

**EAST AYRSHIRE COUNCIL**

**LICENSING SUB-COMMITTEE OF THE COMMUNITY SERVICES  
COMMITTEE – 16<sup>TH</sup> MAY 2001**

**POLICY ON ADVERTISING ON (OR IN) TAXIS AND PRIVATE HIRE CARS  
– IMPLEMENTATION**

**Report by the Director of Community Services**

**1. PURPOSE OF REPORT**

- 1.1 To invite the Committee to confirm the implementation arrangements for the revised Policy on advertising on (or in) taxis and private hire cars.

**2. BACKGROUND**

- 2.1 At the meeting of the Sub-Committee on 24<sup>th</sup> January, the Committee approved a revised Policy on advertising on (or in) taxis and private hire cars. A copy of the report is attached as Appendix 1.
- 2.2 While the original report (paragraph 4.1) recommended that the revised Policy be implemented immediately in respect of new vehicles and all existing vehicles be fully compliant by 31<sup>st</sup> March 2001, the Minute of the meeting simply records that the report was “noted” and the recommendations do not make provision for implementing paragraph 4.1.
- 2.3 One operator has now intimated that the decision is unfair and he does not intend to comply with the new Policy.

**3. DISCUSSION**

- 3.1 The revised Policy was intended to reduce the possibility of the public confusing vehicles licensed for private hire purposes with those used for taxis.
- 3.2 A considerable number of the operators of private hire vehicles have already complied with the Council decision by removing self-advertising which would not comply after 31<sup>st</sup> March 2001.
- 3.3 Enforcement staff have already ensured that all new vehicles licensed since the Council decision was taken have complied with the new Policy.

**4. FINANCIAL IMPLICATIONS**

- 4.1 Given the present situation it is recommended that all existing vehicles be fully compliant by 15<sup>th</sup> August 2001.

## **5. LEGAL IMPLICATIONS**

- 5.1 These are set out in paragraphs 5.1 and 5.2 of the report discussed at the meeting held on 24<sup>th</sup> January 2001 (Appendix 1).

## **6. POLICY IMPLICATIONS**

- 6.1 It is important that the Sub-Committee agrees a date for implementing the revised Policy in respect of existing vehicles.

## **7. CONCLUSIONS**

- 7.1 At the meeting held on 24<sup>th</sup> January 2001 the Sub-Committee noted a report which recommended that the revised Policy on advertising on (or in) taxis and private hire cars would apply to existing vehicles by 31<sup>st</sup> March 2001.
- 7.2 The Minutes of the meeting however do not specifically recommend such a course of action.

## **8. RECOMMENDATIONS**

- 8.1 It is recommended that the Sub-Committee:-
- (i) agree that the revised Policy on self-advertising be applied to all existing vehicles and that these be fully compliant by 15<sup>th</sup> August 2001.
  - (ii) otherwise note the report.

William Stafford  
**Director of Community Services**

23<sup>rd</sup> March 2001

WS/JFC/RRS

### **LIST OF BACKGROUND PAPERS**

**Nil**

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**AGENDA**