

## **Report to Environment and licensing Committee**

**Subject:** Advertisements on Licensed Vehicles – Door Panels

**Date:** 9<sup>th</sup> December 2014

**Author:** Corporate Director

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

In accordance with the condition a request has been received from Albatross Cars to allow them to include additional material which includes various slogans. Examples of the proposed signs can be found in Appendix 1

### **2. Background**

Current conditions, for both Hackney Carriage and Private Hire Vehicle's, provides the following in relation to advertising on licensed vehicles:

#### **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.'

### **3. Proposal**

Members are asked to consider the request from Albatross Cars

### **4. Resource Implications**

N/A

### **5. Recommendation**

For consideration by the Environment and Licensing Committee

### **6. Appendices**

Appendix 1 – Example of artwork for the door panels

Appendix 1

**ALBATROSS**

**01332**

**345 - 345**



**Voted Derbyshire's best taxi\* firm**

**by the people** *Derby Telegraph* 2014

\*The word 'Taxi' within this advert means a vehicle licensed under the Town Clauses Act 1847 or the Local Government (Miscellaneous Provisions) Act 1976 to carry up to eight people