

Report

6

| | |
|------------------|---|
| Report to: | Licensing Committee |
| Date of Meeting: | 24 August 2011 |
| Report by: | Executive Director (Corporate Resources) |

| | |
|----------|--|
| Subject: | Civic Government (Scotland) Act 1982 Licensing of Private Hire Cars |
|----------|--|

1. Purpose of Report

1.1. The purpose of the report is to:-

- consider a request by private hire car operators for a change to the Council policy to permit advertising on the body of the car. The advertising sought on the body of the car is the name and telephone number of the private hire company.

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the request by the private hire car operators to amend the present policy be refused.

3. Background

3.1. In terms of Section 14(1) of the Civic Government (Scotland) Act 1982, there should be nothing on or in the private hire vehicle which would lead members of the public to believe it is a taxi. However, this does not apply to anything issued by the Licensing Authority for the purpose of indicating that the vehicle is a private hire car.

4. Present Position

- 4.1. South Lanarkshire Council has for many years adopted the policy of permitting advertising on the back window of private hire cars only which displayed the name and telephone number of the company. In addition, the private hire vehicle has a back plate and front door stickers. The door stickers say 'Advance Booking Only'.
- 4.2. Since this request was received, contact has been made with a number of other Scottish local authorities to determine the practice in their areas. The responses are detailed in the attached appendix and show that there is a wide variation in the practices adopted.
- 4.3. If the request is agreed, this could cause a blurring of the distinction between taxis and private hire cars in the mind of members of the public, and result in more members of the public trying to flag down private hire cars in the street. As members are aware, private hire vehicles are not permitted to pick up members of the public in the street.

4.4. To ensure that there is no potential for confusion, it is proposed that the request to amend the existing policy be refused.

5. Employee Implications

5.1. None.

6. Financial Implications

6.1. None.

7. Other Implications

7.1. The request is contrary to current policy. If approved, it could cause a blurring of the distinction between taxis and private hire cars in the mind of the public. As a result, private hire cars could be flagged down in the street by members of the public in the mistaken belief that the vehicles are taxis.

8. Equality Impact Assessment and Consultation Arrangements

8.1. There is no requirement to carry out an impact assessment in terms of the proposals contained within this report.

8.2. Consultation has taken place with the Private Hire Focus Group who are in favour of the advertising being permitted.

Robert McIlwain
Executive Director (Corporate Resources)

29 July 2011

Link(s) to Council Objectives/Improvement Themes/Values

◆ Improve Community Safety

Previous References

◆ None

List of Background Papers

◆ None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

Teresa Stone, Licensing and Registration Manager

Ext: 4806 (Tel: 01698 454806)

E-mail: teresa.stone@southlanarkshire.gov.uk

Responses : Advertising on Private Hire Cars

Questions: We have recently received a request from a private hire company to advertise their company on the main body of their vehicles. Namely, front bonnet and rear boot area of their vehicles. Can you advise if you allow any advertising on your private hire cars other than rear window stickers?

| Council | Practice |
|--------------------------------------|---|
| Aberdeen City Council | None |
| Angus Council | On both front doors |
| Argyll and Bute Council | No |
| City of Edinburgh Council | No |
| Dumfries and Galloway Council | Name and telephone number of operator on front doors of vehicle |
| Dundee City Council | Yes |
| East Ayrshire Council | No. Window stickers only – front and rear |
| East Dunbartonshire Council | Yes, but only the company name |
| East Lothian Council | Operators' company name or advertising subject to consent |
| East Renfrewshire Council | Yes, as long as it is approved |
| Fife Council | No |
| Glasgow City Council | No, only headrest and rear window |
| Highland Council | Yes |
| North Lanarkshire Council | Single strip rear back window company name and number and internally headrest advertising |
| Perth and Kinross Council | Yes, subject to disclaimer |
| Renfrewshire Council | Yes, but restricted to one door on each side of vehicle |
| Shetland Council | - |
| South Ayrshire Council | No |
| Stirling Council | No |
| West Dunbartonshire Council | On the side of vehicle |
| West Lothian Council | On two front doors of vehicle subject to consent |