

## REPORT

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| To: GENERAL PURPOSES COMMITTEE   | Subject: TAXI AND PRIVATE HIRE CAR LICENSING – ADVERTISING |  |
| From: DIRECTOR OF ADMINISTRATION |  |  |
| Date: 18 February 2004           | Ref: WBK/KH  |  |

**1. PURPOSE OF REPORT**

- 1.1. The purpose of this report is to advise the Committee of a proposed new form of advertising, to seek approval of same, and to advise the Committee of certain advertising applications that have been received by the General Purposes (Licensing) Sub-Committee.

**2. BACKGROUND**

- 2.1. On 27 February 2002 the Committee approved the use of headrest advertising in taxis and private hire cars. That advertising involves headrest covers with patented sleeves allowing the insertion of advertisement cards which are viewed by the back seat passengers. A company has now suggested a more advanced version whereby small television screens linked to a DVD player will show advertisements to rear seat passengers. This form of advertising is likely to involve slide shows of static advertisements on screen, akin to those sometimes viewed before "lights down" at cinemas, as opposed to moving advertisements. The reason for that is that film type advertisements are thought to be too costly for the local companies who would seek to advertise in local taxis and private hire cars.
- 2.2. The Head of Legal Services has consulted with Strathclyde Police and the Council's Transport Manager in connection with the proposal. Neither of those parties has any objection.
- 2.3. Traditionally, external private hire car advertisements have been prohibited with the limited exception referred to below, to avoid any blurring of the distinction between taxis and private hire cars. That issue will be raised later in this report, however, in respect of headrest advertising given that it is internal, the Committee has previously taken the view that it can be made available to both taxi and private hire car operators.
- 2.4. On 4 March 1998, following a consultation period, the Committee decided to permit a single strip advertisement on private hire cars along the rear window advertising the operator's (or radio company's name and telephone number only). Taxis have traditionally had more extensive advertisements. Recently, the General Purposes Licensing Sub-Committee has received a number of requests for advertisements on private hire cars which are in excess of the current permitted forms of private hire advertisements.
- 2.5. At a recent meeting of the General Purposes (Licensing) Sub Committee, these applications prompted the members to suggest that it may be an appropriate time to review the issue of private hire car advertising. As it happens, the Head of Legal Services has been involved in a review of taxi advertising recently and bearing in mind the suggestion of the Sub-Committee, now may be a good time to review the position overall in respect of taxis and private hire cars.

### 3. ISSUES FOR CONSIDERATION

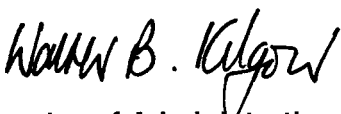
- 3.1. The Committee requires to consider whether to approve advertising by way of DVD screens. As with all forms of taxi and private hire car advertising, the content of advertisements will require to be submitted to the Head of Legal Services for approval, in consultation with the Convener where necessary. It is respectfully suggested that the DVD proposal is unproblematic.
- 3.2. The Committee requires to decide whether to widen the review of taxi advertising to include an overall review of taxi and private hire car advertising.

### 4. CORPORATE CONSIDERATIONS

- 4.1. The determination of the issues in this report should have no significant impact on the Council's wider corporate policies or positions.

### 5. RECOMMENDATIONS

- 5.1. The Committee is asked to approve DVD headrest advertising for taxis and private hire cars in North Lanarkshire.
- 5.2. The Committee is asked to sanction an overall review of taxi and private hire car advertising in North Lanarkshire.

  
p. Director of Administration

*(Members seeking further information on the contents of this report are asked to contact Kenny Hannaway, Senior Solicitor (Licensing) on Extension 2214.*

