


 **Report of:** Transport & Parking Business Manager

 **General Purposes Licensing Committee**

 **Date:** 17<sup>th</sup> March 2006  **Item No:**

 **Title of Report :** Advertising in Hackney Carriages Using a Media Screen.

### Summary and Recommendations

 **Purpose of report:** To re-consider a request for the installation of advertising screens in hackney carriages

 **Key decision:** No

 **Portfolio Holder:** N/A

 **Duty Responsibility:**

 **Ward(s) affected:** All

 **Report Approved by:**

Graham Smith. Transport and Parking Business Manager  
Jeremy Franklin Legal & Democratic Services

 **Policy Framework:** None

 **Recommendation(s):**

If the Committee is minded to approve this type of advertising in hackney carriages, then it is recommended 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.

1. The Transport and Business Manager was 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.
2. A previous report was put before the Committee on 17<sup>th</sup> June 2005. The Committee determined that it would not approve any advertising in Hackney Carriages using a media screen.
3. Enquiries have been made of some of the surrounding licensing areas, the only one who had approved this type of advertising was Reading who had a system in place with advertising on a screen as a series of still advertisements. They make a charge to the advertising agent for the prior approval of the advertisements and require that there is a notice informing the passengers that they can ask for it to be turned off.
4. A search of the Internet found sites of three Councils around the UK plus London who had approved this form of advertising, although there are almost certainly others. It would appear that a condition requiring an *off* switch or a notice is a requirement as is prior approval of advertisements. One council identified a problem with the screen being visible to following vehicles and required the vehicles to have darkened rear screen, this would be a breach of this council's vehicle conditions on safety grounds.
5. If the Committee are minded to permit this type of advertising, the existing advertising conditions would require amendment. **Appendix 1.**
6. In fairness to the previous applicant the Transport and Business Manager should inform him of any change.

**Philip Pirouet**  
**Taxi Licensing Officer**  
**Transport and Parking Business Unit**  
☎ 01865 252115 email: [ppirouet@oxford.gov.uk](mailto:ppirouet@oxford.gov.uk)

 Background papers:

## **Appendix 1 . Additional conditions**

### **Appendix 1**

Interior advertisements may also be displayed on a media screen, if 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 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 to monitor any advertisements being displayed must be provided by the firm installing the screens and equipment in the hackney carriages and at that firm's expense.