

**EAST AYRSHIRE COUNCIL**  
**LICENSING PANEL – 11 MAY 2006**

**TAXI LIVERY ADVERTISING**

**Report by Executive Director of Neighbourhood**

**1. PURPOSE OF REPORT**

- 1.1 To invite the Licensing Panel to consider a request to approve a Livery design for Licensed Taxis in East Ayrshire.

**2. BACKGROUND**

- 2.1 On 24 January 2001, the Licensing Sub Committee of the Community Services Committee approved a policy on advertising for Licensed Taxis and Private Hire Vehicles. At that time it was also agreed in principle that the Council would consider “full livery” advertising and all designs had to be submitted for approval by the Licensing Sub Committee, subsequently renamed the Licensing Panel.
- 2.2 Poster Plus, a local company in Kilmaurs, has now submitted a design for advertising on Licensed Taxis and has requested that the Panel considers it suitable for approval.

**3. DISCUSSION**

- 3.1 The actual design if approved would mean repositioning the current front door “taxi” logos on the front wings. The applicants have indicated that if the Licensing Panel approves this design, the company will bear the cost of preparing amended logos which are consistent with the current format used by the Council.
- 3.2 The company also points out that its products are more suitable for the type of vehicles which are wheelchair accessible and as the Council’s policy is now declared, the company anticipates increased business arising from implementation of the policy.
- 3.3 In terms of the current policy, individual proposals have to be considered by the Licensing Panel. Panel members may wish to consider that the timing of the Licensing Panel meetings could potentially inhibit the commercial activities of the company. It is therefore suggested that Panel members may wish to consider delegating the approval of future designs

to the Executive Director of Neighbourhood Services (or in his absence, the Head of Protective Services) in conjunction with the Chair of the Licensing Panel. However, where the Chair of the Licensing Panel considers that any particular proposal would be better considered by the Panel then such proposals will be presented to the Panel for consideration as per current practise.

#### **4. FINANCIAL IMPLICATIONS**

4.1 Nil.

#### **5. LEGAL IMPLICATIONS**

5.1 Civic Government (Scotland) Act 1982.

#### **6. POLICY IMPLICATIONS**

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

#### **7. CONCLUSIONS**

7.1 An application has been received from a local company seeking Licensing Panel to approve a specific design for advertising on Licensed Taxis.

7.2 The nature of their business however is such that the timing of Panel meetings might limit their ability to expand what appears to be a successful local business.

#### **8. RECOMMENDATIONS**

8.1 The Committee are recommended to:-

- (i) consider for approval the attached design submitted by Poster Plus, Unit 7, Glencairn Terrace, Kilmaurs;
- (ii) consider whether it might be more appropriate to delegate the approval of such requests to the Executive Director of Neighbourhood Services (or in his absence Head of Protective Services) in consultation with the Chair of Licensing Panel, as set out in para. 3.3 of the report and
- (iii) otherwise note the contents of the report

William Stafford

Executive Director of Neighbourhood Services

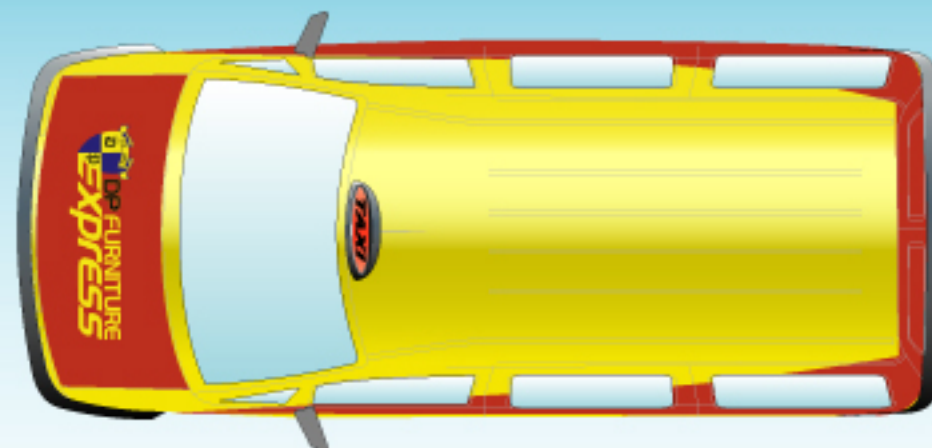
WS/JFC/SD

5<sup>th</sup> May 2006

**LIST OF BACKGROUND PAPERS**

**Nil**

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