

EAST AYRSHIRE COUNCIL

LICENSING SUB-COMMITTEE OF THE COMMUNITY SERVICES COMMITTEE -1 NOVEMBER 2000

COMMERCIAL ADVERTISING ON TAXIS

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To allow the Sub-Committee to consider permitting commercial advertising on Taxis.

2. BACKGROUND

- 2.1 At the meeting held on 3 March 1997, Sub-Committee considered a report by the Director of Community Services on this subject and agreed to prohibit any commercial advertising on or in Taxis and Private Hire Cars.
- 2.2 Following requests from several taxi operators, the concept of allowing 'full livery' commercial advertising on Taxis has been investigated.

3. DISCUSSION

- 3.1 Officers and representatives of East Ayrshire Taxi Trade Council have discussed this matter fully and the consensus of opinion is that 'full livery' commercial advertising on Taxis would be acceptable, subject to each individual design being submitted for approval.
- 3.2 Several examples of the proposed form of advertising will be circulated at the meeting.
- 3.3 As far as can be ascertained, the companies involved in this type of operation only entertain applications from the operators of new, or nearly new, purpose built taxis. They do not appear to have any interest in saloon type vehicles at present.
- 3.4 This form of advertising provides an additional source of income for operators and may act as an incentive to provide vehicles suitable for use by disabled clients.
- 3.5 A copy of this report has been forwarded to East Ayrshire Taxi Trade Council for comment and any response from that organisation will be circulated at the meeting.

4. FINANCIAL IMPLICATIONS

4.1 Nil.

5. LEGAL AUTHORITY/IMPLICATIONS

5.1 In terms of Section 10(4) of the Civic Government (Scotland) Act 1982 the Licensing Authority must be satisfied as to the suitability of the type, size and design of any vehicle to be used as a taxi.

6. POLICY IMPLICATIONS

6.1 Nil.

7. CONCLUSIONS

7.1 Several operators have requested the Council to consider permitting 'full livery' commercial advertising on taxis.

7.2 Council Officers and East Ayrshire Taxi Trade Council have investigated the subject fully and agree that this form of advertising would be acceptable, subject to the prior approval of each individual design.

8. RECOMMENDATIONS

8.1 It is recommended that the Sub-Committee consider the contents of this report and any response received from East Ayrshire Taxi Trade Council and determine

- (i) whether or not to permit 'full livery' commercial advertising on Taxis and, if so determined,
- (ii) to remit to the Director of Community Services to implement any necessary administrative procedures.

William Stafford
Director of Community Services

11 October 2000
WS/GS/LAF

LIST OF BACKGROUND PAPERS

Nil.

AGENDA