

Cllr M Paling and Members of the  
Environment and Licensing Committee  
Gedling Borough Council  
Civic Centre  
Arnot Hill Park  
Arnold  
Nottingham  
NG5 6LU

Our Ref: KJR  
Your Ref:  
Date: 17 October 2013  
Please ask for: Kevin Rowland

**By email only to:**  
[kevin.nealon@gedling.gov.uk](mailto:kevin.nealon@gedling.gov.uk)

Dear Cllr Paling,

**Local Government (Miscellaneous Provisions) Act 1976  
Hackney Carriage Licence Conditions  
Liveries on Hackney Carriage Vehicles**

a2z licensing Ltd are licensing consultants to DG Cars, DG House, Little Tennis Street, Nottingham NG2 4EL and in that respect a signed authorisation has previously been provided to the Licensing Section of Gedling Borough Council.

Part 4 of Gedling Borough Council's standard hackney carriage conditions state:

**4. ADVERTISEMENTS**

*A Any advertisement on the vehicle shall be confined to a notice fixed to any of the side door panels of the vehicle containing the following information:-*

- (i) Name of Operator and*
- (ii) Telephone number of Operator.*

*The design of the notices shall be approved by the Council.*

*B No other advertising material shall be exhibited on the vehicle without the prior written approval of the Council's Environment and Licensing Committee.*

You will be aware that DG Cars have special dispensation from the Council to also include the word 'Gedling' on the side doors of their vehicles. This dispensation was granted at the Environment and Licensing Committee in February 2013.

DG Cars wish to work in partnership with the Council to promote and where possible improve public safety for customers using their hackney carriages licensed by Gedling Borough Council.

In recent years, there has been an increase in the use of liveries on licensed vehicles nationally. This is in no part due to the introduction of low cost technologies such as vehicle wrapping – where a film is applied to the vehicle in a specific design to promote the company.

It is widely accepted by licensing authorities, the trade and other agencies, such as the Police, that increasing the visibility of licensed vehicles not only improves public safety, because members of the public can easily identify licensed vehicles they have pre-booked or in the case of hackney carriages wish to hail in the street, but, also reduces the risk of unlicensed drivers / vehicles operating within the district.

While the above policy does not restrict the use of vehicle liveries and therefore DG Cars could, if they wished, introduce liveries to their vehicles without Council approval. However, DG Cars would, as a responsible operator, like the approval of the Council prior to implementing a livery.

Attached are basic vehicle graphics, which it is believed fully comply with the requirements of the Council in respect of condition 4 above.

I can confirm that a representative of DG Cars will attend the Environment and Licensing Committee when this matter is considered and we therefore request permission to address the committee and answer questions from Members, should the need arise.

Finally, I should like to thank you and the other Members of the Environment and Licensing Committee for their consideration of this matter.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Kevin J Rowland', with a long horizontal flourish extending to the right.

**Kevin J Rowland**  
a2z Licensing Ltd

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