

EAST AYRSHIRE COUNCIL
LOCAL GOVERNMENT LICENSING PANEL
31 AUGUST 2006

REVIEW OF TAXI LIVERY ADVERTISING

Report by Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 To invite the Panel to consider a request to review the agreed policy of 'full livery' commercial advertising on purpose built taxis to permit the same on saloon/estate type vehicles.

2. BACKGROUND

- 2.1 On 24 January 2001, the then Licensing Sub-Committee of the Community Services Committee, approved a policy permitting 'full livery' commercial advertising on new or nearly new purpose built taxis or on vehicles capable of carrying a disabled passenger in their wheelchair.
- 2.2 At the meeting of the Panel held on 11 May 2006, the Members considered the first application for such permission from a local company and agreed that the particular design submitted was acceptable.
- 2.3 It was further agreed that it would be appropriate for the approval of such applications to be delegated to the Executive Director of Neighbourhood Services, in consultation with the Chair.

3. DISCUSSION

- 3.1 A further letter, dated 4 August 2006, has now been submitted by Poster Plus, Unit 7 Glencairn Terrace, Kilmaurs, (t/a 'ads4cars') requesting the Panel to consider reviewing the original policy decision to restrict 'full livery' commercial advertising to purpose built taxis, to allow similar advertising on saloon and estate type vehicles.(Copy letter and sample designs are attached at Appendix 1) The Company believes that there is a demand from the operators of such vehicles, which comprise around 75% of the taxi fleet licensed by the Council.
- 3.2 As with the proposed design approved by the Panel at the meeting held on 11 May 2006, the proposal would mean repositioning the current front door 'Taxi' logos on the front wings and reducing the size of the logos. The applicants have indicated that, as before, they are prepared to bear the cost of preparing the amended logos which are consistent with the current format used by the Council.

3.3 They believe that there is a demand for advertising of this nature from local firms and organisations and, if agreed, could provide the advertisers with increased business opportunities and, at the same time, provide the taxi operators with additional income.

3.4 The high visibility style advertising could also provide an additional safeguard for the public in that licensed taxis would be more readily identifiable as such.

4. FINANCIAL IMPLICATIONS

4.1 Nil.

5 LEGAL IMPLICATIONS

5.1 The Civic Government (Scotland) Act 1982.

6. POLICY IMPLICATIONS

6.1 The provision of well operated and highly visible licensed taxis is consistent with the Community Safety aspirations set out in the Council's Community Plan.

7. CONCLUSIONS

7.1 A request has been received from a local company inviting the Panel to consider reviewing the agreed policy of 'full livery' commercial advertising on purpose built taxis to permit the same on saloon/estate type vehicles.

8. RECOMMENDATIONS

8.1 It is recommended that the Licensing Panel consider the contents of this report and determine whether or not to amend the current policy.

William Stafford
Executive Director of Neighbourhood Services

WS/GS

4 August 2006

LIST OF BACKGROUND PAPERS

1. Minute of the meeting of the Licensing Sub-Committee of the Community Services Committee held on 24 January 2001
2. Minute of the meeting of the Local Government Licensing Panel held on 11 May 2006.

Any person wishing to inspect any of the background papers listed above should telephone 01563 576111 and ask for Mr John Crawford, Head of Protective Services or e-mail on john.crawford@east-ayrshire.gov.uk



George Scott
Licensing Officer
East Ayrshire Council
14 London Road
Kilmarnock
04 August 2006

Dear George

Further to our recent informal discussions regarding Taxi Advertising in relation to Saloon vehicles I am writing to you to request that the mock up and live picture sent previously is put before the licensing panel at your earliest convenience.

To recap on the requirements, we have struggled on two fronts in East Ayrshire to secure business. The first is the overlying cost of advertising on Eurocabs, which east Ayrshire businesses do not seem to wish to pay. The second has been the lack of response and commitment from drivers of your 7 seat vehicles to enter into an agreement for advertising. Most are looking for grossly inflated fees, which unfortunately pushes up the cost to potential customers up even further making the media format uncompetitive against other media types.

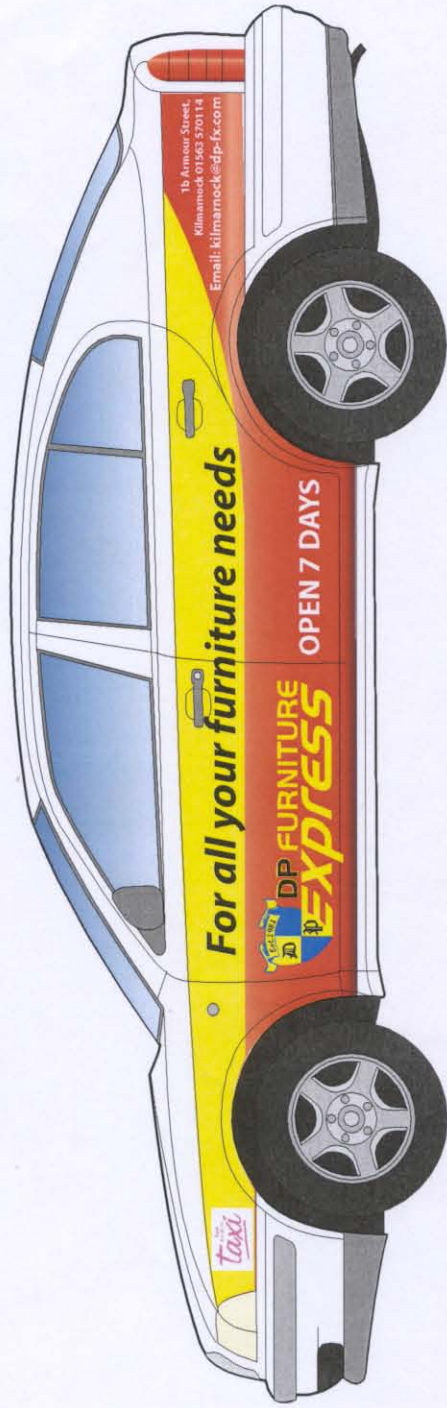
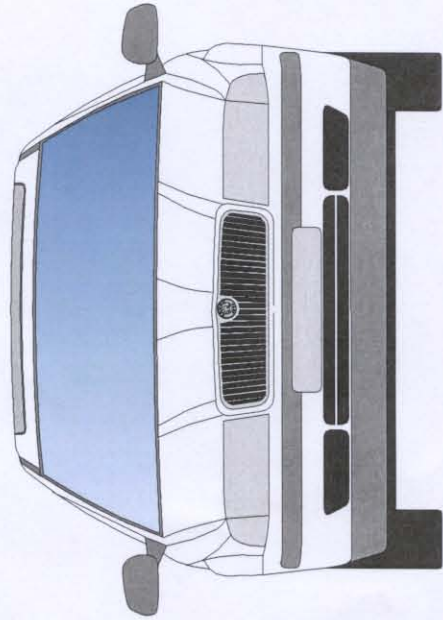
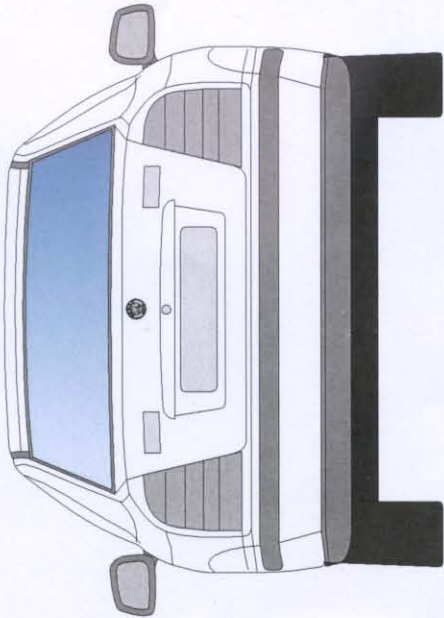
As a response to these we have held discussions with drivers of the Skoda Octavia saloon car who seem more than happy to sign up for panel advertising at an affordable rate (This vehicle in particular has large panel availability). As such we are now seeking council permission to submit mock ups for approval on saloon vehicles. All other stipulations relating to east Ayrshire taxi logo's would continue to apply with these placed on the front wing of the vehicle as previously agreed on 7 seaters.

I trust that this letter along with the details submitted earlier will suffice to allow progression to this next level. Please do let me know if you require anything further from me.

Yours Sincerely

Chris Lennox
Project Manager
Posterplus Media Group

Skoda Octavia



Skoda Octavia

