

OXFORD CITY COUNCIL

Licensing Committee

17th June 2005

Report of: Transport & Parking Business Manager

Title: Advertising in Hackney Carriages using a media screen

Ward: All

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Key Decision: No

Lead Member:

Scrutiny responsibility: Not applicable

RECOMMENDATIONS

The Committee is recommended:-

1. To approve the general principal of permitting flat-screen media (television) screens in hackney carriages for the purposes of advertising and accept the amended conditions.
2. To delegate to the Business Manager Transport and Parking:-
The approval of the installation of media screens in individual vehicles. Negotiations in respect of the installation of any monitor in the Licensing Office and payment for any such installation.

Any payment for the approval and monitoring of advertisements.

BACKGROUND

1. The Transport and Business Manager has been approached by Islip Taxis and Taxi Advertising acting on behalf of AI Media Cabs to authorise the installation of flat-screen media (television) screens in hackney carriages to allow the display of advertisements. The screen will not be visible to the driver
2. The supplier, AI Media Cabs, explains the system.
 - 15" TFT screen (*This is a good quality format – taxi licensing office note*) mounted behind driver's headrest incorporating the PC hardware. These systems are bespoke and conform to the relevant requirements.
 - The system will be uploaded using 3G / GPRS technology wirelessly from our office based in Peterborough (once installed the cab will not need to be stopped to upload)
 - We will forward material for airing to yourselves 7 days prior to it going live for your approval.
 - All advertisements aired will be instantly accessible by yourselves via a desktop unit we shall install at your office
 - Without going into the technical system in depth, it is essentially a developed Desktop pc
 - All the systems will be installed, uploaded and insured by AI at no cost to the drivers or Oxford licensing authority
 - AI will pay each driver with the system installed an annual fee.
3. Since any new advertisements will be transmitted direct to a receiver in the vehicles and accepted for display, the installation of a desktop unit will be required to enable the Taxi Licensing Office to monitor the adverts and ensure that those being shown are only those that have been approved.
4. The guidelines presently in use for the approval of advertising on and in hackney carriages will be applied to this type of advertising.

5. There will be a button provided in the rear of the vehicle to switch off the sound from the advert being shown although the picture will continue.
6. The monitoring system will require further evaluation by the Taxi Licensing Office before any installation can commence, as will the matter of any fee to be paid to the office for accommodating the equipment, monitoring and approval of the adverts.
7. The purpose of this report is to gain approval for the general principal of having advertising of this type in hackney carriages.
8. Should broad approval be given, the Transport and Parking Business Manager would seek delegated powers to approval individual installations in vehicles, to deal with the installation of a monitor and to negotiate payment.

PROPOSED AMENDMENT TO CONDITIONS

Current advertising conditions are shown in full at Appendix 1

- c. *Interior advertisements may be displayed only on the bulkhead on top of the passenger/driver partition or on the base of the front seats. All such advertisements must be encapsulated in clear non-flammable plastic.*

Additions to Conditions

Interior advertisements may also be displayed on a media screen, approved by the Transport & Parking Business Manager and fitted with his approval, specific to each hackney carriage. It must be fitted in a suitable position on the partition behind the driver and must not interfere with the driver's rearward vision.

A clearly labelled switch must be provided that would allow passengers in the rear of the vehicle to turn off the sound from the advertisements if they wish.

Only advertisements that have been submitted to the Business Manager responsible for the licensing of hackney carriages at least five working days prior to going live and approved by him may be displayed.

A suitable method to allow the Transport & Parking Business Manager responsible to monitor the live advertisements being displayed must be provided by the firm installing the screens and equipment in the hackney carriages.

Appendix 1.

Current conditions for advertising on and in hackney carriages.

THIS REPORT HAS BEEN SEEN AND APPROVED BY
Legal & Democratic Services (Jeremy Franklin)
The Transport & Parking Business Manager
Financial Management (Claire Reid)

Appendix 1

37. Advertisements

- a. Advertisements concerning a radio circuit or taxi business to which the proprietor belongs may be displayed on the rear window of the vehicle only measuring a maximum of 4" x 48". It must not obscure the driver's view to the rear.
- b. Suitable commercial advertisements may be allowed on the inside and outside of the vehicle subject to the approval of the Business Manager responsible for the licensing of hackney carriages
- c. Interior advertisements may be displayed only on the bulkhead on top of the passenger/driver partition or on the base of the front seats. All such advertisements must be encapsulated in clear non-flammable plastic.
- d. Exterior advertisements may be displayed on a purpose-built taxi only:-
- e. As a full-livery advertisement.
- f. On the lower panels of the front two or all four doors, or on the full side lower panels and doors of the vehicle as a continuous item.
- g. On the rear window subject to the advertisement being of such a form as not to obscure the driver's view to the rear. If such advertisements are displayed, no other matter may be displayed.
- h. Mixtures of advertisers or subject matter are not permitted.
- i. Advertisements must be of such a form as not to become easily soiled or detached.
- j. All materials and adhesives used in the manufacture of and for the purpose of affixing advertisements to vehicles must be non-flammable.
- k. Applications for approval of advertisements must be made in writing to Business Manager responsible for the licensing of hackney carriages and, if approval is granted, the approval will be for the duration of the hackney carriage licence and such shorter time, which may be decided at the time of the application.
- l. Business Manager responsible for the licensing of hackney carriages, is authorised to grant or refuse any such application provided he/she consults with the members of the Hackney Carriage and Private Hire Licensing Sub-Committee about any application he/she feels may be unsuitable.
- m. Permission will not be granted for the display of any advertisement that does not comply with the Council's criteria for the display of advertisements in or on hackney carriages.
- n. **Criteria for Display of Advertisements on or in Hackney Carriages**

Advertisements displayed in or on hackney carriages licensed by Oxford City Council must not be, racist or sexist; and should not cause offence to persons with any form of disability, to the general public or any section of the community. Advertisements must not refer to tobacco or alcohol products unless as part of a health education or similar campaign.