Licensing Authority has adopted a policy for Hackney Carriage and Private Hire vehicles. The policy prescribes the location and detail of advertising on vehicles. In relation to the roof sign the policy states that:

“A sign with lettering no more than 5cm high indicating the name and telephone number of the proprietor may be placed on the rear of the roof sign”.

In addition the policy states that:

“All advertisements shall conform with the requirements of the Advertising Standards Council in all matters relating to good taste, both in content and appearance and shall not relate to matters concerning tobacco, gambling, alcohol or matters of a sexual nature. The Council may permit advertisements that they consider to be for educational purposes.”

**3. Officer Report**

Additional information has been provided by Mr Tam, and this is attached at appendix 1.

The current conditions for hackney carriage vehicles, as set out in the vehicle policy, only permit limited advertising to be placed on the rear of the taxi roof sign; this would prevent a hackney carriage from utilising the roof sign being provided by Mr Tam.

Should members approve the LED taxi roof sign for use, it is suggested that the hackney carriage vehicle conditions, which restrict advertising on the rear of roof signs are amended accordingly.

**4. Recommendation**

That members consider the request after hearing all submissions.

**5. Background Papers**

None

**6. Officer Contact**

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Licensing Manager  
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**7. Wards Affected**

All

## Roof Top LED Signs Applied to Taxis

LED Signs will help update the look of our current Taxis whilst also modernising the look and feel of the local area. LEDs are more energy efficient compared to it's alternatives like halogen bulbs. Therefore, not only do LEDs not only look great, but they have the added bonus of great light output with low power consumption!

One side of the sign will have a large LED screen to promote companies in the local area to help increase business. This LED panel will be dynamic meaning it will be possible for a variety of companies to be advertised on one taxi. Each advert will appear on a sign at least once every five minutes.



The smaller LED panel on the opposite side will be used to increase public safety and awareness when using taxis, whilst also helping to ensure that taxi drivers adhere to the rules that have been set by the local authorities.

It will be possible for private hire taxi cars to either display, 'On Call' or 'Hired' whilst hackney carriage cars will display either 'For Hire' or 'Hired'. This will allow a member of the public to easily differentiate the difference between the two types of taxis. This differentiating will be further back by the small semi circle above the LED screen, which will be used to clearly identify if a taxi is a hackney carriage or private hire taxi.

Hackney carriage cars will be able to utilise the space next to the LED screen to display the details of their taxi number, whilst private cars can use this to promote the details of the taxi firm they are operating under.

For more information, please contact: [lufatech@outlook.com](mailto:lufatech@outlook.com)