

Bassetlaw District Council

Licensing Committee

17 April 2024

Report of the Council Solicitor

Application to Display Signage on a Licensed Vehicle

Cabinet Member: Corporate & Financial
Services
Contact: Jennifer Flynn

1. Public Interest Test

1.1 The author of this report Stella Bacon has determined that the report is not confidential.

2. Purpose of the Report

2.1 Road Runner Private Hire wishes to make an application to display artwork on their Private Hire Vehicle.

3 Background and Discussion

3.1 Applicant's details: Paul Goodman
Address: 91 Pelham Street, Worksop, Nottinghamshire, S80 2TT

3.2 Mr Goodman owns Road Runner Private Hire, the company consists of 1 Private Hire vehicle, PHV163. Mr Goodman states that he wishes to place signage on his vehicle.

3.3 A proof of the proposed artwork can be seen at **Appendix A** to this report.

3.4 The current Vehicle Licence Conditions state

Any advertisements on the vehicle shall be confined to a notice fixed to one or both front door panels of the vehicle containing the following information:-

(a) Name of Operator and

(b) Telephone number of Operator

The design of the notices shall be approved by the Council.

No other advertising material shall be exhibited on the vehicle without the prior written consent of the Council. Any requests for such consent shall be reserved for consideration and a decision by the Council's Licensing Committee.

Any proposed advertisements on the rear window of vehicles which shall cover the entire window shall use "Contra Vision" or similar technology to enable the driver to be able to see out of the rear window whilst allowing the advertisement to be seen from

outside the vehicle. Details of the specification of the “Contra Vision” or similar technology shall be included with the application to the Council

- 3.6 The Supplementary Testing Manual used by the Councils Vehicle Testing Station reiterated the Vehicle Licence Conditions to ensure that if vehicles do not have the express permission of the Committee to display additional signage they will not pass through the test.

4. Implications

- a) For service users

Clear signage on vehicles enables members of the public to identify the vehicle they have booked.

- b) Strategic & Policy

None

- c) Financial - Ref: 25-541

There are no financial implications

- c) Legal – Ref: 007/04/2024

Sections 47 and 48 of the Local Government (Miscellaneous) Provisions 1976 allows the Council to attach conditions to the grant of a licence of a Hackney Carriage or Private Hire Vehicle, including conditions as to the appearance of the vehicle and requiring or prohibiting the display of signs on the vehicle.

- e) Human Resources

None

- f) Climate change, Environmental

None

- g) Community Safety, Equality and Diversity

None

- h) General Data Protection Regulations

None

- i) Whether this is a key decision, and if so the reference number.

Not a key decision

5. Options, Risks and Reasons for Recommendations

- 5.1 The decision to permit the display of these signs falls within the remit of the Licensing Committee as any requests for consent are reserved for consideration and a decision

by the Council's Licensing Committee and shall relate only to the rear passenger doors and window of the vehicle.

5.2 Members do have an option to refuse the request if there are appropriate grounds for doing so.

6. Recommendations

6.1 Members are asked to consider the request from the owner of this vehicle to allow him to display the appended sign and decide if:

6.1.1 To grant the application

6.1.2 To refuse the application

Background Papers

Local Government (Miscellaneous Provisions)
Act 1976 Part II – Section 47 & 48

Location

Licensing Department

Application Documents

Licensing Department

Vehicle Conditions

Licensing Department